

Course Schedule Semester 1/2025 (Aug-Dec 2025)

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

Curriculum 2561		Curriculum 2566		Quota	Instructor	Sec/Gr	Room	Time	Midterm Exam	Final Exam
Course Code	Course	Course Code	Course							
-	-	SV213	International Human Resources Management	3	Assoc. Prof. Dr. Suwaree Namwong	236401	CITU505	Mon. 13.00-16.00 hrs.	29 Sep 2025 13.00-16.00 hrs.	1 Dec 2025 13.00-16.00 hrs.
-	-	SV432	Digital Entrepreneurship	14	Dr. Annop Peungchuer	236401	TBA	Mon. 09.00-12.00 hrs.	29 Sep 2025 09.00-12.00 hrs.	1 Dec 2025 09.00-12.00 hrs.
SV432	Modern Entrepreneurship for Service Innovation Management	-	-	5	Dr. Annop Peungchuer	236401	CITU502-503	Wed. 09.00 - 12.00 hrs.	24 Sep 2025 09.00-12.00 hrs.	26 Nov 2025 09.00-12.00 hrs.
SV434	Risk Mitigation and Crisis Recovery Management in Service Industry	-	-	5	Dr. Annop Peungchuer	236401	CITU506	Tue. 09.00-12.00 hrs.	30 Sep 2025 09.00-12.00 hrs.	25 Nov 2025 09.00-12.00 hrs.
SV242	Business Event Management	-	-	28	Dr. Purimprach Sangkaew	236401	CITU504	Wed. 13.00-16.00 hrs.	24 Sep 2025 13.00-16.00 hrs.	26 Nov 2025 13.00-16.00 hrs.
SV354	Healthcare Business Management and	-	-	7	Assoc. Prof. Dr. Suwaree Namwong	236401	CITU505	Mon 09.00-12.00 hrs.	29 Sep 2025 09.00-12.00 hrs.	24 Nov 2025 09.00-12.00 hrs.
SV353	In-Flight Passenger Services	-	-	10	Dr. Suttha Sanpetpanich	236401	CITU508	Sat. 09.00 - 12.00 hrs.	27 Sep 2025 09.00-12.00 hrs.	29 Nov 2025 09.00-12.00 hrs.
-	-	SV456	Competitive Analysis for Luxury Business in Mature and Emerging Markets	5	Dr. Preechaya Chavalittumrong	236401	CITU502-503	Thu. 09.00-12.00 hrs.	25 Sep 2025 09.00-12.00 hrs.	4 Dec 2025 09.00-12.00 hrs.
SV346	Introduction to Tour Operations Management	SV346	Destination Design and Management	10	Assoc. Prof. Dr. Kannapa P. Chieochan	236401	CITU301	Tue. 13.00 - 16.00 hrs.	30 Sep 2025 13.00-16.00 hrs.	25 Nov 2025 13.00-16.00 hrs.
SV336	Revenue and Yield Management	SV336	Revenue and Yield Management	5	Asst.Prof.Dr.Chayakrit Asvathitanont	236401	CITU509-510	Fri 09.00-12.00 hrs.	26 Sep 2025 09.00-12.00 hrs.	28 Nov 2025 09.00-12.00 hrs.