

Bachelor of Business Administration Program in Tourism Management



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Curriculum Highlights

Total Credit: 132 Credits

Period of Study: 4 Years

Curriculum Structure

A - General Education Courses - 30 Credits

1. Language Courses – 15 Credits
2. Science and Mathematics Courses – 6 credits
3. Social Science Courses – 3 Credits
4. Humanities Courses – 3 Credits
5. Development of Quality of Life Courses – 3 Credits

B - Specialization Courses – 90 Credits

C - Free Elective Courses – 6 Credits

D - Professional Training Courses – 6 Credits

Major Courses

- Tourism and Hospitality Industry
- Tourist Behavior and Cross-Cultural Communication
- Service Psychology
- Information Technology in Tourism and Hospitality Industry
- Tour Organizing and Tour Guiding
- Marketing in Tourism and Hospitality Industry
- Sustainable Tourism planning and Development
- Tourism Resource Management
- Entrepreneurship in Tourism and Hospitality Industry
- Airline Business Management
- Cruise Business Management
- Foreign Language for Professionals