

Schedule Semester 2/2025 (Jan- May 2026)

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

Curriculum 2561		Curriculum 2566								
Course Code	Course	Course Code	Course	Instructor	Quota	Date	Sec/Gr	Room	Midterm Exam	Final Exam
-	-	SV244	Wellness tourism destination development	Assoc. Prof. Dr. Suwaree Namwong	5	Tue. 09.00-12.00 hrs.	236401	TBA	24 Feb 2026 09.00-12.00 hrs.	12 May 2026 09.00-12.00 hrs.
-	-	SV211	Accounting and Finance for Service Innovation Management	Dr. Annop Peungchuer	10	Wed. 13.00-16.00 hrs.	236401	TBA	25 Feb 2026 13.00-16.00 hrs.	13 May 2026 13.00-16.00 hrs.
-	-	SV330	Cross-Cultural Management in a Global Environment	Dr. Annop Peungchuer	10	Thu 14.00-17.00 hrs.	236401	TBA	26 Feb 2026 14.00-17.00 hrs.	7 May 2026 14.00-17.00 hrs.
-	-	SV232	Brand and Communication Management for Service Industry	Dr. Preechaya Chavalittumrong	5	Wed 13.00-16.00 hrs.	236401	TBA	25 Feb 2026 13.00-16.00 hrs.	13 May 2026 13.00-16.00 hrs.