

**MASTER OF BUSINESS ADMINISTRATION PROGRAM
IN TOURISM MANAGEMENT
(International Program)**

หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาวิชาการจัดการท่องเที่ยว
(หลักสูตรนานาชาติ)

Philosophy and Objectives

1. Philosophy

To develop and maintain Assumption University Graduate School of Tourism Management in order to provide the best supply of systematically educated and highly trained tourism professionals for Thailand and the international community and to engage in related research.

2. Objectives

The student who graduates with an MBA in Tourism Management :

- (1) Will possess adequate knowledge of the principles and practices of tourism so as to succeed as a manager in the tourism industry.
- (2) Will become a problem solver with the ability to resolve all kinds of tourism industry dilemmas.
- (3) Will have leadership abilities and qualities possessed by most successful global tourism industry leaders.
- (4) Will have the knowledge and ability necessary to be an entrepreneur in the tourism industry.

3. Admission Qualifications

1. Candidates are required to hold a bachelor's degree in Tourism or other related fields from an accredited institution. Candidate does not hold the degree as specified, he/she will be requested to enroll in foundation courses.
2. Candidates must have earned a G.P.A. of at least 2.5 on a scale of 4.0.
3. Candidates must have earned a score of 550 or above on the TOEFL or 6.0 or above on the IELTS test; if not, they have to take the TOEFL or IELTS test and obtain the specified score before graduation.

4. Selection Criteria

There are three criteria in selecting the candidates, which are administered by the admission committee. This refers to:

1. The evaluation of the candidate's applications, transcripts, and experiences;
2. the entrance examination which aims to assess two major attributes necessary for the candidates in their postgraduate study:
 - English proficiency, and
 - Knowledge of Business.
3. From the results obtained in (II), the candidates will be selected for an academic interview. This means the candidates must also obtain a satisfactory result from their academic interview in order to be admitted into the program.

5. Educational Management System

1. Trimester System

Each academic year consists of three trimesters. The teaching and learning process of each trimester takes 12 weeks.

2. Credit values

- Theoretical course: 12 hours of lecture / discussion carries the value of 1 credit.
- Independent study: 36 hours of study carries the value of 1 credit.
- Thesis: 45 hours of study carries the value of 1 credit.

6. Duration of Study

Students must complete all the requirements for the degree within 5 academic years from the first date of enrollment.

7. Registration

Students can register for a maximum of 12 credits per trimester.

8. Evaluation Criteria

1. Grading System

Letter grades are used to show the academic standing of all students with the following meanings and values.

| Letter | Meaning | Value |
|---------|----------------------------|-------|
| A | Excellent | 4.00 |
| A- | Almost Excellent | 3.75 |
| B+ | Very Good | 3.25 |
| B | Good | 3.00 |
| B- | Fairly Good | 2.75 |
| C+ | Fair | 2.25 |
| C | Satisfactory | 2.00 |
| C- | Minimum Satisfactory | 1.75 |
| D | Poor | 1.00 |
| F | Failure | 0.00 |
| R | Course repeated later | -- |
| S | Satisfactory | -- |
| U | Unsatisfactory | -- |
| W | Withdrawal with Permission | -- |
| WF | Withdrawal with F | 0 |
| AU | Audit and non-credit | -- |
| I | Incomplete | -- |
| WP (IP) | Work in Progress | -- |
| NR | No Report | |
| TR | Transferred Credits | -- |
| | | |

2. Course Evaluation

Evaluation of student's performance in each course is based on:

A composite of final examination at the end of the trimester, assignments, tests and quizzes, term projects or reports, and/or presentations.

3. Minimum Grade Requirements

At least a "B" grade is required for all courses.

Graduation Requirements

Assumption University confers the degree of Master of Business Administration (Tourism Management) upon students who meet all the requirements as follows:

1. Plan A : Courses and Thesis

- Complete all the courses of the curriculum
- Obtain the cumulative grade point average of at least 3.00
- Pass the thesis defense
- Have the thesis published or obtain an acceptance of publication in a journal or academic publication or present it at a conference which has the proceedings
- Have library and financial clearance with the University

- Have good behavior and discipline
2. Plan B : Courses and Independent Study
- Complete all the courses of the curriculum
 - Obtain the cumulative grade point average of at least 3.00
 - Pass the oral/written comprehensive examination
 - Have library and financial clearance with the University
 - Have good behavior and discipline

9. Curriculum

1. Number of Credits

The total number of credits of the program is 48 credits.

2. Curriculum Structure

Plan A: Courses and Thesis

| | | |
|------------------|-----------|----------------|
| Required Courses | 27 | Credits |
| Elective Courses | 6 | Credits |
| Thesis | <u>15</u> | Credits |
| Total | 48 | Credits |

Plan B: Courses and Independent Study

| | | |
|-------------------|-----------|----------------|
| Required Courses | 27 | Credits |
| Elective Courses | 15 | Credits |
| Independent Study | <u>6</u> | Credits |
| Total | 48 | Credits |

3. Course Codes

- First Two Letters
 - BE stands for Economics Courses
 - BF stands for Financial Courses
 - BP stands for General Management Courses
 - TR stands for Tourism Management Courses
- Number
 - 5000 – 5999 stands for Foundation Courses
 - 6000 – 6999 stands for Master's Level Courses
 - 7000 stands for Master Thesis Courses

4. Courses

Foundation Courses

| | |
|--|------------|
| TR5700 Foundation in Business | Non-credit |
| TR5800 Professional English for the Tourism Business | Non-credit |
| TR5801 Research Methods for Tourism | Non-credit |
| TR5901 Principles of Tourism and Hospitality | Non-credit |

Required Course

| | |
|--|-------------------|
| | 27 credits |
| | Credits |
| TR6000 Managerial Accounting, Economics and Financial Decision Making for Tourism | 3 (3 -0-6) |

| | |
|---|------------|
| TR6001 Sustainable Tourism Development | 3 (3 -0-6) |
| TR6103 Tourism Business Management and Ethics | 3 (3 -0-6) |
| TR6104 Human Resources Management for Tourism Organization | 3 (3 -0-6) |
| TR6107 Marketing Management for Tourism | 3 (3 -0-6) |
| TR6108 Strategic and Quality Management for Tourism and Hospitality | 3 (3 -0-6) |
| TR6109 International Tourism and Its Environment | 3 (3 -0-6) |
| TR6110 Tourism Policy and Public Planning | 3 (3 -0-6) |
| TR6111 Information Technology and E-Commerce for Tourism | 3 (3 -0-6) |

Elective Courses

**6 Credits (Plan A: Thesis)
15 Credits (Plan B: Non-Thesis)**

Credits

| | |
|---|----------|
| TR6102 Advanced Studies in Tourism Behavior | 3(3-0-6) |
| TR6105 Human Resources Development for Tourism Organization | 3(3-0-6) |
| TR6201 Thailand's Tourism Products | 3(3-0-6) |
| TR6202 Field Work I: Ecological Sustainable Development Studies | 3(3-0-6) |
| TR6203 International Hospitality and Hotel Management | 3(3-0-6) |
| TR6205 Advanced Research Methods for Tourism | 3(3-0-6) |
| TR6206 Comparative Asian Tourism Policy Studies | 3(3-0-6) |
| TR6207 Profit Maximization in the Tourism Industry | 3(3-0-6) |
| TR6208 Selected Topic in Tourism Management | 3(3-0-6) |
| TR6209 Cultural Tourism in Europe and America | 3(3-0-6) |
| TR6210 Cultural Tourism in Latin America and Africa | 3(3-0-6) |
| TR6211 New Tourism Products Development | 3(3-0-6) |
| TR6212 Niche Tourism: Contemporary Issues, Trends and Cases | 3(3-0-6) |
| TR6213 Crisis Management | 3(3-0-6) |
| TR6214 Field Work II: Business and Leisure Event Management | 3(3-0-6) |
| BE6401 Managerial Economics | 3(3-0-6) |
| BF6701 Financial Management | 3(3-0-6) |

Thesis

15 Credits

Credits

| | |
|---------------|-------------|
| TR7000 Thesis | 15(0 -0-45) |
|---------------|-------------|

Independent Study

6 Credits

Credits

| | |
|--|------------|
| TR6990 Independent Study I | 3 (0 -0-9) |
| TR6991 Independent Study II – Industry Project | 3 (0 -0-9) |

5. Study Plan

First Year

First Trimester

| Course Code | Course Title | Credits |
|--------------------|---|-------------------|
| TR5800 | Professional English for Tourism Business | Non-credit |
| TR5801 | Research Method for Tourism | Non-credit |
| TR5901 | Principles of Tourism and Hospitality | Non-credit |
| TR5700 | Foundation in Business Non-credit | Non-credit |
| Total | | Non-credit |

Second Trimester

| Course Code | Course Title | Credits |
|--------------------|--|--------------------|
| TR6000 | Managerial Accounting, Economics and Financial Decision Making for Tourism | 3(3-0-6) |
| TR6001 | Sustainable Tourism Development | 3(3-0-6) |
| TR6103 | Tourism Business Management and Ethics | 3(3-0-6) |
| TR6104 | Human Resources Management for Tourism Organization | <u>3(3-0-6)</u> |
| Total | | 12(12-0-24) |

Third Trimester

| Course Code | Course Title | Credits |
|--------------------|---|--------------------|
| TR6107 | Marketing Management for Tourism | 3(3-0-6) |
| TR6109 | International Tourism and Its Environment | 3(3-0-6) |
| Elective Course | | 3(3-0-6) |
| Elective Course | | <u>3(3-0-6)</u> |
| Total | | 12(12-0-24) |

Second Year

First Trimester

| Course Code | Course Title | Credits |
|----------------------------------|--|-------------------|
| TR6110 | Tourism Policy and Public Planning | 3(3-0-6) |
| TR6111 | Information Technology and E-Commerce for Tourism | 3(3-0-6) |
| TR6108 | Strategic and Quality Management for Tourism and Hospitality | 3(3-0-6) |
| TR6990 | Independent Study I (Non-Thesis Option) | 3(0-0-9) |
| TR7000 | Master's Thesis (Thesis Option) | 3(0-0-9) |
| Total (Thesis Option) | | 12(9-0-27) |
| Total (Non-Thesis Option) | | 12(9-0-27) |

Second Trimester

| Course Code | Course Title | Credits |
|--|---|-------------------|
| TR7000 | Master's Thesis (Thesis Option) | 12(0-0-36) |
| TR6991 | Independent Study II – Industry Project (Non-Thesis Option) | 3(0-0-9) |
| Three Elective Courses (Non-Thesis Option) | | 9(9-0-18) |
| Total (Thesis Option) | | 12(0-0-36) |
| Total (Non-Thesis Option) | | 12(9-0-27) |

6. Course Description

Foundation Courses

TR 5700 Foundation in Business 3 (3-0-6) Credits

This course consists of the essentials of management including an examination of the following functions: planning, organizing and staffing, leading, controlling, and coordinating. Also included is a concise overview of the basic marketing concepts of product, price, promotion and distribution. The last part of the course is devoted to the basic finance concepts which include financial management, institutions, and investment

TR 5800 Professional English for the Tourism Business 3 (3-0-6) Credits

Students will be prepared to possess professional and efficient English communicative skills essential for both their studies and career in the tourism industry. Students will learn how to speak, write, read and listen with the applications of tourism business. Essential vocabulary for hospitality/travel/tourism will also be introduced to the students.

TR 5801 Research Methods for Tourism 3 (3-0-6) Credits

This course aims to prepare students to possess necessary skills in undertaking their research at a postgraduate level. These skills are academic writing, computer literacy, and some basic research skills. Various research studies will be presented to the students in order to familiarize them with the current research issues and methodologies used in the tourism industry.

TR 5901 Principles of Tourism and Hospitality

3 (3-0-6) Credits

Several approaches are introduced to students in explaining the relevant components and the phenomenon of the tourism industry. Historical and contemporary development of tourism are discussed. Contemporary research on quality service and tourist/guest expectation are reviewed and examined. The course will also include some site visits, for example famous tourist attractions in the country, problematic resort areas, or interesting international hotel/travel/tourism organizations to familiarize students with the current practices of the industry.

Required Courses

TR 6000 Managerial Accounting, Economics and Financial

Decision Making for Tourism

3 (3-0-6) Credits

This course presents managerial concepts tourism industry besides discussing the demand and supply from the tourism economics point of view, the issues of externalities, multiplier effects and forecasting are emphasized. Issues of portfolio management, foreign direct investment (FDI), and some basic principles of tourism financial point of view are also included.

TR 6001 Sustainable Tourism Development

3 (3-0-6) Credits

The practices of tourism in the third world countries are studied. This will include a careful examination of the tourism development as well as its impact to the host country in terms of ecological/environmental, social, cultural, and economical perspective. Different approaches for understanding tourism development and its sustainability are examined. Appropriate case studies are selected to relate students to the current issues of sustainable tourism development in the third world countries.

TR 6103 Tourism Business Management and Ethics

3 (3-0-6) Credits

This course aims to provide students with various theories of management for both the organization and those who work in it. For organization management aspect, different organization structures and their essential archetypes appropriate for tourism are examined. For human resources management aspect, the social psychological foundations for understanding individual and-or group of people who work in organization are investigated. The issues of ethics in conducting the business in the industry are also discussed through appropriate case studies.

TR 6104 Human Resources Management for Tourism

Organization

3 (3-0-6) Credits

Students will be presented with techniques and methodologies to plan, organize and control the human resources in the tourism organization. The practices of recruiting, training, compensation provision, promoting, health and safety provision, and employee relations are reviewed from both domestic and international perspective. Appropriate approaches to manage and maintain expatriate staff are discussed. The emphasis of the course is placed on the comparison of the practices of the domestic and international human resources management

TR 6107 Marketing Management for Tourism

3 (3-0-6) Credits

The principles and practices of marketing in the tourism industry are presented. Besides placing the emphasis of the course on the appropriate approach to market the tourism product, the course also compares and contrasts the unique approach of tourism marketing to the classical marketing principles.

The course will also introduce systematic approach in undertaking marketing research for the tourism product. Case studies are used to illustrate the applications of tourism marketing approach appropriate for organizations in the industry at various stages-domestic, international, and global. The roles of information technology on tourism are also investigated

TR 6108 Strategic and Quality Management for Tourism and

Hospitality

3 (3-0-6) Credits

The issues of formulating the organization's strategic planning are emphasized. The components of the strategic plan for tourism and hospitality business, for example, the vision, mission, objectives, tactical and operational goals, are examined. The principles of quality management are also introduced. Useful international quality standards, for example, ISO standards and appropriate approaches to maintain quality will be discussed as tools for achieving competitiveness, and cost efficient in managing the processes of producing or maintaining the resources for the tourism industry.

TR 6109 International Tourism and Its Environment

3 (3-0-6) Credits

The international issues governing the tourism industry are examined. This includes the preliminary studies of international policy, law and regulations which support or constrain the tourism business. The course involves the study of the roles and functions of the international tourism organizations. Issues related to transportation management, for example, the airlines industry are discussed. Principles and practices of related laws and regulations of tourism in Thailand are also introduced.

TR 6110 Tourism Policy and Public Planning

3 (3-0-6) Credits

Besides introducing students to the roles and forms of the National Tourism Organizations, and Tourism Authority of Thailand, this course also examines the planning methodologies for tourism. Such methodologies include study preparation, determination of objectives, survey of relevant elements, analysis and synthesis, policy and plan formulation, and implementation and monitoring. The course focuses on the tourism private and public planning at a local, regional and national level. The principles of sustainable tourism development are re-examined. Case studies drawn from different countries on their tourism planning approaches are also employed to relate students to the current issues at a national and an international level.

TR 6111 Information Technology and E-commerce

for Tourism

3 (3-0-6) Credits

This course is a management and marketing application-oriented study of the development of Information Technology and E-commerce for the tourism organizations. Subjects covered include the history and overview of IT and the Internet in the Tourism Industry, the use of the Internet for destination and tourism organization marketing, travel industry consumer information search and buyer behavior, effective web design strategies, direct and relationship marketing via the internet, innovation and development of new E-commerce tourism ventures, and finally the management of the overall IT/E-commerce function for Tourism Industry organizations.

Elective Courses

TR 6102 Advanced Studies in Tourism Behavior

3(3-0-6) Credits

Interrelated issues which motivate and influence tourism to visit a destination are examined. Emphasis will be placed on sociological and psychological factors, social groups, demographic variables, social class, and culture on the formation of tourist attitudes, consumption and purchasing behavior. The course

proposes several approaches, qualitative and quantitative, to both understand and examine the behavior of the tourists.

TR 6105 Human Resources Development for Tourism

Organization

3(3-0-6) Credits

This course elaborates one of the most important functions of human resources management educating/training staff in the tourism organization. At the macro level, educational principles that explain appropriate approaches and methodologies for educating adults are examined. Issues of vocational education related to tourism business are also discussed. At the micro level, the principles of organizing appropriate and efficient training program or learning activity for the staff's expected behavior in the tourism organization are also included.

TR 6201 Thailand's Tourism Products

3(3-0-6) Credits

This course examines the components of the tourism product of Thailand through a systematic study. This will include the examination of Thailand's geographical/ environmental, historical, and social/cultural dimensions of tourism. The course aims to develop students to possess profound knowledge of the tourism products of the country. Field trips are arranged for students to experience the actual products.

TR 6202 Field Work I: Ecological Sustainable Development

Studies

3 (3-0-6) Credits

This course focuses on the applications of the principles of sustainable development on the tourism industry. Students are required to select at least two tourist destinations and make an analysis to compare and contrast the practices of sustainable tourism development. Besides the review of related literature, first-hand information is required.

TR 6203 International Hospitality and Hotel Management

3 (3-0-6) Credits

Issues on international hospitality and hotel management are discussed. The management techniques appropriate for hospitality and hotel management are examined. This will include, for example, the management of hotel, food and beverage operations, convention, exposition, recreation, and entertainment. The use of yield management is investigated. The emphasis of the course is laced on the research and management techniques for quality service. The principles of international quality standards are also discussed in detail.

TR 6205 Advanced Research Methods for Tourism

3 (3-0-6) Credits

This course aims to prepare students for an academic career or further studies in business and tourism. The course will discuss extensively on current researches in the field, and provide students with knowledge and understanding on business and tourism research as a multidiscipline area of study. Students will be given opportunities to apply different disciplines or perspectives in analyzing the literature in the field. Students are also encouraged to submit their research paper for publication.

TR 6206 Comparative Asian Tourism Policy Studies

3 (3-0-6) Credits

A comparative study of various approaches to developing governmental tourism policies. This includes discussion on the economic, social and environmental impacts of national and international policies. Tourism policy case studies of Southeast Asian country's experience with tourism are employed to relate students to current tourism issues at a national and international level. The course also includes field study, for example, visits to national and international tourism policy-making organizations which allow students to familiarize themselves with current policies in the tourism industry.

TR 6207 Profit Maximization in the Tourism Industry

3 (3-0-6) Credits

Profit maximization on scarce resources in the tourism industry requires the mastery of techniques taught and practiced in this course and applied to published case. The techniques range from foreign exchange risk analysis and exposure management, financial statement analysis to capital budgeting and optimizing the enterprise's capital structure. While the first half of each class is directed toward discussion of the underlying theory, the second half is applied to working problems in preparation of the midterm and final exams.

TR 6208 Selected Topic in Tourism Management

3 (3-0-6) Credits

Topics selected by the instructor with an overview of cultural heritage management and worldwide perspective service issues will be discussed and examined include ethics, professional responsibility, management of indigenous, historical sites, physical protection methods.

TR 6209 Cultural Tourism in Europe and America

3 (3-0-6) Credits

This course aims at familiarizing students with European and American cultures, and their main cultural attractions and festivals, so that students would be able to create outbound cultural tours to countries in Europe and America, and to gain deep understanding and appreciation of various cultures and sub-cultures of peoples in such countries, to enable them to promote various tourism products in international tourism markets, as well as to interact with peoples of those cultures smoothly and successfully. On-site education by organizing field trips and conducting some parts of the course on specific chosen destinations would be conducted to enable students to gain first-hand experiences.

TR 6210 Cultural Tourism in Latin America and Africa

3 (3-0-6) Credits

This course aims at familiarizing students with cultures of countries in Latin America and Africa, and their cultural attractions and festivals, so that students would be able to create outbound cultural tours to such countries, and to gain deep understanding and appreciation of various cultures and sub-cultures of peoples in such counties, to enable them to promote various tourism products in international tourism markets, as well as to interact with peoples of those cultures smoothly and successfully. On-site education by organizing field trips and conducting some parts of the course on specific chosen destinations would be conducted to enable students to gain first-hand experiences.

TR 6211 New Tourism Products Development

3 (3-0-6) Credits

This course emphasizes the principles and techniques of, as well as explores the opportunities in, creating and developing new tourism products in the various sectors of the tourism industry—tourists destinations and attractions for domestic as well as international tourism markets; new types of accommodation, resorts, mountain chalets, jungle rafts, jungle cabins, guest houses and camping grounds; sightseeing and cruising companies; ethnic restaurants and new forms of entertainment for changing consumer behaviors; gifts, souvenirs, and shopping complexes for tourists; other special tourism products for niche markets, adventure tours, home stay, farm stay, agro-tourism, historical tourism, educational tourism, etc. Project works would be assigned for students to create and develop new tourism products for domestic and/or international tourism markets.

TR 6212 Niche Tourism: Contemporary Issues,

Trends and Cases

3 (3-0-6) Credits

This course examines one of the fastest growing areas within the tourism sector. This includes how Niche tourism represents diversity and ways of making differences. To provide integrated picture of specialty /niche tourism as a whole, looking at both the 'macro' and 'micro' niche area and the study of

international cases to emphasize the links to practice. To cover variety of aspects of special interest tourism, the study of tradition and culture-based tourism, activity-based tourism and the future of niche tourism will also be emphasized. Potential and practice of niche tourism in Thai tourism context is also investigated.

TR 6213 Crisis Management

3 (3-0-6) Credits

This course will provide students with a fundamental understanding of crisis management, risk communications, media relations in the context of tourism. They will examine what a crisis is, types of crises, crisis models, anatomy of a crisis, Crisis Management Team (CMT), crisis response, and crisis recovery. Real-life case illustrations, practical exercises and simulations will be used to give students an interactive experience and a realistic understanding of the limitations and opportunities that arise in high-pressure crisis management situations. Emphasis will be placed on various types of crises hospitality and tourism managers face today. In addition they will address the causes, consequences, and stages of tourism crises. From here they will investigate the use of crisis management teams (CMTs) (i.e., how and why they are effective in helping organizations cope with the crisis. Students will work as a team to develop a tourism-specific crisis management plan for analysis and discussion, and will also have the opportunity to hone their communications skills by participating in practice media interviews during in-class sessions.

TR 6214 Field Work II: Business and Leisure Event

Management

(3-0-6) Credits

The characteristics and appropriate management approaches for organizing hallmark events and conferences are examined. The impact of such events are also discussed. Students taking this course are required to organize a project which demonstrates their understanding on the principles of hallmark event and conference management.

BE 6401 Managerial Economics

(3-0-6) Credits

This course combines economic theory with the application of economic analysis. It provides the analytical tools necessary to choose among alternatives in solving business problems with economic decision-making in the light of recent trends. It includes business cases, discussion, questions and problems.

BF 6701 Financial Management

3 (3-0-6) Credits

This course aims at producing students with a framework of financial analysis and management. Topics include working capital management, long-term asset management, short-term financing, long-term financing, capital structure, dividend policy and the cost of capital. The course emphasizes major activities of the chief financial executives.

Thesis

TR 7000 Master's Thesis (For Thesis option only)

15(0-0-45) Credits

Each student will undertake research into an approved topic in the relevant field. Supervision will be arranged with expert faculty. Regular conferencing will be required

Independent Study

TR 6990 Independent Study I (For Non-thesis Option Only)

3 (0-0-9) Credits

This course aims to provide students who choose the non-thesis option to undertake a research study of their interests. The study has to be validated and reliable in terms of literature analysis, research methodology, research findings, and recommendation. First-hand information is required besides an extensive review of literature.

TR 6991 Independent Study II – Industry Project

(For Non-thesis Option Only)

3 (0-0-9) Credits

This course provides a practical understanding of the tourism theories discussed throughout the course of MBA study. Students will implement at least one of the selected tourism topics in a practical approach. Tourism related project must be envisioned, providing clear rationales and project plan. An evaluation of the project implementation must be clearly articulated in a report form.