

Course Description of Travel and Service Business Entrepreneurship Program

Foundation Courses

ICMA 100	Foundation Mathematics	0
Prerequisites: Placement test Expressions and equations; linear functions; polynomials and nonlinear functions; radical and rational functions; the data analysis		
ICMA 101	Precalculus	0
Prerequisites: Placement test Functions and graphs; polynomial functions; rational functions; exponential functions; logarithmic functions; trigonometry; unit circle; trigonometric identities; complex numbers		
ICME 101	Foundation English: Communication Skills	0
Prerequisites: Placement test A remedial course preparing students to use communicative and academic English at a level suitable for entering the English Studies I: The Writer's Toolkit course		

Mahidol University

General Education Courses

International College

English Communication

ICGC 104	English Studies I: The Writer's Toolkit	4
Prerequisites: Placement Writing Test An introduction to the academic writing process through the development of the writer's voice through sentencng, structure, and rhetorical devices; focus on strategies for using and integrating researched sources; methods to compose well-structured essays based on themes relevant to the world today		
ICGC 105	English Studies II: The Writer's Voice	4
Prerequisites: Placement Writing Test or ICGC 104 English Studies I: The Writer's Toolkit		

<p>The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; development of students' knowledge and preconceptions of global issues through a progressive series of essays and journal assignments</p>		
ICGC 106	English Studies III: Public Speaking	4
<p>Prerequisites: ICGC 105 English Studies II: The Writer's Voice</p> <p>Fundamentals of key skills for confident and effective public speaking through a series of prepared and unprepared speeches; introduction and application of techniques to inform/persuade audiences; utilization of the Writer's Toolkit (English Studies I) and the Writer's Voice (English Studies II) to create and deliver speeches to a professional standard</p>		
ICGC 221	English Studies IV: The World of English - Global Realities	2
<p>Prerequisites: ICGC 106 English Studies III: Public Speaking</p> <p>An exploration and a critical analysis of key texts on poetry, literature, and legislative documents in order to understand the complexity and challenges of the world we live in; themes encouraging students to consider values, human rights and government; class discussions, journal writing, and presentation activities to demonstrate how students can contribute to the betterment of society</p>		
ICGC 222	English Studies IV: The World of English - Literary Analysis	2
<p>Prerequisites: ICGC 106 English Studies III: Public Speaking</p> <p>A review of literary works from selected literary genres; an exploration of how literature informs our perceptions of the world by way of analytical and critical thinking; utilising scaffolding of strategies for students to understand the function of a variety of literary forms</p>		
ICGC 223	English Studies IV: The World of English - Creative Writing	2
<p>Prerequisites: ICGC 106 English Studies III: Public Speaking</p> <p>An examination of fiction, poetry, drama, and media production through readings, speeches, and films; comparisons of writing in different genres; creation of a work of publishable quality by means of the consideration of audience and genre</p>		
ICGC 224	English Studies IV: The World of English - Advanced Oral Communication	2
<p>Prerequisites: ICGC 106 English Studies III: Public Speaking</p> <p>Theories of persuasion, non-verbal techniques, and voice control for advanced presenters; strategies to develop high levels of voice control and expressions; activities including debates,</p>		

presentations, and occasional speeches; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches

ICGC 226	English Studies IV: The World of English - Literature Into Film	2
----------	---	---

Prerequisites: ICGC 106 English Studies III: Public Speaking
 An examination of the technical aspects of translating literature into film; an exploration of the interplay between literature and films through an analysis of literary works in their film versions; an exploration of the challenges merging both mediums

ICGC 228	English Studies IV: The World of English - Language and Culture	2
----------	---	---

Prerequisites: ICGC 106 English Studies III: Public Speaking
 An examination of the interplay between language and culture; a critical exploration of the global spread of the English language with a focus on the English culture coming out of the Global South

ICGC 230	English Studies IV: The World of English - First and Second Language Acquisition	2
----------	--	---

Prerequisites: ICGC 106 English Studies III: Public Speaking
 An exploration of how children develop their first language; comparing and contrasting of the second language development; theories of language development from behaviorism to more recent cognitive and functional approaches; the implications and applications of theories

ICGC 231	English Studies IV: The World of English - Poetry	2
----------	---	---

Prerequisites: ICGC 106 English Studies III: Public Speaking
 An in-depth study of poetry, including metrics, forms, themes, ethnic voices, throughout history; an evaluation of poetry from different genres through discussions, workshops and research

ICGC 232	English Studies IV: The World of English - The Short Story and the Novel	2
----------	--	---

Prerequisites: ICGC 106 English Studies III: Public Speaking
 A study of elements of fictions in short stories and novels through class workshops on characters, dialogue, plot and atmosphere; class discussions to analyze the effect of historical and social developments on selected themes

ICGC 233	English Studies IV: The World of English - Drama	2
----------	--	---

Prerequisites: ICGC 106 English Studies III: Public Speaking

An exploration of ways to understand and appreciate drama by reading, watching, and analyzing theatrical performances; fundamentals of theatrical production and stage performance		
ICGC 234	English Studies IV: The World of English - Literary Non-fiction	2
Prerequisites: ICGC 106 English Studies III: Public Speaking		
An exploration of literary nonfiction, a flourishing genre of writing a step away from academic work; reading of compelling, informative, and insightful but also entertaining, imaginative, and risky nonfiction work; overview of various techniques utilized within this field of writing and media; analysis and response to a variety of texts		
ICGC 235	English Studies IV: The World of English - Writing for Research	2
Prerequisites: ICGC 106 English Studies III: Public Speaking		
A student-centric approach to developing research writing skills; an overview of the conventions of the world of research with an emphasis on academic honesty and academic style; use of sample papers to provide students with models to prepare effective abstracts, literature reviews, research paper outlines and short academic articles		



MU Literacy

ICGB 101	Project Management for Impacts	2
Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; the application of the Project Management Bodies of Knowledge (PMBOK) and skills; the management of social service projects; Social impact assessments aligning with Sustainable Development Goals (SDGs) and other frameworks		
ICGB 108	Event for Good	2
Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploration of various methods and strategies for organizing events that drive positive impact for communities; organizing an event focusing on community engagement, fundraising, or others with a focus on social outcomes or community-focused objective		
ICGN 139	Scientific Inquiry and the Community	2

Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; applying process of science discovery to authentic issues in the local community through observation or experiment; collaborate with peers in findings; summarizing and reporting to local stakeholders		
ICGS 169	Learning by Doing	2
Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; social work, ethical principles and values in social work, roles and settings in social work practice, collaborative approaches in social work, SDGs and their interconnectedness, analyzing global challenges addressed by the SDGs, partnerships with local communities for SDG initiatives		
ICGS 171	Digital Campaign for Gender Issues	2
Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; gender inequalities and gender-based violence in society; gender activism & technologies; working with local communities to raise awareness of gender violence and abuse; use of social media to condemn violent acts; raising awareness of human rights & equality; organizing collaborative work and discovering creative solution to gender issues; use of social media to offer solutions to the needs of the community		
ICGS 172	Service Learning - Making Change	4
Prerequisites: None		
Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring the nature of change and resistance in human society and across several disciplines such as philosophy, psychology, political science, sociology, and business; reviewing case studies about how change is initiated, implemented, resisted, and achieved; challenging students through projects to identify a need for change, and to devise a plan and implement it		
ICGS 173	Service Learning - Campaigning for a Cause	4
Prerequisites: None		

<p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; research, analyse, evaluate, present and produce media campaigns for selected community / Non-Governmental Organizations / Charitable Organization(s)</p>		
ICGS 175	Social Innovation and Sustainability	2
<p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring social innovation and sustainability principles, focusing on sustainable ecosystems, ethical decision-making, effective communication, and collaboration. Engaging in project-based learning to address global challenges, promoting responsible citizenship and leadership skills. Applying the 4Cs of 21st-century education: Critical thinking, Communication, Collaboration, and Creativity. Analyzing ethical theories and frameworks, such as utilitarianism and deontological ethics, for moral decision-making. Utilizing communication theories and models, like the Shannon-Weaver model and Monroe's Motivated Sequence, for clear and persuasive communication. Highlighting team dynamics and conflict resolution for effective collaboration. Encouraging creative problem-solving aligned with the Sustainable Development Goals (SDGs). Preparing purposeful presentations and working as cohesive team members for sustainable development</p>		
ICGS 176	Sustainable Cooking	2
<p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; student-led community projects promoting importance of sustainability in the food system; sustainable food choices and cooking; fundamental science in cooking; collaborative work to identify sustainable issues in culinary food production; students design creative solutions aligning with needs of the community; promote sustainable cooking and food consumption</p>		
ICGS 177	Social Innovation: Empowering Sustainable Communities	2
<p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; exploring the dynamics of social change through innovation, based on frameworks like Asset-Based Community Development and the Social Capital</p>		

theory, focusing on ethical decision-making, human rights, and community empowerment. Engaging with local communities to co-create sustainable solutions using Participatory Action Research, fostering responsible citizenship and ethical leadership. Integrating critical thinking and communication to address social challenges, promoting collaboration and creativity in line with the Sustainable Development Goals (SDGs)

ICGT 107	Innovation: Inside Out	2
<p>Prerequisites: None</p> <p>Develop self-awareness as a MAHIDOL person; application of the university's motto, philosophy, and core values to benefit the community; community-based projects course incorporating fundamentals of design thinking; empathy-building techniques; user-centered problem statements formulation; innovative solutions, design thinking tools; concept-to-prototype</p>		

Health Literacy

ICGH 136	Sound & Soul: A Journey of Music, Emotion, and Well-being	2
<p>Prerequisites: None</p> <p>Discovering how music can guide emotional states, fostering relaxation, motivation, and creativity; exploring how music interacts with our emotions and sound's power in emotional expression and regulation; extending to the cultural influences that shape our perceptions of beauty in music as well as discussing techniques for incorporating music into our lives to cultivate emotional well-being and navigating different genres and styles for a richer experience of ourselves and our environment</p>		
ICGH 143	Flowers and Fragrances for Health	2
<p>Prerequisites: None</p> <p>Introduction to the scientific and cultural aspects of floral fragrances for health benefits; exploring sustainable perfume industry and traditional essential oil extraction for medicinal purposes; significance of flowers in human society; floral composition, floral aesthetics, aromatherapy and how these relate to human mental and physical health</p>		
ICGN 135	Personal Health and Well being	2
<p>Prerequisites: None</p>		

Understanding the health as a continuous process and can be changed at any time depending on the choices we make; exploring the current challenges facing young people of today; evaluating on how they affect health and healthful behavior; what individuals can do to navigate these challenges to arrive at their goals for the future

ICGP 101	American Flag Football	1
----------	------------------------	---

Prerequisites: None
 A ball based sport course emphasizing techniques, non-contact game play, including dodging, throwing, and catching and development of teamwork management, communication, and terminology

ICGP 102	Badminton	1
----------	-----------	---

Prerequisites: None
 A racket based sport course stressing technique, strategies, grip, serving, positioning and movement, game play in both singles and doubles

ICGP 103	Basketball	1
----------	------------	---

Prerequisites: None
 A ball based sport course emphasizing attentiveness, dribbling, passing, shooting, rebounding, ball control, game play, and development of game strategies

ICGP 104	Body Fitness	1
----------	--------------	---

Prerequisites: None
 A comprehensive course in one or more exercise techniques: strength/resistance, cardio, plyometric, stretching, high-intensity interval training, and calisthenics; to maintain health and wellness

ICGP 105	Cycling	1
----------	---------	---

Prerequisites: None
 A course designed on cycling instruction for safety, fitness, riding techniques, posture, communication, knowledge of equipment and hazards, for recreational and commuter cycling

ICGP 106	Discover Dance	1
----------	----------------	---

Prerequisites: None
 A dance based course of current forms and techniques in one or more categories: African/Jazz, Worldwide Dances/Latin Dances, Professional Performance Dance, Modern Dance, Hip-hop/Funk

ICGP 107	Golf	1
Prerequisites: None A club based game course designed on developing correct grip, stance, posture, swing, and knowledge of equipment, rules, regulations, and etiquette		
ICGP 108	Mind and Body	1
Prerequisites: None A course stressing meditation postures, techniques, movement, and breathing to achieve positive mental state		
ICGP 109	Selected Topics in Sports	1
Prerequisites: None Learning concepts, rules and strategies through planned and structured movements by way of sport or activity to enhance a healthy lifestyle		
ICGP 110	Self Defense (Striking)	1
Prerequisites: None External martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through body coordination		
ICGP 111	Self Defense (Grappling)	1
Prerequisites: None Internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using body leverage for throws, take downs, pins, and submissions		
ICGP 112	Soccer	1
Prerequisites: None A ball based sport course stressing alertness, ball control, including dribbling, passing, trapping, shooting, ball movement, game play, and development of strategies through drills and competitive play		
ICGP 113	Social Dance	1
Prerequisites: None A dance based social sport or activity course of choreographed movements, styles and regulations from International Ballroom (Standard) and International Latin dances		
ICGP 114	Swimming	1

<p>Prerequisites: None</p> <p>A water based sport course stressing swimming techniques, breathing, and knowledge of buoyancy, propulsion, and water safety</p>		
ICGP 115	Tennis	1
<p>Prerequisites: None</p> <p>A racket based sport course of techniques, strategy, grip, serve, game play, ball tracking, timing, shot control, through drills, live ball hitting sessions, and competition</p>		
ICGP 116	Volleyball	1
<p>Prerequisites: None</p> <p>A ball sport course emphasizing passing, setting, serving, developing strategies, positions, game play, teamwork management, and communication</p>		
ICGP 118	Health and Wellness	2
<p>Prerequisites: None</p> <p>Wellness design for a lifelong healthy lifestyles; basic principles of achieving physical, emotional, intellectual, environmental, social and spiritual well being</p>		
ICGP 119	Mindful Food and Well-being	2
<p>Prerequisites: None</p> <p>Explore food and culinary trends, food choices, and the concept of mindful food and eating; fundamental relationships between food and well-being; food products and services for consumers in various demographics; food products and food service features that emphasise the concept of mindful food and eating</p>		
ICGP 120	Mind and Body: Navigating the Interplay of Brain, Behavior, and Well-being	2
<p>Prerequisites: None</p> <p>The relationship between psychology and health; the influence of psychological factors on physical well-being; Exploration of how brain, thoughts, emotions, and behaviours impact overall health outcomes; Current knowledge in sleep, gut-brain connection on health and well-being; The integration of theory, research, and practical applications of psychological principles to promote health and wellness</p>		
ICGS 121	Abnormal Colleagues: how do I make this work?	4

Prerequisites: None		
The stigma of psychological issues; the fear of the workplace gossips and job security; an avoidance of getting treatment and counseling; a recognition of various disorders and devising strategies to effectively communicate and work with people; improving the workplace productivity and relationships		
ICGS 126	Introduction to Psychology	4
Prerequisites: None		
Human behaviour and mental functioning; the nervous system; consciousness; sensation and perception; psychogenetic, life-span development; thinking, memory, language, conditioning and learning, motivation, personality, and stress		
ICGS 155	Pathway to Purpose: Life Design and Self-Exploration	4
Prerequisites: None		
Assessment of personal strengths, weaknesses, and areas for improvement; individual values, beliefs, and life goals; goal setting; self-awareness and emotional intelligence; life design		
ICGS 164	Positive Psychology	2
Prerequisites: None		
A practical introduction to the study of human flourishing and well-being; help students thrive using Positive Psychology principles including the PERMA model of well-being; develop a greater understanding of positive emotions, engagement and flow, positive relationships, meaning and achievement; individual application of research findings via well-being project		
ICGS 178	Unmasking Human Behaviour: Exploring Psychological Truths about Behaviour	2
Prerequisites: None		
Introduction to the psychological principles and the importance of evidence-based thinking; Examination of current research on memory, perception, personality, mental illness, stereotype, prejudice, and social behaviour to debunk common myths and misconceptions about human behaviour		
ICGS 179	Health and Society	2
Prerequisites: None		

Exploring the concept of health across the historical periods; history of disease and origins of medicine; epidemics in the ancient societies; social welfare and the state; contemporary epidemics and the impact on society, state, and people, WHO and the role in the promotion of health		
ICLL 100	Self Development	2
Prerequisites: None		
Life skills for 21st century workplace through learning or training activities in various topics including creativity, growth mindset, leadership, and emotional intelligence or other selected personal development activities approved by the academic advisor and Curriculum Administrative Committee		

Science & Environment Literacy

ICGH 131	Unraveling the Anthropocene: A Philosophical Critique of Earth's Shifts and Humanity's Roles	2
Prerequisites: None		
Exploring the Anthropocene through the lens of philosophy of science and technology, scrutinizing the profound transformations on our planet and within societies; analyzing scientific advancements and technological innovations' roles in propelling this epochal shift, delving into the intricate interplay between human agency and environmental consequences; challenging conventional paradigms of development and progress through critical analysis, interrogating underlying assumptions that led to this critical juncture		
ICGH 142	Fantasy Literature's Environmental Message	2
Prerequisites: None		
An overview of the science of ecology; fiction analysis; an overview of the fantasy fiction subgenre; close reading of fantasy novels and short stories to recognize ecological realities and environmental messages; applying through personal reflection, through activities that promote the health of the environment, and through creative work		
ICGH 144	A Candle in the Dark: How to Tell Fact from Fiction	2
Prerequisites: None		

Rationalism and the scientific method; scientific awareness for decision-making; science vs. pseudoscience; supernaturalism and creationism; charlatanism and quackery; magical thinking and superstitions; conspiracy theories and fake news; fact-checking and logical fallacies		
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
Prerequisites: None Human impacts on Southeast Asian ecology; human impacts on Southeast Asian's biodiversity and natural resources; fundamental ecological and resource management principles; current sustainable development issues; sustainable development practices for Southeast Asia		
ICGN 107	The Chemistry of Everyday Life	4
Prerequisites: None Portable electronics; the air we breathe; radiation from the sun; climate change; energy from combustion; energy from alternative sources; water; polymers and plastics; nutrition; health and medicine; genes and life		
ICGN 108	Essentials of Culinary Science for Food Business	4
Prerequisites: None Changes during preparation, heating, and storage of raw materials and of finished products, foodservice and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of food establishment		
ICGN 111	Physics for CEO	4
Prerequisites: None Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum		
ICGN 113	Plants, People and Poisons	4
Prerequisites: None The plant world; the way plants grow and reproduce; modern technologies used for improving agricultural methods; the basics of plant biology; the distinctions among major groups of plants; the social implications of plant use and abuse		
ICGN 114	The Scientific Approach and Society	4

<p>Prerequisites: None</p> <p>Scientific literacy; the process of science discovery; verification, its limitation, and the influence in various disciplines; human and animal research ethics; the critical analysis of current scientific articles; the life cycle of scientific knowledge; modeling in science</p>		
ICGN 115	Human Evolution, Diversity and Health	4
<p>Prerequisites: None</p> <p>Changing modern society; human ability; human body; human distinctiveness; human diversity; human evolution; human health; human origins; primate diversity; scientific advancements</p>		
ICGN 116	Understanding and Visualizing Data	4
<p>Prerequisites: None</p> <p>An introduction to data analytics; roles and examples of the data-driven decision making; technology landscape; data kinds and types; data sources and collection techniques; data storage and standard formats; data processing workflow; summary from data; different types of visualization; data visualization tools</p>		
ICGN 119	Computer Essentials	4
<p>Prerequisites: None</p> <p>Developing the digital literacy relating to the computer literacy and the information literacy; the computer hardware and its general functions; the operating systems; software packages and their daily use; computer security; the ethical use of the intellectual property</p>		
ICGN 123	The Earth's Dynamic Structure	4
<p>Prerequisites: None</p> <p>Introducing fundamental concepts and applying general geology at the beginning level; basic concepts of physical geology, emphasizing on surficial and deep earth processes, including minerals; rocks and their formations, crustal deformation, plate tectonics; weathering and erosion, formation of landscapes, geological resources and environmental geology</p>		
ICGN 124	Climate Change and Human Society	4
<p>Prerequisites: None</p> <p>Human activities and the global climate; consequences for human society; consequences for the essential life support systems; perspectives on human health and diseases; adapting to global climate change; mitigating global climate change; an optional field visit included</p>		

ICGN 126	Plant Society	2
Prerequisites: None People interacting with the plant and fungal worlds; differences among cultures and the indigenous uses of medicinal, textile and food plants; the benefits, problems and social implications of their use; hands-on experiences with techniques and methods used by field scientists		
ICGN 127	Practical Mathematics	2
Prerequisites: None Fibonacci numbers and the golden ratio, voting and election, data interpretation, probability, cryptography, financial mathematics		
ICGN 128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2
Prerequisites: None Anthropogenic activities; biodiversity crisis; biodiversity loss; biological diversity; climate change; climate crisis; climate emergency; ecosystem functions; harmful and unsustainable practices; humanity at risk; mitigation and adaptation; threats, impacts and consequences		
ICGN 129	Programming for Problem Solving	4
Prerequisites: None Influence and impact of computer science on everyday life and society; the problem solving process in programming: abstraction, problem decomposition, algorithms; programming basic; privacy, ethical, and legal issues related to the software development		
ICGN 130	Cryptography: The Science of Making and Breaking Codes	2
Prerequisites: None Classical cryptography; cryptosystems; the shift cipher, the substitution cipher, the Hill cipher, the permutation cipher, the stream ciphers; the RSA encryption; cryptanalysis		
ICGN 134	Introduction to Artificial Intelligence	2
Prerequisites: None The artificial intelligence terminology; machine learning types and techniques; guidelines for building the machine learning model; neural networks; an evaluation in the AI system; the real-world artificial intelligence; the future trends of the artificial intelligence; dangers and threats of the artificial intelligence		

ICGN 136	Creator Workshop	2
Prerequisites: None Sustainable energy usage and responsible production, Design thinking and problem-solving with 3D designing and fabrication, Finite Element Analysis, Community engagement via I-fix-it project to restore broken appliances obtained from communities		
ICGN 137	Star Wanderer	2
Prerequisites: None Basic ideas of sky observations since the ancient time of humanity; motion of the sky; cycles of the Sun and Moon; development of tools used in sky observations; the progress of human understanding of the universe; the impact of the scientific method on astronomical observation; the Earth & Moon; the Solar System; the lifecycle of stars; the Milky way; modern sky survey		
ICGN 138	Cosmetics Chemistry	2
Prerequisites: None Chemistry of cosmetics products; basic science behind cosmetics and aesthetic medical procedures; basic biochemistry of human skins; basic function of aesthetic medical equipment such as HIFU, IPL, Lasers, and RF		
ICGN 140	Food Energy for Health	2
Prerequisites: None Basic chemistry and functions of energy yielding nutrients; Understand food labels and portion sizes. Estimate daily energy from food; Balance energy intake and expenditure		
ICGN 141	Life in the Sea	2
Prerequisites: None Fundamental structures and functions of marine and freshwater life; cell to underwater ecosystem levels of organization; underwater life processes for energy, nutrients, reproduction, growth and development; evolution and biodiversity of underwater life; marine and freshwater biomes; current health and environmental issues under SDG 14 life in the sea; field trip included		
ICGN 142	Energy and the Environment	2
Prerequisites: None		

<p>Various forms of energy and their conversion processes, fossil fuels and renewable energy sources, Environmental consequences associated with each energy source, Energy efficiency and conservation, Future energy technologies</p>		
ICGN 143	Gaia: Life on Earth	2
<p>Prerequisites: None</p> <p>Fundamental structures and functions of life; cell to biosphere levels of organization; life processes for energy, nutrients, reproduction, growth and development, evolution and biodiversity; service learning and field trip opportunities to participate in mitigating current environmental, health or development issues through life science-based solutions</p>		
ICGT 101	Technology-Enhanced Learning: Harnessing AI & Digital Tools for Academic Success	2
<p>Prerequisites: None</p> <p>AI principles and educational impacts, Technology-enhanced creative learning methods, Ethical use and bias awareness in AI applications, Educational technology tool exploration, AI-driven content analysis techniques, AI tool selection and evaluation, Critical assessment of AI-generated materials, Learning personalization with technology</p>		
ICGT 102	Digital Document Management	2
<p>Prerequisites: None</p> <p>Demonstrate formatting and applying consistent styles in a variety of online platforms; preparing and including digital content; construct file management systems for organizing, storing, and searching materials through metadata; Integrating data from spreadsheets, database to create reports</p>		
ICGT 103	Computational Thinking	2
<p>Prerequisites: None</p> <p>Solving problems in a systematic manner; breaking down a problem into a manageable size; extracting the most important elements of the problem; identifying recurring behaviors in the problem; developing solutions; articulating solutions in a way that is simple yet accurate enough for a computer or even a human to follow</p>		
ICGT 104	Tell a Great Story with Data	2
<p>Prerequisites: None</p>		

Influence decision with compelling narratives constructed from data; the power of storytelling; determining the purpose; understanding the audience; planning plotlines; creating narrative structures; developing the data story; ethical considerations in data storytelling		
ICGT 105	No-Code Application Development	2
Prerequisites: None Creating software applications without needing to write code; common features of no-code platforms; strategies for choosing no-code platforms; basics of user-friendly interface design, workflow logic, and data storage; using templates and plugins to simplify the development, testing and revising applications; online resources and support communities for further learning outside the classroom		
ICGT 106	Data and Spreadsheets	2
Prerequisites: None Demonstrating proficiency in using lists, function, formulas, filters; importing and transforming socio-economic and/or science-related data from the internet or other databases; providing information to other programs through embedded or link objects; illustrating findings through charts, map charts, conditional formatting, and sparklines		
ICLL 102	Skills for a Digital World	2
Prerequisites: None Twenty-first century skills for digital economy through learning or training activities in various topics including e-Commerce, Blockchain technology, and data science, or other selected activities approved by the academic advisor and Curriculum Administrative Committee		

Intercultural & Global Awareness Literacy

ICGH 107	Contemporary Art and Visual Culture	4
Prerequisites: None Focusing on current issues in society as reflected in the new media utilized in art today; an analysis of images and group discussions regarding social and historical contexts of contemporary art; creative thinking skills; effects of globalization on the visual world; connections between global and local issues; an investigation of broader social and cultural matters such as ideology, gender, race, and ethnicity		

ICGH 109	Creative Thinking Through Art and Design	4
<p>Prerequisites: None</p> <p>Combining hands-on studio experiences with demonstrations, lectures and discussions; developing creativity and gaining confidence in communicating one's own unique vision; exploring a variety of art and design mediums; understanding the elements of the visual language; implementing the creative process and creative thinking to develop individual solutions to open-ended problems</p>		
ICGH 110	Drawing as Visual Analysis	4
<p>Prerequisites: None</p> <p>Developing creativity and cognitive learning skills; utilizing visual communication, design and art principles; mark making; observation, analysis, record, representational plant and still life forms; practice, application, techniques for conventional pencil drawing tools: shape, form, perspective, lines, shading, value, negative space, texture, composition; observation; scientific illustration, realistic representational observation</p>		
ICGH 115	Cinematic Language and Applications	4
<p>Prerequisites: None</p> <p>An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on the craft approach</p>		
ICGH 116	World Cinemas	4
<p>Prerequisites: None</p> <p>An introduction, practice and an application of languages to critical thinking and analysis of key world cinema texts; principal critical methods and theoretical debates of film theory; theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, post-structuralism, and cultural studies; questions of narrative and narration, realism, formalism, modernism, postmodernism, postcolonialism, gender, sexuality, and ideology</p>		
ICGH 117	Drawing as Creative Expression	4
<p>Prerequisites: None</p> <p>Develop creativity and cognitive learning; utilize visual communication, design and art principles; experience multiple tools, techniques, medium, experimental mark making; research, analysis,</p>		

<p>observation, gesture, principles and elements of design and composition; examine, analyze, observe and reinterpret the human figure, plant and still life forms; research, interpret, evaluate, analyses contemporary artists; personal evaluation; personal expression</p>		
ICGH 118	Photography Visualizing in the Digital Age	4
<p>Prerequisites: None</p> <p>Basic skills and aesthetic principles of photography, how the camera works, types of cameras and digital image capture, techniques in taking pictures, in camera editing, specialized forms of photography, simple editing adjustments, the aesthetics of picture taking</p>		
ICGH 120	Thai and ASEAN Cinema	4
<p>Prerequisites: None</p> <p>An introduction, practice and an application of languages to critical thinking and analysis of Thai and ASEAN film texts; examine key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking</p>		
ICGH 124	Life Drawing and Anatomy	4
<p>Prerequisites: None</p> <p>An introduction, practice and application of observation drawing to record the human form; including key principles of composition, gesture and observation drawing techniques and design skills for static, gesture and motion poses; understanding record and identifying the anatomical make-up of the human form in muscles and skeletons; technical proficiency with suitable media for observation drawing; studio practice; hand-drawing from observations</p>		
ICGH 128	Internet Celebrity, Culture and the Media	4
<p>Prerequisites: None</p> <p>An examination of the Internet Celebrity phenomenon and the emerging online culture; focusing on the circulation of social media texts and images associated with the Internet Celebrity; i.e. bloggers, influencers, content creators, the construction of their practices, self-branding techniques, emphasizing on the discourse of labour, the impacts, the influences of cultural trends, and the ethical issues; encouraging students to draw on an online creative work in contemporary media culture</p>		
ICGH 130	The Logic Lab: Crafting Coherent Arguments	2
<p>Prerequisites: None</p>		

Introducing comprehensively formal and symbolic logic, by focusing primarily on categorical logic and truth functions, fundamental principles of logical reasoning with the goal of gaining a solid understanding of analyzing basic arguments, translating propositions, and evaluating truth-values		
ICGH 132	The Rise and Fall of Ancient Athens	2
Prerequisites: None Inquiring into the historical, philosophical and social circumstances involving the establishment, rapid growth, and eventual demise of the city state of Athens in the Archaic and Classical Periods of Ancient Greece		
ICGH 135	The Horror Film	2
Prerequisites: None Investigating the horror film as one of the earliest and most notable cinematic genres, by considering its historical development with examples from both Western and International cinema and by examining the most iconic themes of horror across the ages		
ICGH 137	Apocalypse Now, or Never, or Maybe?	2
Prerequisites: None Pondering the changes of the past two hundred years, especially when it comes to life expectancy, health, and standards of living, and examining in this light the evidence we have for thinking that we are living on the brink of disaster; considering the psychological dimension to our dissatisfactions; discussing the major demographical changes we are currently undergoing; exploring questions around resource shortages, and food supplies; reflecting on our energy needs and realistic ways of meeting them, as well as the uses, dangers, and fears around artificial materials like plastics; exploring the complex questions we face around global warming		
ICGH 139	Spirituality, Sustainability, Ecosystems	2
Prerequisites: None Spirituality's Sustainability Implications for Ecosystems: Bio-diversity, eco-justice, environmental ethics, environmental justice, faiths, spirituality, religious diversity, social equity, social justice, ecosystems, ecosystemic balance, (non-)anthropocentrism		
ICGH 141	SPQR—Glimpses of Rome	2
Prerequisites: None Imagining Rome as it came to be in its “golden age” under the emperors Trajan and Hadrian; reflecting on slavery in Rome, the meaning of bread and games, charioteers and gladiators;		

contemplating the ways of traditional Roman religion; returning to the founding of the city, to understand how it all began; surveying the end of Roman monarchy and the conflicts between the social classes (Secession of the Plebs); examining Rome's wars with invading Gauls and with the Carthaginians; reviewing the Roman constitution in its heyday, as described by Polybius; tracing the descent into social turmoil and civil war from the Gracchi brothers to the permanent dictatorship of Julius Caesar; sketching out the transition to the principate under Augustus and the Roman imperial period

ICGH 145	Essentials to Photography, Skills and Practices	2
----------	---	---

Prerequisites: None

An introduction to major genres of photography including documentary, art, journalism, portraiture, still life, fashion, and landscape; exploring the ethics of publishing photography on the World Wide Web, emphasizing creative collaboration, problem-solving in engaging with real-world issues and communities, utilising the photographic abilities and visual storytelling narratives to contribute positively to society and promoting sustainable practices and social change

ICGH 146	Acting for Self-Discovery and Empathizing with Others	2
----------	---	---

Prerequisites: None

Exploring basic acting principles; leading to self-discovery, and empathy with others; studying breathing, body, voice, movement, mind; understanding strength, weakness, fear in oneself; approaching cognitive empathy, emotional empathy, compassion, sympathy through role play, scenework so as to understand others who are different; fostering authentic connection with self, relationships with others, and how to live in the world of various identities and beings

ICGH 147	Myth and the Masks of the Divine	2
----------	----------------------------------	---

Prerequisites: None

Delving into the ancient Greek mythology as it has come down to us through Hesiod and Homer, and by many more recent retellings, as well as the Nordic tradition codified in the Eddas; reflecting upon the meaning and relevance of such tales about gods and heroes through classic commentaries by Thomas Carlisle, James George Frazer, Joseph Campbell, and other more recent thinkers

ICGH 148	Quest for Global Justice: A Philosophical Inquiry	2
----------	---	---

Prerequisites: None

<p>Embarking on a philosophical journey, delving into the question: Is global justice possible? Engaging in critical analysis with an eye on case studies by examining the structural barriers and systemic inequalities that hinder the realization of global justice; through the lens of political theory and moral philosophy, confronting pressing questions about power dynamics, distribution of resources, and cultural diversity</p>		
ICGL 101	Elementary German I	4
<p>Prerequisites: Placement Test</p> <p>Greetings, introducing oneself or others, German alphabet and phonemes, personal information, numbers from 1 – 100 and price quotations, expressing wishes, telling the time and making appointments, quality of items, measurements; verb forms, pronouns, sentence structure, gender of nouns, accusative case and plural forms, negation</p>		
ICGL 102	Elementary German II	4
<p>Prerequisites: Placement Test or ICGL 101 Elementary German I</p> <p>Ordering and paying for meals in a restaurant, preferences of food and drinks, giving and asking for directions, reading a map, preferences of work conditions, job advertisements; essay writing, yes/no questions, imperative forms, compound verbs, preposition with dative case, modal verbs I, German sentence bracket</p>		
ICGL 103	Elementary German III	4
<p>Prerequisites: Placement Test or ICGL 102 Elementary German II</p> <p>Health advice and problems, healthy and unhealthy lifestyles, events and accidents, travel reports, curriculum vitae (CV); possessive articles in nominative, accusative and dative case, perfect tense, connectors, modal verbs II</p>		
ICGL 111	Elementary Japanese I	4
<p>Prerequisites: Placement Test</p> <p>Hiragana and Katakana characters; fundamentals of basic Japanese grammar (noun-ending sentences, particles, demonstratives, verb-ending sentences, non-past and past tenses); scaffolding of basic vocabulary; basic communication about personal topics (self and others); description of Japan; designing written products in the target language; expressing existence, preferences, and agreement; comparing cultures</p>		
ICGL 112	Elementary Japanese II	4
<p>Prerequisites: Placement Test or ICGL 111 Elementary Japanese I</p>		

<p>Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (particles, verbs of giving and receiving, na-adjective-ending sentences, i-adjectives-ending sentences, non-past and past tenses, and classifiers); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures</p>		
ICGL 113	Elementary Japanese III	4
<p>Prerequisites: Placement Test or ICGL 112 Elementary Japanese II</p> <p>Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view, describing people and various activities; comparing cultures</p>		
ICGL 121	Elementary French I	4
<p>Prerequisites: Placement Test</p> <p>Fundamentals of basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing French speaking countries; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures</p>		
ICGL 122	Elementary French II	4
<p>Prerequisites: Placement Test or ICGL 121 Elementary French I</p> <p>Fundamentals of basic French grammar (present and future tense, adjective gender, place & agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); designing written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures</p>		
ICGL 123	Elementary French III	4
<p>Prerequisites: Placement Test or ICGL 122 Elementary French II</p> <p>Fundamentals of more complex French grammar (present and future tense, adjective gender, place & agreement, more complex prepositions, questions and past tense notions); scaffolding of more complex vocabulary; longer communication about daily life topics (in France and in their</p>		

country); designing written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures		
ICGL 131	Elementary Chinese I	4
Prerequisites: Placement Test The Chinese phonetic system (Pinyin); the Chinese basic writing system (Stroke order); Chinese characters (approximately 100); fundamentals of basic Chinese grammar (interrogative pronouns, the 的 particle, yes/no questions with 吗, demonstrative pronouns, classifiers, adverbs 也, 都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); describing China; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures		
ICGL 132	Elementary Chinese II	4
Prerequisites: Placement Test or ICGL 131 Elementary Chinese I The Chinese phonetic system (Pinyin); the Chinese writing system; Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, the “的” particle, “的” phrases, adverbials, continuous action sentence structures and reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures		
ICGL 133	Elementary Chinese III	4
Prerequisites: Placement Test or ICGL 132 Elementary Chinese II The Chinese phonetics (Pinyin); Chinese characters (approximately 150) ; Fundamentals of basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentences, the modal particle “le” (了), complements of state, complements of result, complements of duration); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view; telling directions; describing oneself and other people’s abilities; comparing cultures		
ICGL 141	Elementary Spanish I	4
Prerequisites: Placement Test Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal		

<p>topics (self and others); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures</p>		
ICGL 142	Elementary Spanish II	4
<p>Prerequisites: Placement Test or ICGL 141 Elementary Spanish I</p> <p>Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, reflexive verbs, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; talking about daily habits</p>		
ICGL 143	Elementary Spanish III	4
<p>Prerequisites: Placement Test or ICGL 142 Elementary Spanish II</p> <p>Towns, quarters and cities; directions; past experiences; present perfect tense, past tense indefinido; verbs ser, estar and hay; vocabulary of places; time markers for past tense; verbs empezar a+ infinitive; verbs ir / irse</p>		
ICGL 160	Introduction to Thai Language and Culture	4
<p>Prerequisites: None</p> <p>Fundamental vocabularies and structures for various communicative situations in everyday use and introduce basic aspects of Thai culture</p>		
ICGL 161	Elementary Thai I	4
<p>Prerequisites: Placement Test</p> <p>Listening and speaking skills on the following topics: introducing oneself one's friend and family, basic food and drink ordering, places, directions, transportation, buying tickets, clothing items, colours, and sizes, bargaining, counting and using classifiers, reading and writing Thai consonants, vowels placed after, before, above, and below the consonants, Thai numbers, live and dead syllables</p>		
ICGL 162	Elementary Thai II	4
<p>Prerequisites: Placement Test or ICGL 161 Elementary Thai I</p> <p>Listening and speaking skills on the following topics: one's schedule, making appointments, favorite leisure activities, ordering food, drinks and desserts with special requests, presentation of one's plan for activities during school break, continuation of Elementary Thai I in reading and</p>		

writing skills, consonant clusters, tone marks, words with special spelling rules, reading short paragraphs		
ICGL 163	Elementary Thai III	4
Prerequisites: Placement Test or ICGL 162 Elementary Thai II Listening and speaking skills on the following topics: going to see the doctor, looking for a house for rent, seasons, travel and festivals		
ICGL 164	Thai Writing for Specific Purposes in Workplace *for native Thai students	2
Prerequisites: None Thai writing for specific workplace purposes: blend of theoretical insights and practical exercises; composing emails, reports, proposals, and business documents; proficiency in clear, coherent, precise Thai communication		
ICGL 171	Diversities in Multilingual Societies	2
Prerequisites: None Multilingual societies; Cultural diversities; Cross-cultural communication; Chinese-, German-, French-, Japanese, and Spanish-speaking cultures; Chinese-, German-, French-, Japanese, and Spanish languages; Cultural conflicts; Cultural gaps; Cultural shocks; Cultural discoveries; Cultural awareness; Cultural harmonies		
ICGL 172	Chinese Influence in Thai Society	2
Prerequisites: None Cultural Exchange, Cultural Awareness; Overview of Chinese Ethnicity and community in Thailand: Exploring the historical, cultural, economic, and political dimensions of Chinese influence in Thailand; Examining Chinese immigration waves have shaped Thai identity, language, cuisine, and religious practices		
ICGL 173	Introduction to Japanese Societies	2
Prerequisites: None Japanese societies; Cultural diversities; Ethnic minorities; Gender gaps; Discriminations against minorities; Gender role expectations; Aging populations; Japanese universities; Japanese school systems; Working in Japan; Working with Japanese people; Living in Japan; Punctuality		

ICGL 174	From Siesta to Fiesta: Introduction to Spanish and Latin American Culture	2
Prerequisites: None		
Introduction to Hispanic cultures: Spain, Mexico, Central America, South America, Caribbean; main cultural features; magic and colors of lands and people; cultural varieties; Spanish and indigenous languages; cultural legacy		
ICGL 201	Pre-Intermediate German I	4
Prerequisites: Placement Test or ICGL 103 Elementary German III		
Clothing and accessory, appearance, shopping for clothes and accessory family members, present and past families, statistics, festivities and culture, dates, presents; comparative forms of adjectives, modal verbs past tense, dependent clauses (cause and condition), personal pronouns, accusative and dative cases		
ICGL 202	Pre-Intermediate German II	4
Prerequisites: Placement Test or ICGL 201 Pre-Intermediate German I		
Media usage and Internet-shopping, advertisement, expressing surprise, meeting someone for the first time, country and city life, cultural capitals in Europe; direct and indirect questions, adjective without article, relative clause and pronoun, modal verb in simple past, sub-clause with als		
ICGL 203	Pre-Intermediate German III	4
Prerequisites: Placement Test or ICGL 202 Pre-Intermediate German II		
Professional biographies, job announcements, festivities and customs, emotions, movie synopsis, products and inventions; reasons with weil and denn, nominalization, preposition with dative, sub-clause with wenn and um zu, passive voice		
ICGL 211	Pre-Intermediate Japanese I	4
Prerequisites: Placement Test or ICGL 113 Elementary Japanese III		
Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures		
ICGL 212	Pre-Intermediate Japanese II	4
Prerequisites: Placement Test or ICGL 211 Pre-Intermediate Japanese I		

<p>50 Kanji characters; explaining the state of things; describing necessary things to do in advance as preparations for the future; expressing own intentions, plans, and schedule; expressing own guess and inference; asking someone to take a message or conveying a message; stating standards or norms, when one explains the manner of doing a certain action or work; explaining a condition in which a certain action is performed; stating everyday habitual actions</p>		
ICGL 213	Pre-Intermediate Japanese III	4
<p>Prerequisites: Placement Test or ICGL 212 Pre-Intermediate Japanese II</p> <p>50 Kanji characters; expressing judgments under certain conditions; stating a purpose or an aim; describing changes in human ability and conditions; describing an action performed by a third person, or an action when one feels annoyed or troubled, using passive verbs; expressing something with the most important information emphasized; describing natural phenomena, happenings, and events, together with their causes; clearly telling what speakers consider as questions, by using a question with an interrogative as a component of a sentence; using appropriate expressions for giving and receiving of things and actions, depending on the relationship between the giver and the receiver, in terms of social status; telling usage, evaluation, necessary time, expense, etc</p>		
ICGL 221	Pre-intermediate French I	4
<p>Prerequisites: Placement Test or ICGL 123 Elementary French III</p> <p>Developing further knowledge of French grammar at the pre-intermediate level (present, past and future, more complex interrogative sentence, negative sentence, comparative and pronouns); scaffolding of more complex vocabulary; more complex and longer communication about personal needs, solving simple problems; interacting in predictable context topics in French; designing written products in the target language; expressing points of view, giving simple advices and interacting in daily life activities; comparing cultures</p>		
ICGL 222	Pre-intermediate French II	4
<p>Prerequisites: Placement Test or ICGL 221 Pre-Intermediate French I</p> <p>Extending further knowledge of French grammar at the pre-intermediate level (hypotheses and conditions, future, conditional, pronouns, direct and indirect speech, imperative and gerundive); scaffolding of more complex vocabulary; longer communication about solving problems and expressing feelings; commenting on attitudes and justifying actions in predictable context topics in French; comparing cultures</p>		

ICGL 223	Pre-intermediate French III	4
<p>Prerequisites: Placement Test or ICGL 222 Pre-Intermediate French II</p> <p>Developing further knowledge of French grammar at the pre-intermediate level (comparative, complex interrogative sentence, gerundive, subjunctive present in regular and irregular forms, passive voice); scaffolding of more complex vocabulary; longer communication about personal feelings, wishes and hopes; complaining and talking about difficulties, suggesting solutions; comparing cultures</p>		
ICGL 231	Pre-Intermediate Chinese I	4
<p>Prerequisites: Placement Test or ICGL 133 Elementary Chinese III</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (complements of duration, expressing approximate numbers, comparative sentences, complements of quantity, exclamatory sentences); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; comparing two cities in various aspects; comparing the seasons in China and Thailand; activities and festivals in each season; organizing a trip</p>		
ICGL 232	Pre-Intermediate Chinese II	4
<p>Prerequisites: Placement Test or ICGL 231 Pre-Intermediate Chinese I</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (past experiences, complements of frequency, the structure of 是.....的, reduplication of adjectives, S-P phrases, complements of result II, simple passive sentences); developing listening, speaking, reading and writing skills through an integrated approach communication about various topics; sports or entertainment; expressing unlucky stories; describing appearance and clothes; Chinese style weddings (1)</p>		
ICGL 233	Pre-Intermediate Chinese III	4
<p>Prerequisites: Placement Test or ICGL 232 Pre-Intermediate Chinese II</p> <p>Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (continuous actions or states, Chinese style weddings, Chinese construction quadrangles, existence emergence sentences, “把” sentence I, “把” sentence II, “被” sentence, adverb “又”); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; travelling by airplane; Beijing Opera performances; outdoor activities; reunions with old friends</p>		

ICGL 241	Pre-Intermediate Spanish I	4
Prerequisites: Placement Test or ICGL 143 Elementary Spanish III Habits; pronominal verbs; porque/para; furniture and parts of the house; appearance; family, irregular verbs in present tense; present progressive		
ICGL 242	Pre-Intermediate Spanish II	4
Prerequisites: Placement Test or ICGL 241 Pre-Intermediate Spanish I Leisure activities; intentions and projects; pain, discomfort and symptoms; parts of the body; vocabulary of food; ir a+ infinitive; present perfect; differences between ser and estar; personal pronouns for objects; verb gustar		
ICGL 243	Pre-Intermediate Spanish III	4
Prerequisites: Placement Test or ICGL 242 Pre-Intermediate Spanish II Past habits, customs and circumstances; past and present actions; advice, instructions (imperative); future situations and actions, conditions, hypotheses; past experience; imperfect verb tense; indefinido verb tense; present perfect verb tense; contrast of past tenses		
ICGN 125	Games and Learning	2
Prerequisites: None History of games, combinatorial games, games of chance, game theory		
ICGS 112	Geography of Human Activities	4
Prerequisites: None Global Learning Initiative class; a systematic study of patterns and processes of geography; understanding human perceptions of surroundings and alterations of the earth's surface; diversity of cultures, beliefs, and ways of life; establishing global unity and harmony; recognition of equality and respect between persons in diverse regional geographical settings; raising awareness of one's own humanity and human responsibilities; the interrelationship between humans and the spaces they create; human activity as interdisciplinary by nature; the physical and socially created environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; phenomena on the earth's surface relating to human actions; concepts and geographical methodologies; examination of social organizations and environmental consequences; a broad dynamic domain reflecting such developments and issues as social bias, discrimination, and stereotyping in the contemporary world; associating a critical geographical perspective on the past, present and future achievement of the social world		

ICGS 128	Global Gastronomy and Cuisines	4
<p>Prerequisites: None</p> <p>Understanding the interconnection between gastronomy, culture, society, and local and global food systems; highlighting the global food production and consumption trends; examining diverse cultures through the food and food preparation; emphasis on multicultural context in cooking practices; understanding the current trend in various healthy diets and cuisines</p>		
ICGS 131	Introduction to International Studies	4
<p>Prerequisites: None</p> <p>The field of international studies; interdisciplinary approaches; economic globalization; the Bretton Woods system and neoliberalism; political globalization; the United Nations system, the International Court of Justice, and Human Rights; cultural globalization; migration diaspora and transnationalism; the internet and global media; development; modernization and dependency; Global North and Global South; traditional and human security; food; health; energy; environment</p>		
ICGS 132	Career Preparation in a Globalized World	4
<p>Prerequisites: None</p> <p>Trends in national, regional and international job markets; self-assessment on career options; career plan creation; principles in business communication; job search process and tools; resume, cover letters; interview preparation and simulation; dimensions of culture</p>		
ICGS 133	Foundation of Mediterranean Cultures	4
<p>Prerequisites: None</p> <p>The Mediterranean as a source of Western culture; Egypt and the Fertile Crescent; Mohammed and the Muslim World; the Promised Land: Moses' Israel; Jesus and the birth of Christianity; Greek history and civilization; Ancient Italy; arts in Florence and Venice; Modern Italy history; Italian food; the World of Fashion in modern Italy; Italian film; Italian music</p>		
ICGS 137	Witchcraft and Gender Representation	4
<p>Prerequisites: None</p> <p>The term "witch" used to suppress women: accusations of witchcraft to eliminate strong, assertive women; accusations of demonic or magic sources demeaning to women; European, American and African use of witch accusations to stifle women; other forms of oppression of women: the Chinese foot binding, the Indian Suttee, the African genital mutilation; the meaning of gender; gender vs sex; marginalization of women in patriarchal societies; women's rights in the contemporary world;</p>		

differing concepts of women's rights; global and national enforcement of women's rights; organizations concerned with gender and women's issues: UN, ILO, etc; an application of gender rights to other genders like LGBTQ

ICGS 143	Introduction to Air Transport and Tourism	4
----------	---	---

Prerequisites: None
 Basic overview and knowledge of air transport, travel and tourism and the interconnections amongst these elements; the history of air transportation, both airlines and airports; the role of air transport for today's travellers and tourists; relationship between airport and airline, airport business model, airline business model, the nature of air travellers, the nature of demands, air transport journey and experience, passengers/tourist decision makings on air travel, current global issues (e.g., economic, environmental and ethics) of the air transport and tourism

ICGS 156	Fashion and Society	2
----------	---------------------	---

Prerequisites: None
 What is fashion, History of fashion since the 20th Century, Fashion reflects its temporal and spatial context, fashion and culture, sub-cultural fashion (street fashion), Fashion and Art development, Fashion as an art form, Fashion and business, Fast fashion, Fashion victims

ICGS 157	Asian Religious Traditions	2
----------	----------------------------	---

Prerequisites: None
 Overview of major religious traditions in Asia, including Hinduism, Buddhism, Sikhism, Taoism, Confucianism, and Shintoism; Historical evolution of Asian religious traditions; Significance of rituals, symbols, and sacred texts; Key philosophical and ethical concepts such as karma, dharma, nirvana, and the Tao

ICGS 159	The Self and Modern Media	2
----------	---------------------------	---

Prerequisites: None
 A sociological approach to understanding the disintegration of old social structures and reintegration based on contemporary technology and social media; the new non-geographical communities and the lack of norms; development of a global culture; the role of media and advertising in the new global culture; the generational theory of culture and constructionist theory or reality; the new global self

ICGS 161	Skills in Dealing with People Across Cultures	2
----------	---	---

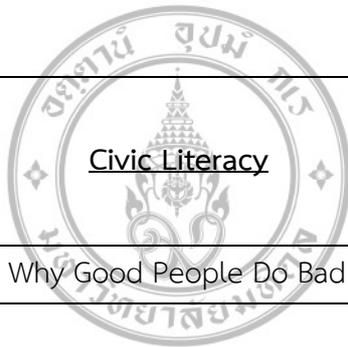
Prerequisites: None

Development of skills in dealing with people across cultures through a psychological approach, covering identity formation and conflict, values and communication across culture, culture and tourism, work motivation, and culture in educational institutions		
ICGS 162	Arts, Culture and Tourism Development	2
Prerequisites: None Artistic categories and roles of arts in society, community arts activities and events - processes and outcomes, arts-led urban regeneration, current trends in cultural tourism, online travel platform, creative tourism and designing visitor experiences		
ICGS 165	Tea Studies	2
Prerequisites: None What is tea, main tea varieties, main tea types, climatic condition for sustainable growth of tea, important tea growing countries and regions, tea processing, tea and health, tea evaluation, tea utensils and preparation, tea and food pairing		
ICGS 167	Coffee Studies	2
Prerequisites: None Coffee, an introduction; The journey of Coffee - a journey of love, tears, sweats and blood; Three waves of coffee; Terroir of coffee; Main and sub-varieties of coffee; The world of coffee; Coffee drinking culture, coffee cupping; From harvesting to shipment; From roasting to brewing; Coffee and health; Ethical and environmental issues		
ICGS 168	Faith a Lifestyle	2
Prerequisites: None Faith, spirituality, and interaction in the modern world, spirituality and its economy, spirituality and faith marketing, modern forms of spirituality, spirituality, pop culture, and the soft power		
ICGS 180	Cafe Story and Slow food	2
Prerequisites: None Café concept: historically integral coffeehouse in café culture and social/economic position; slow food in sustainability business concept, specialty food and beverage evolution, new business trends		
ICGS 181	Cuisine and Culture	2
Prerequisites: None		

Exploration of how food shapes and is shaped by culture, Food as a cultural symbol, Historical evolution of culinary practices, Spices in cultural identity and economy, Food in celebrations and rituals, Festival foods around the world, Food Ethics and Sustainability, The phenomenon of culinary fusion and its impact on traditional cuisines, The Language of Food, Religious and cultural influences on dietary practices, The Art of Dining Etiquette, Food in Literature and Film, The Future of Food, Culinary Tourism

ICGS 182	Humor Horizons	2
----------	----------------	---

Prerequisites: None
 Introduction to Cultural Humor; Language and Wordplay; Stereotypes and Satire; Historical Perspectives; Regional Comedy Traditions; Social Commentary Jokes; Comedy in Film and TV; Cross-Cultural Comedy Challenges; Humor and Identity; Humor in Business; The Future of Cultural Humor



Civic Literacy

ICGH 126	Behavioral Ethics: Why Good People Do Bad Things	2
----------	--	---

Prerequisites: None
 Foundations of behavioral ethics, assumptions of ethical decision making, process of ethical decision making, cognitive errors in ethical decision making: incrementalism, self-serving bias, tangible and abstract, loss aversion, framing, and overconfidence, social and organizational pressures in ethical decision making, situational factors in ethical decision making

ICGH 129	Searching for Meaning	2
----------	-----------------------	---

Prerequisites: None
 Starting from Socrates' quest for wisdom as described in the Apology, and the difficulties he encountered as a consequence, leading up to his trial and death sentence; connecting the Apology to Plato's Allegory of the Cave, and the dialectical method of ascent towards the truth; wondering whether Marcus Aurelius may qualify as a philosopher-kind, and exploring the connections with Stoicism as taught by Epictetus; reflecting on Montaigne's contemplations of death; connecting such ancient models to strains of thought in Thoreau and Emerson, Schopenhauer and Nietzsche, Freud and William James, Albert Camus and Viktor Frankl

ICGH 133	Socrates, His Predecessors and Successors	2
----------	---	---

Prerequisites: None		
Surveying the major philosophical movements in Ancient Greece, including the Presocratics, Socrates, Plato and Aristotle, and the various Hellenistic schools, by focusing on themes related to knowledge, truth, art, psychology, justice and the good life, and considering their relevance to life today		
ICGH 134	Digital Media Literacy: Skills for 21st Century Learning	2
Prerequisites: None		
Integration of media literacy, media production, and media ethics; accessing, analyzing, evaluating, questioning, and producing media texts; social, cultural, and political implications of media; representations in media; media as political economy; media aesthetics; media and influence; audiences negotiating meaning		
ICGH 138	The Philosophies of Asia	2
Prerequisites: None		
Exploring the major schools in Asian Philosophy, including Buddhism, Hinduism, Confucianism, Taoism, Jainism, among others, through a survey of foundational concepts and themes and an analysis of the implications that they have on ethics and culture as well as contemporary political, economic and legal frameworks		
ICGH 140	Ethics and Evolution	2
Prerequisites: None		
Scrutinizing the relationship between the theory of natural selection and ethics, through an examination of the implications of Darwinian evolution on the status of moral claims, the significance of our evolutionary history on moral theory and practice, and the relevance of these intersections on the development of morally justifiable policies and individual decision-making		
ICGH 149	Law, Technology, and Society	2
Prerequisites: None		
Foundations of the relationship between law, technology, and societal values, how laws evolve with technological innovation, the ethical considerations at play, and the role of law in shaping and responding to societal changes. Current and emerging issues in technology law, including intellectual property, privacy, cybersecurity, and regulation of AI		
ICGH 150	Global Perspectives on Free Expression in the Digital Age	2
Prerequisites: None		

<p>Delving into the intricate dimensions of free expression on a global scale, particularly in the digital realm, tracing the evolution of free speech and contemplating its philosophical foundations and historical context. Examining pivotal case studies and real-world examples, exploring the complexities of free expression, from its role in fostering democracy to its challenges in relation to the notion of Human Rights and navigating a contemporary culture of feeling 'offended'</p>		
ICGN 131	Digital Search Literacy	2
<p>Prerequisites: None</p> <p>The Information literacy relating to search term, the evaluation of the internet site and the quality of data; use of information; the ethical use of the intellectual property; the use of computer platforms; software, online services</p>		
ICGN 132	Digital Security and Privacy	2
<p>Prerequisites: None</p> <p>Privacy rights of data and safeguarding personal information by the protection organizations, anonymizing of data, computer security relating to computer platforms, network, internet and smart devices; password managements and shortcomings, authentication factors and technology</p>		
ICGN 144	Environmental Ethics	2
<p>Prerequisites: None</p> <p>Foundations of Environmental Values, Anthropocentrism vs Ecocentrism, Deep Ecology, Eco-Feminism, Land Ethics, Energy Ethics, Wilderness vs Built Environments, Radical Environmentalism and its Societal, Economic and Policy Implications</p>		
ICGN 145	Food Integrity and Food Fraud: When a Food Product Is Not What It Seems	2
<p>Prerequisites: None</p> <p>Understand the food integrity matrix, recognise common types of fraudulence in food products, their factors and effects on public health and society, prevention, ethical responsibilities and roles of food business and consumers in the food system with food integrity</p>		
ICGS 134	Is Democracy Good?	4
<p>Prerequisites: None</p> <p>Democracy as a political system and a 'normal' form of governance throughout the world, especially since the transitional Third Wave of democratization ending in the 1990's; democracy as a highly contested term; forms of governance; contestations in Thailand; arguments of Thai</p>		

Style Democracy; defining democracy; different forms of democracy; local perception of democracy; critical debate on the merits of democracy; functionality; theoretical and in pragmatic situations; qualitative and quantitative analysis; democratic performance		
ICGS 136	Social and Health Issues in Thailand	4
Prerequisites: None Social and health issues in Thailand; experiential learning approach; site visits to various government and non-governmental organizations; small groups work; identification of issues and characterize the factors affecting the issues; prioritization of the urgency of the issues and determination of the possible solutions; proposing action plans addressing the issues		
ICGS 140	Fake News, Censorship and the Politics of Truth	4
Prerequisites: None Internet and hyper news flows; patterns of information consumption; knowledge of information authenticity; socio-political effects of 'fake news'; impacts and methods of data collection; censorship and contested 'digital space', fact-checking, source evaluation and trust-building online; social power of algorithms, quantification and profiling; citizens journalism and the traditional media		
ICGS 147	Women in Leadership	4
Prerequisites: None Prominent female leaders around the world from the past to present; cross-cultural challenges female leaders encounter; heroines and women warriors in folklores and myths; the perception and sins of matriarchal societies; political roles and suffragette movements around the world; the Modern Girl and consumerism; women's rights movement, glass-ceiling and female career advancement, female attributes and leadership qualities		
ICGS 158	Contemporary Issues in Thailand	2
Prerequisites: None Prevailing ideological issues; contemporary political economy; legal affairs and the judicial system; religious institutions; provincial politics; land rights and other community movements, education and reform; environmental groups; media affairs		
ICGS 160	Self and Society	2
Prerequisites: None		

<p>A sociological approach to understanding the nature of societies, cultures and institutions; the development of the self through the socialization process from Social Interactionist and Critical Theory perspectives; cultural norms and geographical influence on culture: social class and gender structures; the influence of individualism and non-conformity in society</p>		
ICGS 163	Popular Media and Conflicts	2
<p>Prerequisites: None</p> <p>The role of popular media during the war-time and conflicts; the evolution of media and its employment by the state; printed propaganda; the age of radio and its political agenda; newsreels during the wartime; televised wars and public opinions; the emergence of social movement caused by the popular media</p>		
ICGS 166	Power and Politics	2
<p>Prerequisites: None</p> <p>The understanding of politics and political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; analysis of political phenomenon. To collect information, organize information, organize in groups, analyze information, present clearly and concisely on political phenomenon, state typology, political taxonomy, ideological persuasion, voting systems and outcomes</p>		
ICGS 170	Civic Action in Thailand	2
<p>Prerequisites: None</p> <p>Local community organisations and institutions; effective social media and other promotional campaigns on behalf of independent social organisations; funding drives on behalf of independent social organisations; project planning and development</p>		
ICGS 183	Media and Community	2
<p>Prerequisites: None</p> <p>Application of media practices and techniques used as a means for empowerment and communication supporting community and social change; Application of assessment practices to support community goals and development; Application of project-based learning in a real community</p>		

Finance & Management Literacy

ICGB 102	Navigating the Market Landscape	2
<p>Prerequisites: None</p> <p>Exploration of the dynamic interplay between consumer behavior and firm strategy across industries, guided by the supply-demand framework; practical insights into market dynamics, tool navigation through diverse market landscapes (degree of competition, digital economy, sharing economy), and impact on key stakeholders</p>		
ICGB 103	Decoding Economic News	2
<p>Prerequisites: None</p> <p>Uncovering of economic news mysteries, deciphering of the big picture, and exploration of how economic forces shape our world through key macroeconomic indicators and the aggregate supply-aggregate demand framework; acquisition of practical skills for analyzing current economic events with clarity and insight, empowering navigation of global economic complexities with confidence</p>		
ICGB 104	Entrepreneurship in a Disruptive Environment	2
<p>Prerequisites: None</p> <p>Understand how entrepreneurs create new businesses, capture new markets, and enhance organizational effectiveness so the economy could benefit. Applying disruptive innovation due to new technologies and innovation to deal with the disruptive changes as the new generation entrepreneurs</p>		
ICGB 105	Personal Finance Literacy	2
<p>Prerequisites: None</p> <p>Personal finance literacy includes: financial planning process, life goals and financial goals, tax preparation, consumer credits, investment and retirement planning, investment fundamentals, its techniques and investment assets, making loan and debt decisions, life and property insurance, and estate planning</p>		
ICGB 106	The Business of Fashion	2
<p>Prerequisites: None</p> <p>The fashion world, categorisation of fashion, glossary of fashion, fashion trend interpretation, fashion and creativity, brand image, understanding customers: national culture influences the</p>		

choice of fashion, understanding customers: motivations for buying fashion, total shopping experiences, extension of the fashion business, consumerism		
ICGB 107	Tourism Management Perspectives	2
Prerequisites: None Overview of the tourism industry and its significance, factors shaping the future of tourism and hospitality, opportunities and challenges of tourism development in Thailand, tourism supply chains, key stakeholders and their roles in the tourism ecosystems, and innovative and promising practices in sustainable tourism development		
ICGB 109	Business Event Essentials	2
Prerequisites: None Event as a global strategic and management tool; introduce different types of business events to achieve various objectives including Meetings, Incentive Travels, Conventions, Exhibitions and Special Events; Event strategies		
ICGB 110	Management Styles of Effective Leaders	2
Prerequisites: None Overview of management; evolution of Management theories and thoughts; changing environment of organizations, social responsibility, organizational culture and change		
ICGB 111	Leadership in a Global Society	2
Prerequisites: None Concepts and practices for leadership development; developing leadership skills and challenges of change in a global society; the need, vision, initiation for change, teamwork and collaboration		
ICGB 112	The Art of Pricing	2
Prerequisites: None Rationales and conditions required for sellers to apply different prices to different groups, in order to maximize profits; benefits of first-, second-, and third-degree price discrimination; examples of the use of consumers' demographics and characteristics in buyers' classification; evaluation of certain complex pricing namely, bundling and versioning; which are invented by sellers as a means to price discriminate; assessment of pros and cons of algorithm pricing; the cost of profit-maximizing strategy particularly buyers' perception and fairness		
ICGB 113	Crisis Management in Service Businesses	2

Prerequisites: None		
Basics of crisis management, crisis preparedness and risk management, methods of analysis and prognosis, strategic measures of crisis management applied in service businesses, crisis planning and organizational measures applied in service businesses, crisis communication		
ICGB 114	Cultural Strategies for Success: Unveiling Eastern Business Dynamics	2
Prerequisites: None		
Introduce theories (change theories, cultural theories) and frameworks governing Eastern societies in the context of business; Eastern cultural practices and behaviors shaping strategies in competitive markets; Complexities of Asia's diverse business environment; Comparative analysis of strategies and behaviors		
ICGB 115	Money: Deciphering Currencies of Value	2
Prerequisites: None		
Navigating the intricate realm where money transcends tangible forms, from paper bills to digital transactions; unveiling the essence and construction of value inherent in these mediums, exploring their societal significance and evolving role in contemporary economies		
ICGB 116	Managing Self and Working with Others	2
Prerequisites: None		
Personal goal setting, personality models and profiling, self awareness and management, social awareness and interaction, techniques in working with others through the lens of diversity, equity, and inclusion, conflict resolution, people management, personal development plan		
ICGH 101	Biotechnology: from Science to Business	4
Prerequisites: None		
Biotechnology, bioethics, and the law, biotechnology and the regulatory framework, genetic testing, patenting life, biobanks and modern genomics research, genetically modified organisms, human and animal testing; bioterrorism, biological weapons laws, bio-prospecting, pharmaceutical pricing, the future of the human beings and post-humanism		
ICGS 102	Business Sustainability and the Global Climate Change	4
Prerequisites: None		
Study on the role of business in the society; the basic concept of sustainability; global governance; sustainable development; social inequalities and social inclusion; environment sustainability;		

climate change; climate change mitigation; climate change adaptation; green marketing; business sustainability		
ICGS 135	Entrepreneurial Accounting	4
Prerequisites: None Fundamental accounting concepts; financial statements for small enterprises; financial statement analysis; cost-volume-profit analysis; management decision making; business taxation		
ICGS 153	Social Media Management for Service Sector	2
Prerequisites: None Introduction to digital business transformation in service sector, social consumers and social communities, social media landscape and ecosystem; social media strategy for service sector; digital tools for social media management; social commerce; social media analytical tools and measurement		
ICGS 174	The Art of Leadership in Practice: Inspiration	2
Prerequisites: None Virtue ethics and practical philosophy; driving change through personal development and action directives; managing ethical leadership goals and challenges; climbing Mount Impossible and the power to change the world; what is and what can be in the context of SDGs; finding inspiration and inspiring others; inspirational leaders in History and fiction		
ICGS 184	Healthy Habits, Happy Shoppers: Exploring Health Literacy in Consumer Decisions	2
Prerequisites: None Exploration of the impact of health literacy on shopping behavior; coverage of health literacy principles, consumer psychology, and marketing's role; learning through stimulus case studies to promote informed consumer choices		
ICLL 101	Professional Development	2
Prerequisites: None Professional skills for 21st century workplace through learning or training activities in various topics including innovation management, start-up business, agile workplace or other selected professional development activities approved by the academic advisor and Curriculum Administrative Committee		

Specific Courses

Core Courses

ICTB 219	Introduction to Travel and Service Businesses	4
<p>Prerequisites: None</p> <p>Introduction and overview of the Travel and Service Businesses, partnership in Travel and Service Businesses, global issues in Travel and Service Businesses, dynamics of the lodging industry, hotel management and operations, the foodservice concepts, dynamics of the event industry, leisure activities in tourism and hospitality, health and wellness, and passenger transportation, introduction to the Global Code of Ethics</p>		
ICTB 202	Principles of Management	4
<p>Prerequisites: None</p> <p>Overview of management and organizational behavior; evolution of management theories and thoughts; changing environment of organizations; foundation of individual behaviors; motivation; stress and work-life balance; decision making and problem solving; teamwork; communication; leadership; organization structure; ethics and social responsibility; service economies; organizational culture and change</p>		
ICTB 203	Consumer Behavior for Travel and Service Businesses	4
<p>Prerequisites: ICTB 219 Introduction to Travel and Service Businesses</p> <p>Understanding a wide range of factors motivate consumers in tourism products; emphasis on culture and multicultural communication and relation; various factors that contribute to successful marketing in tourism; the purchase-decision process; typologies of tourist behavior from different practitioners; patterns of tourism demand and markets, divided by global region</p>		
ICTB 204	Business Communication	4
<p>Prerequisites: ICGC 103 Public Speaking</p> <p>Communication model; principles of business writing; business presentation; memos, emails and letters; business pitching; business negotiation dialogue; approaches of negotiation; cross-cultural communication; press release; country briefings; resume and cover letter; interview preparation; a mock interview</p>		
ICTB 301	People and Talent Management	4
<p>Prerequisites: ICTB 202 Principles of Management</p>		

<p>Overview and survey of human resources management and development; differences of personnel and human resources administrative system, recruitment and selection, job design, training and development together with talent management, performance and compensation management, ethics management and labour relation</p>		
ICTB 302	Business Laws for Travel and Service Businesses	4
<p>Prerequisites: ICTB 219 Introduction to Travel and Service Businesses</p> <p>Legal principles and rules as infrastructure of legal knowledge towards the operation of travel and service businesses in the tourism and hospitality industry; encouraging legal awareness in various legal exposures and managing legal issues including developing solutions and preventive measures thereof</p>		
ICTB 303	Digital Transformation for Travel and Service Businesses	4
<p>Prerequisites: ICTB 219 Introduction to Travel and Service Businesses</p> <p>Introduction to information technology and digital technology, strategic thinking and digital technology, digital landscape and ecosystem, the Internet and digital tourist, social media, mobile technology, digital technology for travel business, digital technology for service business, digital technology and sustainable development, and future of digital technology for travel and service business entrepreneurship</p>		
ICTB 304	Service Management and Experience Design	4
<p>Prerequisites: ICTB 219 Introduction to Travel and Service Businesses</p> <p>Important roles of services in our economy; the nature of services and service encounters; characteristics of services; customer focus on service management; experiential design in service businesses; consumer decision model; service psychology; service strategy and competitiveness; design and development of services and service delivery systems; service failure and recovery; managing demand and supply in services; service quality and continuous improvement; tools and technique for total quality improvement; managing customer experience</p>		

Major Required Courses

ICTB 212	Marketing for Travel and Service Businesses	4
<p>Prerequisites: None</p> <p>What is marketing; marketing plan, marketing macro environment; direct and indirect competitors; suppliers as business partners; market segmentation and targeting; consumer behavior; using</p>		

marketing information; products and services; physical existence; location; promotion mix; pricing products; marketing channels; ethical issues in marketing		
ICTB 213	Economics for Travel and Service Businesses	4
Prerequisites: ICTB 218 Business Statistics Principles of economics, particularly microeconomics, and applied economic concepts; assessing the socio-economic behaviors of economic agents comprising consumers, businesses, government and its agencies, particularly their business choices and decision making; covering key economic areas of demand, supply, elasticity, costing, pricing and investment		
ICTB 214	Accounting for Travel and Service Businesses	4
Prerequisites: None Business transactions and financial statements; evolution of accounting; recording and classifying financial transactions; preparations of financial statements; characteristics of various types of accounts; accounting principles; the usefulness and limitations of accounting information		
ICTB 216	Sustainable Development in Travel and Service Businesses	4
Prerequisites: ICTB 219 Introduction to Travel and Service Businesses Concepts of tourism and sustainable development goals; sense of global citizenship; sustainability affecting travel and service business; socio-cultural, environmental, economic impacts of tourism; visitor management and an interpretation for the sustainable development; creative tourism for promoting culture-based creativity and sustainability of travel and service business; concepts of community-based tourism practices for the sustainable development within a different geo-cultural context – urban and rural settings; the Global Code of Ethics		
ICTB 217	Digital Marketing for Travel and Service Businesses	4
Prerequisites: ICTB 212 Marketing for Travel and Service Businesses Introduction to Digital Marketing; Digital Marketing Strategies; Content Marketing; Social Media Marketing; Search Engine Optimization (SEO); Pay-Per-Click (PPC); Influencer Marketing; Analytics and Data-Driven Marketing; Customer Relationship Management (CRM); Emerging Trends in Digital Marketing.		
ICTB 218	Business Statistics and Data Management	4
Prerequisites: None		

Descriptive statistics; inferential statistics; normal distributions; an estimation of parameters; an analysis of variance; correlation and regression; non-parametric methods; the design of experiments; hypothesis testing; collection of data; presentation of data		
ICTB 311	Finance for Travel and Service Businesses	4
Prerequisites: ICTB 214 Accounting for Travel and Service Businesses An introduction to the financial management for travel and service businesses; methods and importance of tourism and hospitality finance; cash management and its importance; the investment decisions regarding travel and service business projects and capital expenditures; cash control during the various stages of operations; statement of cash flow; an introduction to feasibility studies; the financial ratios analysis and working capital		
ICTB 312	Strategic Management for Travel and Service Businesses	4
Prerequisites: 100 credits Entrepreneurial and strategic issues in management; formulation and analysis of strategies; relationship between strategies and organisational structures; strategic thinking and managing change and the similarities and differences in strategies between sectors in relation to travel and service businesses; crisis and risk handling; ethics in business		
ICTB 313	Business Research and Data Analysis for Travel and Service Businesses	4
Prerequisites: 100 credits and ICTB 218 Business Statistics and Data Management Foundation for a solid research based solution approach to issues as present in the travel and service businesses; to understand a range of approaches to the issues as derived from the academic literature to apply specific theoretical frameworks; to provide design of experiments; collection of data; presentation of data; analysis of current trends in research industry; analyse the research results and supply a range of solutions		
ICTB 314	Revenue Management in Travel and Service Businesses	4
Prerequisites: 100 credits The concepts of revenue management; ingredients of effective revenue management; roles of revenue manager and related department; key performance index used in revenue management; market segmentation and channel distribution in revenue management; market and competitive intelligence; benchmarking and competitive set; price & value; economics in revenue management;		

demand forecasting; revenue management techniques in travel and service business; market dynamic		
ICTB 315	Entrepreneurship and Business Plan Development	4
Prerequisites: 100 credits Evaluate new business ideas; financial statements and ratios; formulate a business strategy for the new venture; careful market selection and positioning of products; compose a business plan; effectively communicate and sell new business concepts		
ICTB 316	Data Analytics for Travel and Service Businesses	4
Prerequisites: ICTB 218 Business Statistics and Data Management Introduction to Data Analytics; Data Collection Methods; Data Preprocessing and Cleaning; Exploratory Data Analysis; Data Visualization Techniques; Statistical Methods and Data Analysis; Customer Analytics; Customer Segmentation; Customer Lifetime Value (CLV); Operational Analytics; Marketing Analytics; Data-Driven Decision Making; Ethical and Legal Considerations.		

Major Elective Courses – Hotel Management Module

ICTB 221	Room Division Operation Management	4
Prerequisites: None Understanding of front office operations and management in a hotel; presenting a systematic approach to front office procedures by detailing the flow of business through a hotel from the reservations process to check-out and account settlement; examining the various elements of effective front office management paying particular attention to the planning and evaluation of front office operations to human resources management; studying front office procedures and management within the context of the overall operation of a hotel; management of housekeeping duty within one's own establishment; supervision and training of staff scheduling; using different cleaning agent; safety within the work environment; housekeeping technology and legendary quality service standards		
ICTB 222	Facility Management for Hotel Operations	4
Prerequisites: None An overview of hotel facilities and hotel departments in charge, operating costs of facilities; types and characteristics of the major building system; sustainable management for hotel facilities; hotel		

renovation needs; provision and maintenance of hotel information technology systems; workload planning for facilities operations; health, safety and security concerns for facilities operations; relationship between the facilities management and the operation management		
ICTB 323	Hospitality Facilities Design	4
<p>Prerequisites: None</p> <p>Fundamental of the hospitality facility design and layout emphasizing different types of lodging in the perspectives of managements and owners; different types of hospitality facilities; basic understanding of architectural plan reading and specifications; how to communicate with professional designers; flow patterns and relationships among functional areas, facilities, service and management (using bubble diagram); hospitality space design: guestroom design; phases in the planning and design process; possible key factors, theme or concept, and trends influencing hospitality facilities design in terms of the investment</p>		
ICTB 224	Special Topics in Hotel Management	4
<p>Prerequisites: None</p> <p>Selected topics in the hotel and hospitality industry. An analysis of contemporary issues that arise and impact on the hotel and hospitality industry</p>		
ICTB 324	Hotel Business Development and Management	4
<p>Prerequisites: ICTB 221 Room Division Operation Management or ICTB 222 Facility Management for Hotel Operations</p> <p>The hotel business development; location selection; legal and tax issues; the business project development plan; an overview of the front and back of the house operations management; expansion and managing multi-unit lodging property; risk and crisis management; understanding and managing the internal stakeholders (i.e. owners, managers, employees, management companies, franchisers); engagement of external stakeholders including customers, suppliers, competitors, local communities and intermediaries (i.e., distribution channels); proactive and reactive approaches responding to the changing factors of the macroenvironment (i.e., political, economic, socio-cultural, environmental, technological and legislative factors)</p>		

Major Elective courses – Food & Restaurant Management Module

ICTB 231	Culinary Operation Management	4
<p>Prerequisites: None</p> <p>Planning and operating food and beverage productions in quantity food settings; various methods of food preparations; ingredients and culinary terminology; reading and evaluating menus; developing recipe conversions and costing skills; examining different production schemes and product flow; designing the kitchen layout; using and taking care of equipment; service techniques; procurement management, and the cost control</p>		
ICTB 232	Baking and Pastry Business	4
<p>Prerequisites: None</p> <p>Basic theory and skill sets used throughout the field of baking and pastry; using hand tools and equipment found in a bakeshop; exploring the baking and pastry ingredients and their functions; describing of the major methods such as beating, blending, creaming, cut in and folding; understanding the course materials by tasting and evaluating products created in class; identifying and selecting quality grains, fruits, vegetables, thickening agents, nuts and seeds, dairy products, baking spices, eggs and egg products, flours, chocolates, fats, and oils used in the baking field; business of baking and pastry</p>		
ICTB 233	Gastronomy Exploration and Food's Experiences	4
<p>Prerequisites: None</p> <p>Understanding the contexts of gastronomy related to food and culture, where the food experiences are related to several dimensions; understanding the gastrodiploamacy strategies to support from “Farm to the World” and “Thai Kitchen to the World Kitchen Campaign”; Thai food popularity leading to food tourism destination; exploring the relationships of Thai food from the supply side to the demand side; tourist’s engagement in a different food supply chain with sustainable development; Discussing Thai food story; understanding the background of food culture and heritage of Thailand in relation to history, indigenous groups, religions and the geographical analysis</p>		
ICTB 234	Restaurant Marketing and Branding Strategies	4

Prerequisites: None		
Describing the various forms of the restaurant business; discussing about advantages and disadvantages of each form of business; understanding the major elements of marketing and branding strategies; defining the concept of branding and its value in marketing and promotions; examining the relationship between the sales promotion and the marketing program; planning and implementing marketing and branding program for a specific restaurant operation		
ICTB 235	Special Topics in Food & Restaurant Management	4
Prerequisites: None		
Selected topics in the Food & Restaurant Management. An analysis of contemporary issues that arise and impact on the food and restaurant related industry		
ICTB 335	Restaurant Business Planning and Operations	4
Prerequisites: ICTB 231 Culinary Operation Management or ICTB 232 Baking and Pastry Business		
Understanding factors to consider when planning a menu; describing how the menu influences every dimension of the food service operations; listing menu types commonly used in the foodservice operations; selecting an appropriate type of menu for a foodservice business; calculating food cost; discussing various menu pricing strategies; creating an appealing menu for increasing sale; basics of the restaurant design; food safety and sanitation; achieving legal safety and sanitation requirements		

Major Elective courses - Tourism Management Module

ICTB 241	Travel Guide and Interpretation	4
Prerequisites: None		
A series of means for the travel communication; duties and responsibilities of tour guides; legal requirements for tour guiding; principles of tour guiding; understanding cultural sensitivity; definition of interpretation; significance of interpretation; principles of interpretation; thematic interpretation; different types of interpretation; concept of creating visitor experiences; essential knowledge of cultural heritage in Thailand, especially during Ayutthaya to the Bangkok Modernity		

Period, including a field work held at outstanding tourist attractions in Bangkok; the role of influencers in the travel communication; blogging and sharing the travel information		
ICTB 242	Tourism Package Management and Business	4
<p>Prerequisites: None</p> <p>Crucial relationships of various tour business components such as transportation, lodging, dining, sightseeing, attractions and shopping; understand different types of tour operators as well as basic types of organizational structures; identify tour distribution channels and appreciate the ways in the destination research, development, and supply negotiations; the role of online travel agency (OTA); device and develop tour itinerary planning and understand how to strategically price the tour, specific communications strategies of tour operators; the application of digital marketing tool; understand the three major functions of tour operations: pre-tour operation, tour execution, and post-tour phase and last appreciation; an administration of tour operation and its environment</p>		
ICTB 243	Online Travel and Service Business	4
<p>Prerequisites: None</p> <p>Understanding roles of the online travel and service business in the tourism system; opportunities and challenges of online travel and service business; the value chain of online travel and service business; digital solutions for travel and service business; Online Travel Agency (OTA) and online intermediary business; the Global Distribution System (GDS) functionality; online distribution channels; the OTA business model; customer relationship management for OTA</p>		
ICTB 244	Wine Studies and Wine Tourism	4
<p>Prerequisites: Age above 20</p> <p>Viticulture; viniculture; old world and new world wine; still wines; sparkling wines; fortified wines; sweet wines; food and wine pairing; wine business; principles of wine tourism; motivations of wine tourists; attracting wine tourists; marketing plan</p>		
ICTB 245	Cultural Heritage Studies for Entrepreneurship	4
<p>Prerequisites: None</p> <p>The importance of culture and tourism entrepreneurship; to recognize the socio-cultural complexities of the cultural heritage tourism; a working relationship between UNESCO World Heritage sites and local tourism economies; to develop sustainable development in cultural heritage sites; to plan immersive experiences for interpretation and reconstruction of heritage sites</p>		
ICTB 246	Special Topics in Tourism Management	4

Prerequisites: None

Selected topics in Tourism Management. An analysis of contemporary issues that arise and impact on the tourism industry

Major Elective courses - Event Management Module

ICTB 251	Event Planning and Operation	4
Prerequisites: None Event industry overview; event architecture; event feasibility; event product development; event proposal; budgeting and monitoring; contracts and collaborations; supply chain management; team management; risk management; site selection and management; onsite coordination; event evaluation		
ICTB 252	Event and Experience Design	4
Prerequisites: None Understanding an overview of event design; the formation and construction of experience; key design of experience; the relationships between event interaction and experience; the relationships between communication and event design; conceptualization and planning; process of event design operations; entertainment design; designing sustainable event; involving technology in event to enhance experience; evaluating event design; event design in consideration of event legacy; Identifying and finding current and examine future trends in event design		
ICTB 253	Event Business Stakeholders Engagement	4
Prerequisites: None Understanding overall picture and detailed engagement of event business stakeholders' connection, collaboration and competition (3Cs) including events' target business sectors, target audiences; Destination Management Company (DMC); Professional Convention Organizer (PCO); Professional Exhibition Organizer (PEO); venue (i.e., exhibition/convention center, hotel, multi-purpose facility, unusual venue); supporting infrastructure (i.e, Convention and Visitor Bureau (CVB), international associations, domestic associations), communities, and service providers		
ICTB 254	Leisure and Sport Event	4

Prerequisites: None		
Basic understanding of the sport, lifestyle, recreation, and festive event industry; types and conceptualization of events; application of event management concept in sport and leisure events; sponsorship strategies and management; legal and ethical principles applied to sport and leisure event; entertainment management in sport and leisure event; volunteer management; crowd management; risk and crisis management specific to sport and leisure events; key criteria for evaluation in sport and leisure event		
ICTB 255	Special Topics in Event Management	4
Prerequisites: None		
Selected topics in Event Management. An analysis of contemporary issues that arise and impact on the tourism industry		
ICTB 355	Creative Event Production	4
Prerequisites: ICTB 251 Event Planning and Operation or ICTB 252 Event and Experience Design		
Producing a real event through the application of event conceptualization; event and experience design; sustainability and technology considerations; event budgeting and monitoring; event proposal; event marketing and promotion; event sponsorships; human resources management; event logistics; procurement; site planning, management and communication; onsite coordination; event evaluation		

Major Elective courses – Health & Wellness Management Module

ICTB 261	The Basics of Exercise Science and Wellness	4
Prerequisites: None		
Physiological and psychological understanding of the body and mind in respond to physical activity; training principles; basic anatomy; sports nutrition; sports biomechanics; strength and conditioning; basics of injury prevention, treatment, and rehabilitation		
ICTB 262	Principles and Practice of Sport management for Business	4
Prerequisites: None		

Foundations to sport management; history, management, marketing, financial, economic, legal and ethical principles applied to sport management; amateur sport industry; professional sport industry; sport industry support segment; lifestyles and leisure sports; career preparation		
ICTB 263	Healthcare and Medical Business	4
Prerequisites: None Healthcare business system and environment; contemporary business themes in healthcare and medical policy and practice; vulnerable population and potential demands; healthcare and service operations; healthcare products & services; entrepreneurship in healthcare and medical		
ICTB 264	Special Topics in Health & Wellness Management	4
Prerequisites: None Selected topics in Health & Wellness Management. An analysis of contemporary issues that arise and impact on the Health & Wellness industry		
ICTB 364	Spa and Wellness Business	4
Prerequisites: ICTB 263 Healthcare and Medical Business Introduction to spa and wellness industry and operations; history of spa and wellness industry, types of spa and wellness centres; latest trends in spa and wellness industry; mind and body; facility design; program settings; asset management; service quality management; human resources management in spa and wellness; promotion and branding for spa and wellness business; spa and wellness financial management; spa and wellness for special populations; self-help plan for a healthy lifestyle		

Internship

ICTB 292	Internship I	8
Prerequisites: 70 credits Providing hands-on experience and practical opportunity on travel and service operations; providing hotel or travel related service skills and knowledge on the necessary functions; grooming the interns on formality, professionalism, service excellence, attitude and team work aspects including understanding customer's demand & expectation, understanding multicultural environment so as to build a competitive advantage and a competent human capital.		

ICTB 492	Internship II	8
<p>Prerequisites: Final trimester only</p> <p>Work experience at a travel and service business related organization (e.g. hotel, restaurant, event, tourism and health & wellness); gaining insight in its operations and management; making an effective contribution to the employing organization; gaining first-hand experience of a real working environment and, in particular, the problems encountered in human, financial and other resource terms, in trying to meet organizational objectives, and understanding how such problems are tackled, understanding their roles in the organization, following instructions, directing and assuring appropriate actions, carrying out tasks assigned to you successfully; developing interpersonal and technical skills, connecting the experience with the future plan and career of your future</p>		



Mahidol University
International College