



# Bachelor of Business Administration Program Innovation Management (Bilingual Program)

Innovation Management in Tourism and Service

College of Innovation and Management

Suan Sunandha Rajabhat University

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## Core Competence

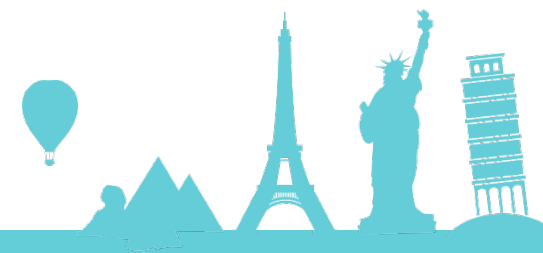
Partnership,



# General Information

## Why

This program is set up with established as the world changed to the Globalization era Which the whole world was freely and completely connected to each other. Technology and Innovation are therefore integral to all sectors and of course, The Tourism and Service industry as well Join us to expand your knowledge with our professor which specific expertise and learning form real world experience to create an innovation for tourism and service industry



# General Information



Innovation  
Management

Digital  
Technology



Join Us



Innovation  
Management

Tourism  
Service



Join Us

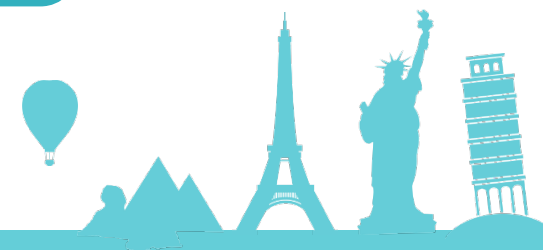


Innovation  
Management

e-Sport  
Game



Join Us





# Program Information

## Degree full Title

Bachelor of Business Administration (Innovation Management)

## Abbreviated Title

B.B.A. (Innovation Management)

## Program Majority

Tourism Industry  
Hospitality Business  
M.I.C.E. Management

# Program Objective



Produce Graduates with knowledge and perception of **Innovation Management** in Tourism and service industry



Create **Talents Graduate** with Creative Ability who can apply knowledge to **Innovate New Business** in Business world



Produce Graduate Capable to **Communicate Internationally** to carry out International Tourism Business



# Future Career

01

Hospitality  
Management Path



03

Travel and Tourist  
Path



02

Food and Beverage  
Path



04

Events, Sports,  
Wellness & Leisure  
Path





# Education Management System

# Education Management System



## System

**Semester System**  
15 Week / Semester  
Total Semester 9



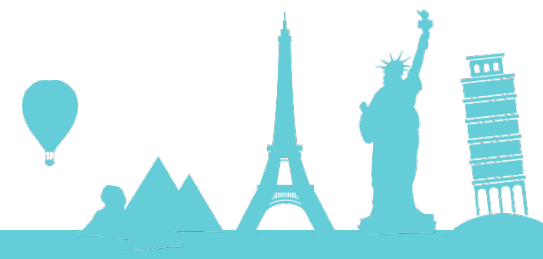
## Summer Session

**Summer Structure**  
The Summer Session is managed and supervised by program representative under approval of course committee

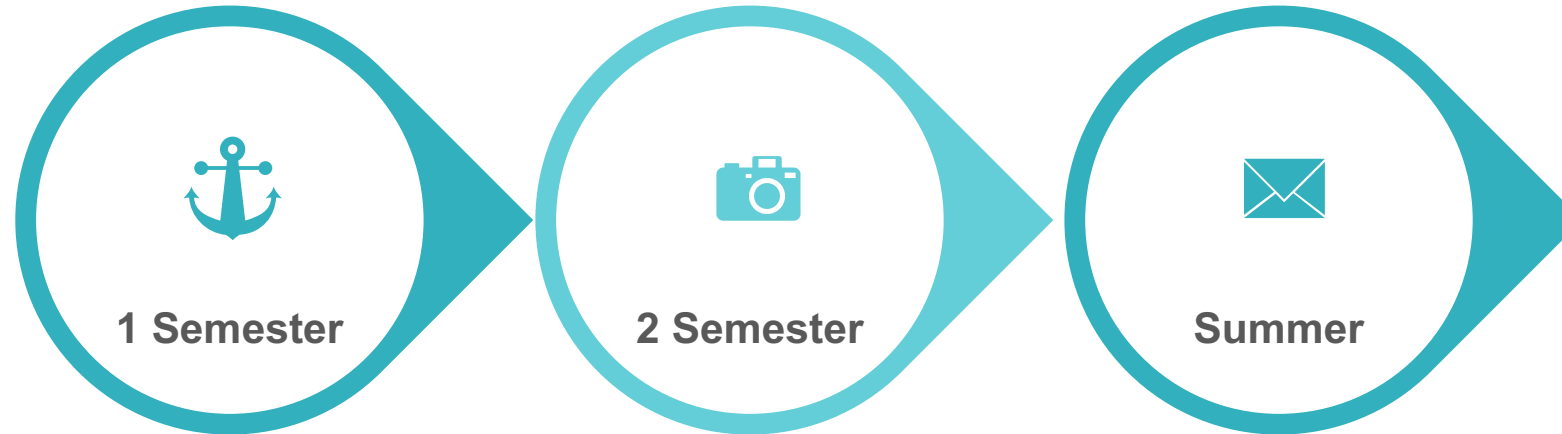


## Credit Equivalent

**None**



# Program Studied Period



**1 Semester**

**October - February**

4 Months  
15 Weeks  
7 Subjects

**2 Semester**

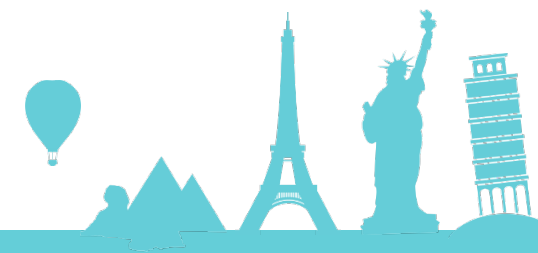
**March - June**

4 Months  
15 Weeks  
7 Subjects

**Summer**

**July - August**

2 Months  
7 Weeks  
3 Subjects





# Student Qualification



## High School Graduate or Equivalence

Student with High School Graduate or Equivalence subjective followed by Suan Sunandha Rajabhat University regulation



## Vocational Education

Student with high Vocational Education followed by Suan Sunandha Rajabhat University regulation



## Special Qualification

Student with outstanding in talent followed by Suan Sunandha Rajabhat University regulation



## Language Preference

Student with Thai and/or Mandarin communication skill at proficiency level



# Curriculum Structure

Student must Complete at least  
**130 Credits**



# Curriculum Structure

## General Education

30 Credits

1. Language and Communication skill
2. Social Science and Humanities
3. Mathematics Science and Technology

## Program Core Course

30 Credit

1. Statistics and Business Research
2. Innovation Management
3. Innovation Management of Human Resources
4. Organizational Management in The Digital Era
5. Economics for Business Innovation
6. Strategic Management
7. Principles of Accounting
8. Digital Marketing
9. Financial Innovation
10. Business Ethics and Law

## Major Requirement

64 Credit

1. Innovation Management for Tourism
2. Innovation Management for the Service Industry
3. Economics for Tourism and Service
4. Innovation and Cross-culture Communication for Services
5. Innovation Management for Human Resource in Tourism and Service Industry
6. Digital for Tourism and Service Industry
7. Innovation Management for Logistics and Supply Chain in Tourism and Service
8. Lodging and Food Service Business Innovation
9. Digital Age Marketing for Tourism and Hospitality Business
10. Tourism and Hospitality Strategies
11. English For Communications
12. Intership
13. 21 Credits Sub-Major Course

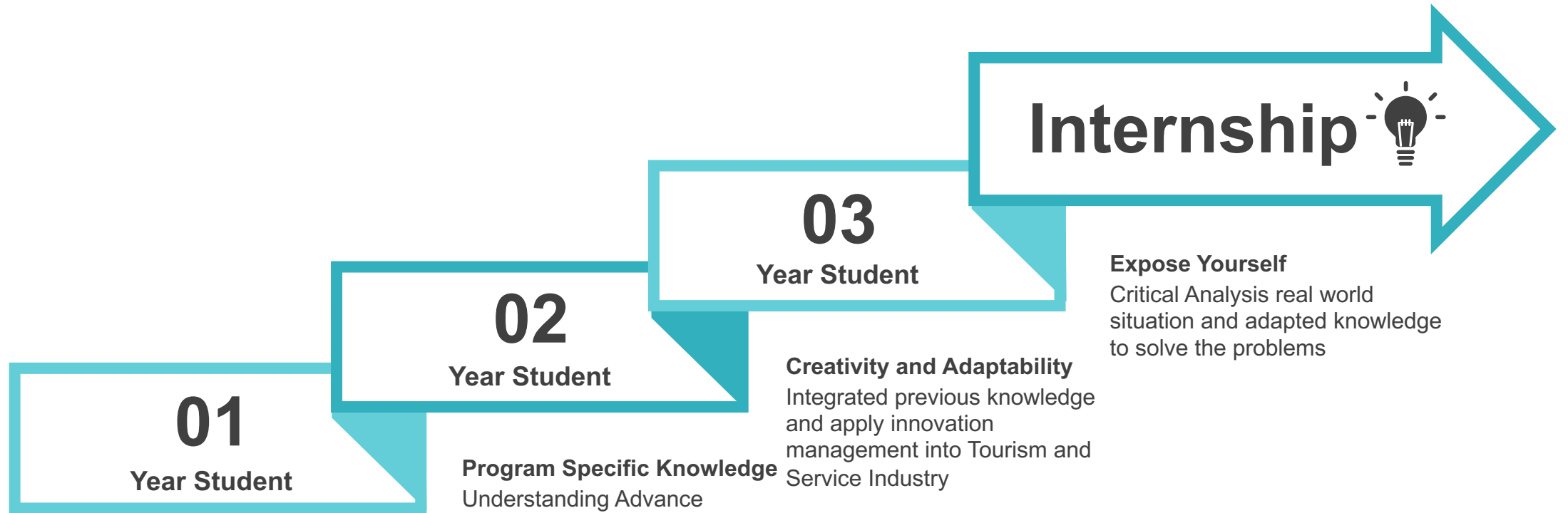
## Free Elective

6 Credits

Student can Chose 2 Subject form Sub-major course



# Student Outcome

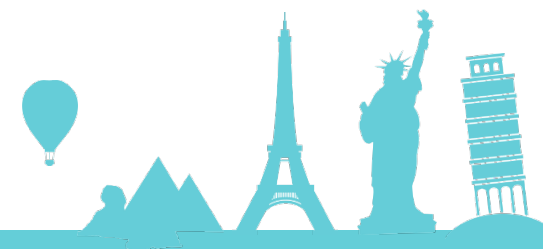


**Basic Program Knowledge**  
Understanding Basic knowledge about innovation management and Tourism and Service Industry

**Program Specific Knowledge**  
Understanding Advance Knowledge about Tourism and Service Industry

**Creativity and Adaptability**  
Integrated previous knowledge and apply innovation management into Tourism and Service Industry

**Expose Yourself**  
Critical Analysis real world situation and adapted knowledge to solve the problems





# Partnership



**Chinese Culture University**



**Chihlee University of Technology**



**Sanmenxia Polytechnic**



**Perfect Worlds Education**



# Contact US

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## Tell

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