

Faculty of Liberal Arts: Hospitality & Tourism Management

Rationale

The hospitality and tourism industry is one of the world's fastest growing industries which include hotels, resorts, restaurants and bars, tour operations, and all aspects of catering for people away from their home. It offers excellent career opportunities internationally for suitably qualified people. With global travel becoming an aspect of everyday life for many people, the services offered by the hospitality industry need to be flexible and culturally informed, recognizing the needs of its customer base and adapting appropriately.

Objectives

Hospitality and tourism management is a multi-discipline field of study with the purpose of:

1. Preparing students with fundamental knowledge, and skill for management, marketing, and operations positions in the expanding industry that provides food, accommodations, and travel services to people away from home.
2. Providing opportunities to engage in practical experience through internship and professional development within the local hospitality and tourism industry.
3. Recognizing and value cultural diversity in work and consumer groups, thereby preparing students for careers in international hospitality and tourism in an increasingly globalized society.
4. Producing graduates in the hospitality and tourism discipline that are knowledgeable, competent, socially accountable and ethical in managing organizations with the industry.

Curriculum Structure

All majors in the Faculty of Liberal Arts take a set of General Education courses and a common set of courses called the *Professional Core Courses*. Each course below comprises three credit hours, except for PHE, LIB 299, BUS 299, which are one credit hour each, and internships which are six credit hours.

General Education

35 credits

Humanities **11 credits**

Required Courses (2 credits)

BUS	299	Professional Lectures
LIB	299	Social Service and Etiquette
PHE	xxx	Physical Education

Elective Courses (choose 9 credits from the following)

ART	101	Art Appreciation
GEO	101	World Geography
HIS	101	Thailand in Global Perspective
HIS	102	E & W Worlds in Contemporary Perspective
HIS	103	Asia in Global Perspective
HIS	104	Foundation of Western Civilization
MUS	101	Music of World Cultures
PHI	101	Philosophy
XXX	101	Foreign Language (Chinese, French, German, Italian, Japanese, Spanish or Thai)

Social Science (choose 6 credits from the following)

ATH	101	Anthropology
POL	103	Society and Government
PSY	101	General Psychology
PSY	102	Personality Development
SOC	101	Man and Society

Language **9 credits**

ENG	101	College English I
ENG	102	College English II
ENG	103	College English III

Science and Mathematics 9 credits

Required Courses 6 credits

ISM	103	Computers Application
STA	101	Introduction to Statistics

Elective Courses (choose 3 credits from the following)

MAT	101	Basic Mathematics I
SCI	104	Science & Society
SCI	105	People & Environment

Professional Core Courses 45 credits

LIB	201	Professional Ethics
ISM	200	Information Technology
ENG	201	Phonetics of the English Language
LIT	201	Literature Appreciation
PSY	201	Business Psychology (Pre: PSY 101)
LIB	214	Creative Thinking
LIB	203	Analytical Reading
BUS	206	Principles of Management
MAS	212	Principles and Theories of Communication
LIB	213	Critical Thinking (Pre: ENG 103)
MKT	213	Principles of Marketing
MAS	225	Introduction to PR and Advertising
MAS	230	Public Speaking
SOC	246	Research Methodology (Pre: STA 101)
LIB	300	Business Communication

Major Requisites 27 credits

HTM	202	Introduction to Hospitality and Tourism Industry
HTM	212	Hospitality and Hotel Management
HTM	317	Front Office & Housekeeping Management
HTM	323	Travel Business Management
HTM	324	Airline Business
HTM	344	Food & Beverage Management
HTM	474	MICE Management
HTM	499	Internship

Major Electives 9 credits

HTM	348	Tourist Guide
HTM	354	Hospitality and Tourism Marketing
HTM	387	Tourism Geography
HTM	421	Tourism Planning
HTM	422	Hospitality and Tourism Research Methods
HTM	444	Beverage Management
HTM	445	Food Management
HTM	452	Recreation & Club Management
HTM	453	Hospitality Entertainment
HTM	454	Cruise Line Management
HTM	465	Hospitality Quality Management
HTM	483	International Law for the H&T Industry
HTM	486	Casino Management
HTM	488	Hospitality & Tourism: Small Business Enterprise Management
HTM	489	Health Spa Management
HTM	490	Current Issues in Hospitality and Tourism Management

Minor**15 credits**

Students are required to take a minimum of fifteen (15) credits from courses currently offered in their minor at Stamford International University to fulfill their minor requirement.

Free Electives**6 credits**

Students are required to take a minimum of six (6) credits to fulfill their free elective requirement.

Students from other departments

Students from other departments wishing to take Hospitality and Tourism Management as their minor are required to take HTM 202: Introduction to Hospitality and Tourism Industry and HTM 212: Hospitality and Hotel Management before taking other advanced HTM courses.



3-Year Study Plan: Hospitality & Tourism Management Major

First Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
ENG 101 3	ENG 102 (Pre: ENG 101) 3	ENG 103 (Pre: ENG 102) 3
STA 101 3	ATH 101/POL103/ 3	
ART 101/GEO 101/MUS 101/ 3	PSY 101/102/SOC 101/ 3	ISM 200 3
PHI101/ HIS 101/102/103/104/ 3	ART 101/GEO 101/MUS 101/ 3	LIB 201 3
CHI/FRN/GEM/ITL/JAP/SPN/ 3	PHI101/ HIS 101/102/103/104/ 3	HTM 202 3
THA 101 3	CHI/FRN/GEM/ITL/JAP/SPN/ 3	PSY 201 (Pre: PSY 101) 3
ATH 101/POL 103/ 3	THA 101 3	
PSY 101/102/SOC 101 3	ISM 103 3	
MAT 101/SCI 104/SCI 105 3	ART 101/GEO 101/MUS 101/ 3	
PHE xxx 1	PHI101/ HIS 101/102/103/104/ 3	
	CHI/FRN/GEM/ITL/JAP/SPN/ 3	
	THA 101 3	
16	15	15

Second Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
ENG 201 3	BUS 206 3	MAS 225 3
LIB 203 3	MAS 212 3	MAS 230 3
HTM 212 3	MKT 213 3	LIB 300 (Pre:Pre: ENG 102) 3
LIB 213 3	LIB 214 3	HTM317(Pre:HTM202&HTM212) 3
Free Elective 1/2 3	LIT 201(Pre:ENG102) 3	HTM 323 (Pre: HTM 202 & HTM 212) 3
BUS299/LIB299 1		
16	15	15

Third Year

Term I (June Semester)	Term II (October Semester)	Term III (January Semester)
SOC246 3	HTM 324 (Pre: HTM 202 & HTM 212) 3	HTM474(Pre: HTM 202 & HTM 212) 3
Major Elective 1/3 3	HTM344 (Pre: HTM 202 & HTM 212) 3	Minor 5/5 3
Major Elective 2/3 3	Minor 3/5 3	Free Elective 2/2 3
Minor 1/5 3	Minor 4/5 3	HTM 499 Internship 6 (Pre:Completion of all coursework)
Minor 2/5 3	Major Elective 3/3 3	
15	15	15