BANGKOK UNIVERSITY
GRADUATE SCHOOL



M.A.THMI

Master of Arts Program in Tourism and Hospitality Management Innovation

(International Program)

DEGREE PLAN
FOR GRADUATE STUDENT
2027 ENTRANTS

THMI

Master of Arts Program in Tourism and Hospitality Management Innovation

(International Program)

Curriculum

Year	Course	Course Code	Course Title	Credits
	Preliminary Courses	HT 504	Introduction to Tourism and Hospitality Management Innovation	-
1	Core Courses	HT 515	People and Cultural Diversity Management	3
		HT 516	Sustainable Strategic Management in Tourism and Hospitality	3
		HT 517	Innovation and Creativity for Entrepreneurship in Tourism and Hospitality	3
		HT 518	Innovation in Financial Project Management for Tourism and Hospitality	3
		HT 519	Big Data Analytic in Tourism and Hospitality	3
		HT 520	Business Research in Tourism and Hospitality Industry	3
Total				**18**

Course	Course Code	Course Title	Credits
Electives Courses	HT 678	Sustainable Business Planning and Management in Tourism and Hospitality Industry	3
	HT 679	Integrated Tourism and Hospitality Innovation	3
	HT 680	Management	3
	HT 681	Strategic Risk and Resilience Management in Tourism and Hospitality Industry	3
	HT 682	Digital Marketing in Tourism and Hospitality Industry	3
	HT 683	Leisure and Recreational Activities and Sports	3
	HT 684	Management	3
	HT 685	Wine Business	3
	HT 686	Management Internship	3
	HT 687	ASEAN Studies for Hospitality and Tourism Industry	3
	HT 688	Innovation in Food and Beverage Management System	3
	HT 689	Café Management in the Cutting Edge	3
	HT 690	Seminar in Hospitality and Tourism Industry	3
		MICE Management Experiential Work Integrated in Tourism and Hospitality	

*** Plan A**

Course	Course Code	Course Title	Credits
THESIS	HT 583	Thesis	12
Total			**12**

*** Plan B**

ELECTIVE COURSES

Students of Plan B must select 4 courses or 12 credits, one of which must be HT 586 Independent Study (3 credits).

Course	Course Code	Course Title	Credits
INDEPENDENT STUDY	HT 586	Independent Study	6
Total			**6**

●Program of Study

Plan A: Thesis / Plan B: Independent Study

Preliminary Courses **Section 7841**

Course Code	Course Title	Credits
HT504	Introduction to Tourism and Hospitality Management Innovation	-

First Semester 1/2027 **Section 7841**

Course Code	Course Title	Credits
HT 515	People and Cultural Diversity Management	3
HT 516	Sustainable Strategic Management in Tourism and Hospitality	3
HT 517	Innovation and Creativity for Entrepreneurship in Tourism and Hospitality	3
HT 518	Innovation in Financial Project Management for Tourism and Hospitality	3
HT 519	Big Data Analytic in Tourism and Hospitality	3
HT 520	Business Research in Tourism and Hospitality Industry	3
	Total **Plan A**	**18**
	Plan B	**18**

Second Semester 2/2027 **Section 7841**

Course Code	Course Title	Credits
HT XXX	Elective I (Plan A & Plan B)	3
HT XXX	Elective II (Plan A & Plan B)	3
HT XXX	Elective II (Plan B)	3
HT XXX	Elective II (Plan B)	3
HT 583	Thesis (Plan A)	6
HT 586	Independent Study (Plan B)	3
	Total **Plan A**	**12**
	Plan B	**15**

Summer Semester 2027 **Section 7841**

Course Code	Course Title		Credits
HT 583	Thesis (Plan A)		6
HT 586	Independent Study (Plan B)		3
	Total	**Plan A**	**6**
		Plan B	**3**

หมายเหตุ : Enrollment in the third semester is optional and is suitable for students who wish to complete their studies within one year.

First Semester 1/2028 **Section 7841**

Course Code	Course Title		Credits
HT 583	Thesis (Plan A)		6
HT 586	Independent Study (Plan B)		3
	Total	**Plan A**	**6**
		Plan B	**3**

*** Note**

For Thesis Program (Plan A)

Core Courses	18	credits
Elective Courses	6	credits
Thesis	12	credits
Total	**36**	**credits**

For Non-Thesis Program (Plan B)

Core Courses	18	credits
Elective Courses	12	credits
Independent Study	6	credits
Total	**36**	**credits**

Plan B: *Pass comprehensive examination (registration: February 2029) *For more details (such as registration or examination exact dates) please check "Comprehensive Examination Schedule" via admission.bu.ac.th/grad*

Student's Grade Record

Master of Arts Program in Tourism and Hospitality Management Innovation (International Program)

Preliminary Courses	S	U	Exempted	Semester/ Academic Year
HT 504 Introduction to Tourism and Hospitality Management Innovation				

Semester	Academic Year	Core/Elective Courses	Course Code	Credit	Grade	GPA	CUM GPA
1	2027						
2	2027						
3	2027						
1	2028						

Thesis (Plan A)

Title of Thesis .....

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Name of Thesis Advisors

Advisor: .....

Co-advisor: .....

Thesis (Plan A)

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
	1	3		
	Total			

Name of External Committee :.....

Date of Submission of Thesis :.....

Semester/ Academic Year	Attempt	Total Credits	Date of Thesis Proposal Defense	Date of Thesis Oral Defense
		1		
		1		
		1		
		1		
		1		
		1		

Remark : Students who do not register for thesis credits nor for other courses in a particular semester are required to maintain their status by paying a fee equivalent to that of one credit hour until the completion of thesis.

Comprehensive Examination (Plan B)

Academic Year	Semester	Comprehensive Examination	Number of Attempts	Result	Remarks
		Comprehensive Exams.			
		Comprehensive Exams.			
		Comprehensive Exams.			

Remark: Students who do not register for Comprehensive Examinations are requested to fill out the leave of absence form and pay a fee to maintain their student status.