

## Bachelor of Arts Program in Service Innovation (International Program)

### SI What Is Service Innovation

- 1 The service industries include finance, insurance, hospitality, banking, logistics, retail and healthcare, etc.
- 2 Service industries constitute a significant proportion of the GDP of all countries and are quickly growing in economic importance.
- 3 Service design and innovation skills and knowledge are driving forces in much of the decision-making in a wide range of organizations.
- 4 Service design is multidisciplinary requiring strategic, creative and innovative problem solving and thinking skills, encompassing marketing, finance, public relations, design, human resource management, managing cross-cultural relationships, effective communication skills, corporate social responsibility and risk management.



### Why Join the BA Service Innovation Program

A results oriented program to ensure that graduates are well-prepared for the constantly changing economic, social and cultural environment that characterizes this new millennium.

Internationally oriented service design and innovation faculty members and global thought leaders.

An industry led curriculum designed to introduce students to practical and results oriented information and perspectives.

A learning environment designed to provide opportunities for exploring your full potential to become a leader in the world's largest economic sector.

Relevant to small and medium-sized enterprises as well as large international organizations, and the public sector.



### When You Graduate You Will Be Uniquely Positioned

Our graduates have the opportunity to work with a number of local, regional and global organizations including:

- Private companies and businesses in a variety of service sectors that include hotels, airlines, travel agencies, logistics, healthcare, banking, retail, and telecommunications;
- Manufacturing companies and businesses with a service component;
- International organizations such as The Pacific Asia Travel Association (PATA), the Mekong Tourism Coordinating Office (MTCO), UNESCO (and other UN agencies) and the ASEAN Secretariat; and
- A range of government agencies.



### Program Expenses

Cost for the 4-year BSI program is approximately 450,000 Baht per person (USD 15,000) for Thais and approximately 660,000 Baht per person (USD 22,000) for non-Thai students. It does not include study tour abroad expenses.



### BSI Curriculum

"A curriculum based on real-world problems and industry needs"

The program is designed to prepare its graduates to function effectively in the global environment. It is designed to help students apply skills to current and future problematic issues. Total number of credits for the BSI program is 126.

#### BSI Courses

Introduction to Service Management and Innovation	Introduction to International Hotel Development and Management
Innovation and Creativity Workshop	Quality Services Management
Managing and Building Brand Identity	Risk Management In Service Industries
Principles of Marketing for Service Innovation Management	Business Communication for Service Innovation Management
Talent Management in a Global Context	Facilities Management: Rooms Division
Business Law for Service Innovation Management	Management of Food & Beverage Operations
Strategic and Critical Planning	Information Technology Systems
Psychology of Interpersonal Relations	MICE Management
Responsible and Sustainable Development In the Service Industry	Cross-Cultural Management In a Global Environment



## Academic System

The BSI is a full-time program. Classes will be delivered in English at Tha Prachan campus. An academic year is divided into 2 semesters and a summer session.

- 1st Semester: August – December
- 2nd Semester: January – May
- Summer: June – July



## Eligibility Requirements

To be eligible for admission to the Bachelor of Arts Program in Service Innovation, an applicant must:

- Complete Grade 12 or M6 or its equivalent. Diplomas from overseas schools must be approved by the Ministry of Education.
- Pass an English Language Proficiency Test from one of the following:

TOEFL Paper-based	TOEFL Computer-based	TOEFL Internet-based	TU-GET	IELTS
500	173	61	500	6.0

Remarks:

1. For those who score lower than 500 (between 400-499) on the English test, but who have an outstanding result on the written examination and interview, or an outstanding educational background, the program will consider acceptance on a case-by-case basis. If admitted, applicants must take special course in English.
2. Test results must not be more than two years old. All applicants must submit a test score for admission unless they are citizens of Australia, Canada, Ireland, New Zealand, the United Kingdom or the United States of America.



## Application & Admission

Successful candidates for admission must pass a selection process including a written examination, an English test (TOEFL or TU-GET – Thammasat University's Graduate EnglishTest), and an interview. In order to provide an effective learning process, the number of students is limited to 60 per intake.

Required application documents include:

- A certified copy of your secondary school certificate. If the document is not in Thai or English, applicants must provide a certified translation of the certificate in English.
- An original language certificate (TU-GET, TOEFL, IELTS)
- Two copies of 1-inch photos
- A copy of national ID card or passport
- A copy of house certificate for Thai nationals
- Other documentation (if any) e.g. portfolio or certificates that indicate the applicant's outstanding knowledge, skill or abilities in any areas.

International Program

# BSI Bachelor of Arts Program in Service Innovation

*"Leaders through Innovation"*



bsi.citu.tu.ac.th

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