



Course Details for the Study Abroad Program Students

Academic Year 2017

Faculty of Hospitality and Tourism Prince of Songkla University, Phuket Campus Phuket, Thailand

The Faculty of Hospitality and Tourism (FHT), Prince of Songkla University (PSU), Phuket Campus is an internationally recognized Faculty with a reputation for excellence in teaching and research specifically in the areas of hospitality, tourism, and business. We have more than 20 years of experience in offering international programs in Hospitality Management and Tourism Management. Coming to study at FHT, PSU for a full academic year or a trimester is a great opportunity.

Our friendly campus is situated in beautiful Phuket, one of the world's most suitable and adequate locations for hospitality and tourism studies. It is a welcoming and supportive place to come to as an international exchange student.





Degrees Offered (For the Undergraduate Level)

Bachelor in Business Administration (BBA) in Hospitality Management
Bachelor in Business Administration (BBA) in Tourism Management

Semester Dates:

Semester 1:

Orientation: 7 - 10 August 2017
Classes and exams: 15 August 2017 – 18 December 2017

Semester 2:

Orientation: 3 - 4 January 2018
Classes and exams: 8 January 2018 – 14 May 2018

Registration

Exchange/study abroad students may choose to enroll in any of the subjects listed below, provided that their chosen subjects DO NOT overlap in their study timetable or exam timetable including both midterm and final exams and that there are at least 10 students enrolled in the subject selected. We will consider special exam arrangement for exam clashes only if you provide official written proof by your home university that taking these subjects are compulsory to your study abroad program. Learning agreements will not be considered. Please note, we CANNOT arrange for you to undertake three exams in one day regardless of the reason. In addition, students are advised to choose between 4 – 6 subjects per semester.

The subject list provided below may be subject to change. Please note the courses marked *, which indicate that they are offered to international students only but there might be some Thai students, who may register for these courses as their free electives. Students registered for all other subjects will have opportunities to study with more Thai students. Subjects marked ** are elective subjects. They are offered to local students as well as international students but are subject to change or be cancelled due to low demand and may not be offered if there are less than 10 students registered. Please also note that the course list may be subject to change.

Students may change their course selection within the first week of the semester, provided that there are seats available, and this can be done online. In addition, students may choose to enroll in other language courses offered by Faculty of International Studies, such as Chinese and Japanese for an additional cost of 6,000 Baht per course.

Credit Transfer

Exchange students are advised to consult with their home university as to which courses offered at FHT, PSU can be transferred to their home university.

At FHT, PSU, credits are awarded on a semester basis. Each semester has 15 weeks of lectures, 1 week of midterm examination and 2 weeks of final examinations. Each curriculum course typically has 4 credits in original curriculums and 3 credits in the newly revised curriculums. Both 4-credit courses of the original curriculums and 3-credit courses of the newly revised curriculums generally include 45 lecture hours or equivalent, 90 hours self-study, 6 hours examinations and expected 12 hours of exam preparation. In total this equals to 153 study hours per course. Some courses may require additional business visits or field trips.

Students are expected to carry out, and keep a record of, independent studies, exercises, group work, business visits, and quiz and examination preparation, in addition to attending lectures. All work that goes into earning credits makes the overall workload substantial.

In addition, PSU considers a student a full-time student if his/her schedule totals 12 or more credits per semester.

Normally, FHT/PSU credit courses are transferred as 5.5/6 ECTS credits at European universities.



Grading System

การประเมินผลรายวิชาเป็นระดับคะแนนหรือสัญลักษณ์ (GRADING SYSTEM)

ระดับปริญญาตรี (UNDERGRADUATE)			ระดับบัณฑิตศึกษา (GRADUATE)		
A	: ดีเยี่ยม (EXCELLENT)	4.0	A	: ดีเยี่ยม (EXCELLENT)	4.0
B+	: ดีมาก (VERY GOOD)	3.5	B+	: ดีมาก (VERY GOOD)	3.5
B	: ดี (GOOD)	3.0	B	: ดี (GOOD)	3.0
C+	: ปานกลางหรือพอใช้ (FAIRLY GOOD)	2.5	C+	: ปานกลางหรือพอใช้ (FAIRLY GOOD)	2.5
C	: พอใช้หรือปานกลาง (FAIR)	2.0	C	: พอใช้หรือปานกลาง (FAIR)	2.0
D+	: อ่อน (POOR)	1.5	D+	: อ่อน (POOR)	1.5
D	: อ่อนมาก (VERY POOR)	1.0	D	: อ่อนมาก (VERY POOR)	1.0
E	: ตก (FAIL)	0.0	E	: ตก (FAIL)	0.0
G	: ผลการศึกษาอยู่ในขั้นดี (DISTINCTION)		P	: ผลการศึกษาเป็นที่น่าพอใจ	
P	: ผลการศึกษาอยู่ในขั้นพอใช้ (PASS)		S	: ผลการศึกษาเป็นที่พอใจ (SATISFACTORY)	
F	: อ่อนมากหรือผลการศึกษาอยู่ในขั้นตก (FAIL)		U	: ผลการศึกษาไม่เป็นที่พอใจ (UNSATISFACTORY)	
S	: ผลการศึกษาเป็นที่พอใจ (SATISFACTORY)		N	: ผลการศึกษาไม่เป็นที่พอใจ	
U	: ผลการศึกษาไม่เป็นที่พอใจ (UNSATISFACTORY)		W	: การถอนรายวิชาโดยได้รับอนุมัติ (WITHDRAWN WITH PERMISSION)	
W	: ถอนหรือยกเลิกการลงทะเบียนเรียน (WITHDRAWN)		X	: ผลการศึกษาอยู่ในขั้นดีเด่น หรือ ผลการศึกษาอยู่ในระดับคะแนนดีเด่น (EXCELLENT)	
R	: เลื่อนกำหนดการวัดและประเมินผลไปเป็นภาคการศึกษาถัดไป (DEFERRED)				



Contact Persons

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Subjects Offered in Academic Year 2017

Semester 1 (August Intake)

No.	Subject Code	Subject Title	Credits
1	802-304	Eco Tourism Business Management	4(4-0-8)
2	803-301	Airline Management	4(4-0-8)
3	819-209	Airline Ground Service Operations	3(3-0-6)
4	805-112	Fundamental Thai*	4(4-0-8)
5	810-101	Professionalism and Life Skills***	3(3-0-6)
6	810-301	Intercultural Communication	4(4-0-8)
7	811-456	Advanced English for Business**	4(3-2-7)
8	812-201	Basic Statistics and Software	3(3-0-6)
9	801-203	Principles of Accounting	3(3-0-6)
10	801-101	Principles of Marketing	3(3-0-6)
11	801-202	Principles of Economics	3(3-0-6)
12	817-204	Human Resources Management	4(4-0-8)
13	817-308	Strategic Management	4(4-0-8)
14	817-401	International Finance*	4(4-0-8)
15	817-402	International Business*	4(4-0-8)
16	817-403	International Economics*	4(4-0-8)
17	817-202	Business Finance	4(4-0-8)
18	801-201	Principles of Management	3(3-0-6)
19	818-402	Research Methods for Hospitality and Tourism	4(4-0-8)
20	818-102	Introduction to Convention and Event Management	3(3-0-6)

21	820-402	Contemporary Issues in the Hospitality Industry**	4(4-0-8)
22	818-104	Knowledge of Beverages	3(2-3-4)
23	802-201	Sustainable Environmental Management for Hospitality and Tourism	3(3-0-6)
24	803-202	Ballroom Dance	1(0-2-1)
25	819-206	Nature and Wildlife Tourism Management	3(3-0-6)
26	818-202	Marketing for the Hospitality and Tourism Industry	4 (4-0-8)

Semester 2 (January Intake)

No.	Subject Code	Subject Title	Credits
1	805-112	Fundamental Thai*	4(4-0-8)
2	810-101	Professionalism and Life Skills***	3(3-0-6)
3	810-301	Intercultural Communication	4(4-0-8)
4	811-456	Advanced English for Business*	4(3-2-7)
5	812-201	Basic Statistics and Software	3(3-0-6)
6	803-202	Ballroom Dance	1(0-2-1)
7	801-203	Principles of Accounting	3(3-0-6)
8	801-101	Principles of Marketing	3(3-0-6)
9	801-202	Principles of Economics	3(3-0-6)
10	817-202	Business Finance	4(4-0-8)
11	801-201	Principles of Management	3(3-0-6)
12	817-204	Human Resources Management	4(4-0-8)
13	817-304	International Finance*	4(4-0-8)
14	817-308	Strategic Management	4(4-0-8)
15	817-309	International Business*	4(4-0-8)
16	817-310	International Economics*	4(4-0-8)
17	818-402	Research Methods for Hospitality and Tourism	4(4-0-8)
18	818-102	Introduction to Convention and Event Management	3(3-0-6)
19	818-104	Knowledge of Beverages	3(2-3-4)
20	810-202	Social Psychology	3(3-0-6)

21	820-402	Contemporary Issues in the Hospitality Industry**	4(4-0-8)
22	818-202	Marketing for the Hospitality and Tourism Industry	4 (4-0-8)

Remarks:

1. The subject list may be subject to change.
2. * subjects offered to international students only but there might be some Thai students, who may register for these courses as their free electives.
3. ** elective subjects offered to local students as well as international students but are subject to change or may be cancelled due to low demand.
4. *** Subject which belongs to the revised curriculum and has 3 credits. However, the workload is equivalent to 4-credit subjects of all other subjects which belong to original curriculums.



Course Description

- 819-206 Nature and Wildlife Tourism Management 3(3-0-6)**
Principles of nature and wildlife tourism management; natural resources and wildlife for tourism; activities and facility planning and management in nature and wildlife tourism attractions; laws related to the nature and wildlife tourism business; national parks role on nature and wildlife tourism; safety code of conduct issues
- 802-304 Eco-Tourism Business Management 4(4-0-8)**
Knowledge of components and principles of eco-tourism management; relationship between eco-tourism and eco-system and natural resources; determining factors in influencing the eco-system and natural resources that affect eco-tourism activities; styles of eco-tourism activities suitable for maintaining the balance of the eco-system; community participation in eco-tourism
- 803-301 Airline Management 4(4-0-8)**
Principles and business concepts of airlines, managing the operations both ground and in-flight services, airline organization, marketing, strategy for airline operations; IATA regulations; basic knowledge of airplanes and flights
- 819-209 Airline Ground Service Operations 3(3-0-6)**
Passenger service procedures before taking off, checking-in and boarding procedures; passenger service procedures after landing, baggage service and baggage claim; handling unforeseen circumstances, delayed passengers, illegal items brought by passengers, sudden illness of passengers
- 805-102 Fundamental Thai 4(3-3-6)**
Background knowledge about Thai phonology and morphology; basic skills in listening, speaking, reading and writing for daily life
- 810-101 Professionalism and Life Skills 3(3-0-6)**
Life-long learning skills, knowledge acquisition and management, positive attitude towards life, personality development, problem-solving and decision making skills, living in a multi-cultural society while bearing in mind moral and ethical principles, complex critical thinking, emotional and intellectual intelligence
- 810-202 Social Psychology 3(3-0-6)**
The examination of human social systems and behavior with an emphasis on cultures, societies, social orders, psychological methods and procedures, basic human needs, human behavior regarding reinforcement, learning, perception, motivation, intelligence and ability to adapt to changing circumstances
- 810-301 Intercultural Communication 4(4-0-8)**
Meaning and origin of intercultural communication; principles of intercultural communication via an understanding of language, customs, social class, gender, race, patterns of language cultures; communication strategies; social relations structures between ethnic groups leading to effective intercultural communication
- 811-456 Advanced Business English 4(3-2-7)**
Accurate, appropriate and imaginative use of the English language in various characteristic contexts situations of contemporary international business; coherently structured business presentations; writing effective business correspondence and documents; debating and business negotiating

- 812-201 Basic Statistics and Software 3(3-0-6)**
Meaning and scope of statistics; data and level of analysis; descriptive statistics; sampling techniques; distributions; confidence intervals; estimation and hypothesis testing; chi-square test; analysis of variance; correlation; linear regression; using statistical software analyze data
- 803-202 Ballroom Dance 1(0-2-1)**
Historical background; evolution of rules; regulations and safety; developing and increasing personal health by practicing ballroom dance
- 801-203 Principles of Accounting 3(3-0-6)**
A general introduction to financial accounting, concepts and techniques; applications to various forms of business organization; using managerial and financial accounting information systems for business decision-making
- 801-101 Principles of Marketing 3(3-0-6)**
Scope of marketing and marketing tasks; marketing concepts and tools; classifications and analysis of consumer behavior in different types of market; analysis of marketing environment and competition; development of market offerings to fit the new economy
- 801-202 Principles of Economics 3(3-0-6)**
An introduction to the microeconomics of production, consumption and markets; history and structure of Thai economy; an introduction to macroeconomics and competitive market economy
- 817-202 Business Finance 4(4-0-8)**
Operational and strategic financial problems, allocation of funds; cost of capital and financial structure; financial information system; financial structure; policy determination and analysis of the financial environment
- 801-201 Principles of Management 3(3-0-6)**
Management principles and analyzing techniques; decision-making principles in management systems; organizations and organizational design; organizational theories and development; interpersonal relationships; development of management competencies
- 817-204 Human Resources Management 4(4-0-8)**
Theories and practices in personnel management in the hospitality and tourism industry; organization and operations of human resources department, hiring, discipline, compensation, job analysis, performance appraisal
- 817-401 International Finance 4(4-0-8)**
Discusses the topics in international finance, including both economic and management aspect of international finance such as exchange rate determination, impacts of monetary and fiscal policy, type of exchange rate regimes, currency arbitrage and derivative
- 817-308 Strategic Management 4(4-0-8)**
Strategic management process in an organization, dealing with environmental scanning, strategy formulation, strategy implementation, and evaluation and control; discussion of different levels of strategic management, corporate strategy, business strategy, and functional strategy; an assessment of both macro-and micro-environmental influences businesses

- 817-402 International Business 4(4-0-8)**
The fundamentals of international business in a dynamic global environment, key issues facing international business today; different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management.
- 817-403 International Economics 4(4-0-8)**
The fundamentals of international economics in a dynamic global environment, key issues facing international economics, the Standard Theory of international trade, the law of comparative advantage, demand and supply, international trade, trade restriction, economic integration, foreign exchange market.
- 818-402 Research Methods for Hospitality and Tourism 4(4-0-8)**
An understanding and recognition of the values and techniques of research necessary for effective decision-making; the ability to recognize and objectively criticize existing research methodologies; developing and conducting either qualitative or quantitative research, problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of the findings, recommendation for future research
- 802-201 Sustainable Environmental Management for Hospitality and Tourism 3(3-0-6)**
Environmental factors affecting and interacting with hospitality and tourism organizations; facilities planning and development; organizational ethics in environmental preservation; management of both regenerative and non-regenerative natural resources; environmentally-friendly hospitality and tourism business management concept
- 819-304 Introduction to Convention and Event Management 3(3-0-6)**
An overview of the convention and event industry, meetings, conventions, exhibitions, incentive travel, and other special events at both national and international levels; types of meetings and special events; present situations, trends, and opportunities in the event market; components of the event industry, identification of industry stakeholders and their roles and responsibilities; examination of various impacts of the industry; an introduction to planning, marketing, and event evaluation processes
- 818-104 Knowledge of Beverages 3(2-3-4)**
Knowledge of beverages both non-alcoholic and alcoholic drinks with emphasis on the identification; use of tools and equipment; beverage preparation skills
- 820-402 Contemporary Issues in the Hospitality Industry 4(4-0-8)**
Issues affecting the hospitality industry, exploration of the issues utilizing various strategies and multi-disciplinary approach; discussion and interpretation of multiple perspectives with an emphasis on critical thinking, strategic decision-making, and the formulation of innovative solutions
- 818-202 Marketing for the Hospitality and Tourism Industry 4(4-0-8)**
Application of marketing principles and practices for the special needs of the hospitality and tourism industry; analysis of the marketing environments; opportunities and strategies particular to managing the marketing functions in the hospitality and tourism industry

