



BSI

หลักสูตรศิลปศาสตรบัณฑิต
สาขาวิชานวัตกรรมการบริการ
(หลักสูตรนานาชาติ)

BACHELOR OF ARTS PROGRAM
IN SERVICE INNOVATION
(INTERNATIONAL PROGRAM)

COLLEGE OF INNOVATION THAMMASAT UNIVERSITY
BANGKOK, THAILAND (City Campus)

*More information
Scan here!*



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หลักสูตรศิลปศาสตรบัณฑิต สาขาวิชานวัตกรรมการบริการ (หลักสูตรนานาชาติ)

BACHELOR OF ARTS PROGRAM IN SERVICE INNOVATION (INTERNATIONAL PROGRAM) B.A. (Service Innovation)

BSI program has been designed to enable students to deal with the rapid and disruptive developments in the service sector, such as hospitality, airline, healthcare and wellness, events, and tourism. The program provides the necessary skills and knowledge, including critical thinking, creative thinking, innovative service design, analytical skills, and leadership, as well as the use of technology or digital innovations in the service industry.



PROGRAM HIGHLIGHTS

- ✓ **Hands-on experience:** The program offers the chance to acquire practical experience via internships, projects, and case studies. This experiential learning enables students to put their knowledge into practice and cultivate the necessary skills for excelling in service innovation.
- ✓ **Communication and collaboration:** Successful service innovation relies on proficient communication and collaboration. The program prioritizes honing these abilities by means of group projects, presentations, and team-building activities.



STRUCTURE OF CURRICULUM

1. General Education Courses	30 Credits
2. Core Courses	81 Credits
3. Elective Courses	12 Credits
4. Free Elective Courses	6 Credits
Total	129 Credits



TUITION FEE

The BSI program costs approximately **460,000 Baht per person** for Thai students and **550,000 Baht per person** for non-Thai students. Please note that this does not cover expenses for study tours abroad or exchange programs.

* Exchange rate: Approximately 36 Baht/ USD



SAMPLE COURSES

- ✓ Customer-Focused Innovation
- ✓ Sustainability in Service Industry
- ✓ Digital Strategy and Transformation for Service Innovation
- ✓ International Hotel Management
- ✓ Special Event Management
- ✓ Wellness tourism destination development



JOB OPPORTUNITIES

Our graduates are prepared to pursue careers in diverse organizational settings, such as:

- ✓ Business development and client relationship management
- ✓ Digital marketing and advertising positions
- ✓ Hospitality roles (e.g., hotel management, room division, event planning, catering)
- ✓ Human resources management and development roles in service sectors
- ✓ Service design or coordination in service-dominant manufacturing firms
- ✓ Entrepreneurship for businesses in the service sector (e.g. travel agent, restaurants, food trucks, pop-ups, spa and wellness centers)
- ✓ Event organizer/planner, professional conference organizer, professional exhibition organizer
- ✓ Flight Attendant





College of Innovation
Strengthen innovation for the future!



ติดต่อสอบถาม



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