

Course Schedule Semester 1/2023 (August-November 2023)

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

student 61		student 66										
Course Code	Course	Course Code	Course	Batch	Type	Quota	Instructor	Sec/Gr	Room	Time	Midterm Exam	Final Exam
SV432	Modern Entrepreneurship for Service Innovation Management	SV432	Digital Entrepreneurship	BSI.63	Core	10	Dr. Annop Peungchuer	236401	TBA	Tue. 13.00 - 16.00 hrs.	3 October 2023 13.00 - 16.00 hrs.	12 December 2023 13.00 - 16.00 hrs.
SV353	In Flight Passenger Services	-	-	BSI.63	Core	10	Dr. Suttha Sanpetpanich	236401	TBA	Sat. 9.00 - 12.00 hrs.	7 October 2023 9.00 - 12.00 hrs.	16 December 2023 9.00 - 12.00 hrs.
SV354	Healthcare Business Management and Strategy	-	-	BSI.63	Core	10	Assoc. Prof. Dr. Suwaree Namwong	236401	TBA	Fri. 13.00 - 16.00 hrs.	6 October 2023 13.00 - 16.00 hrs.	8 December 2023 13.00 - 16.00 hrs.
SV320	Responsible and Sustainable Development in Service Industry	SV320	Sustainability in Service Industry	BSI.64	Core	7	Asst. Prof. Dr. Kannapa P. Chieochan	236401	TBA	Tue. 9.00 - 12.00 hrs.	3 October 2023 9.00 - 12.00 hrs.	12 December 2023 9.00 - 12.00 hrs.
SV330	Cross-Cultural Management in a Global Environment	SV330	Cross-Cultural Management in a Global Environment	BSI.64	Core	7	Dr. Wanny Oentoro	236401	Online	Fri. 13.00 - 16.00 hrs.	6 October 2023 13.00 - 16.00 hrs.	8 December 2023 13.00 - 16.00 hrs.
SV331	Strategic Planning for Service Innovation Management	SV331	Strategic Planning for Service Innovation Management	BSI.64	Core	7	Asst. Prof. Dr. Santidhorn Pooripakdee	236401	TBA	Mon. 09.00 - 12.00 hrs.	2 October 2023 9.00 - 12.00 hrs.	18 December 2023 9.00 - 12.00 hrs.
SV332	Digital Strategy and Transformation for Service Innovation	-	-	BSI.64	Core	7	Dr. Mani Satitsamitpong	236401	TBA	Thu. 13.00 - 16.00 hrs.	5 October 2023 13.00 - 16.00 hrs.	7 December 2023 13.00 - 16.00 hrs.
SV460	Service Quality Management	SV460	Service Quality Management	BSI.64	Core	7	Asst. Prof. Dr. Jantima Banjongprasert	236401	TBA	Sat. 9.00 - 12.00 hrs.	7 October 2023 9.00 - 12.00 hrs.	16 December 2023 9.00 - 12.00 hrs.
SV241	International Hotel Development and Management	SV241	International Hotel Management	BSI.65	Core	4	Prof. Timothy Lee	236401	Online	Tue. 9.00 - 12.00 hrs.	3 October 2023 9.00 - 12.00 hrs.	12 December 2023 9.00 - 12.00 hrs.
SV242	Business Event Management	SV367	Business Event Management	BSI.65	Core	4	Dr. Purimprach Sangkaew	236401	TBA	Thu. 13.00 - 16.00 hrs.	5 October 2023 13.00 - 16.00 hrs.	7 December 2023 13.00 - 16.00 hrs.