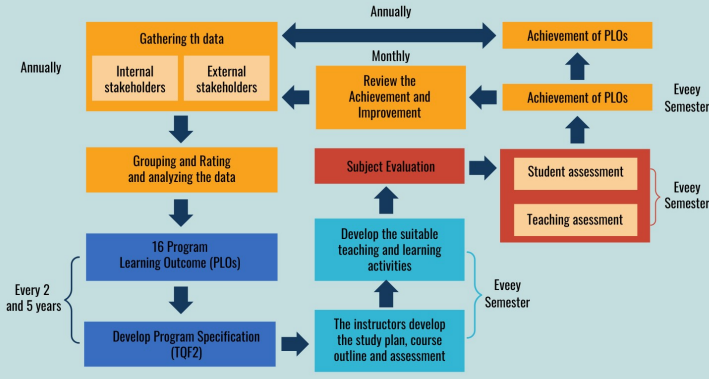


1 Learning Outcome Management Process



2 Expected Learning Outcome

Program Learning Outcomes	Domain	Level
PLO 1: The students are able to practice and demonstrate ethical behaviors and mind as well as show punctuality.	Affective	Responding
PLO 2: The students are able to show the respect to their own right and other's listen to other's opinion and being good citizens	Affective	Valuing
PLO 3: The students are able to define and demonstrate principles and theories and apply principles and theories in real-life practices.	Cognitive	Understanding
PLO 4: The students can critically examine and investigate facts and be creative systematically.	Cognitive	Evaluating - Creating

Program Learning Outcomes	Generic	Subject specific
PLO 1	✓	✓
PLO 2	✓	✓
PLO 3	✓	✓
PLO 4	✓	✓

PLO ID	Course	CLOs
PLO 1	BT2020 Human Resource Management	Students can participate class and apply to follow the class rule.
PLO 2	BT2020A Professional Ethics and Code for Hospitality, Tourism and MICE	Students can discuss about code and regulation related to hospitality, tourism and MICE industry.
PLO 3	BT2020A Professional Ethics and Code for Hospitality, Tourism and MICE	Students can demonstrate the value of work.
PLO 4	BT2020A Professional Ethics and Code for Hospitality, Tourism and MICE	Students can suggest the solution for social responsibility.
PLO 10	BT2016A To show Business Development in Sustainable Tourism	Students can suggest the solution for social responsibility.
PLO 11	BT2016A To show Business Development in Sustainable Tourism	Students can give the presentation about the benefit of the tourism enterprise.
PLO 12	BT2020A Convention in Travel	Students can justify the selection of tourism organization according to risk and regulation.
PLO 13	BT2020A Convention in Travel	Students can work with other people since the risk and regulation of organization.

Hospitality Tourism and MICE Management (HTM)

BUUIC Vision

An Educational Institution with Dynamic Management Striving for Excellence in Southeast Asia.

HTM's Philosophy

BBA (HTM) aims to produce and develop graduates serving the hospitality industry's needs, tourism and MICE by

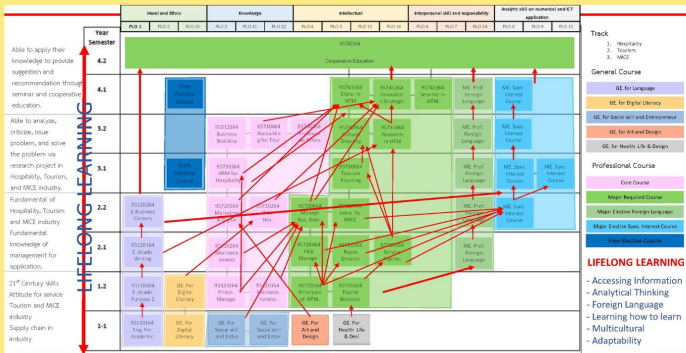
1. Having 21st-century competency
2. Being able to apply theoretical and practical knowledge in the actual operation.
3. Being able to compete and collaborate at the international level
4. Having moral and professional ethics.

HTM Success Factor

Innovation, Integration, Interdisciplinary, Internationalization, Integrity

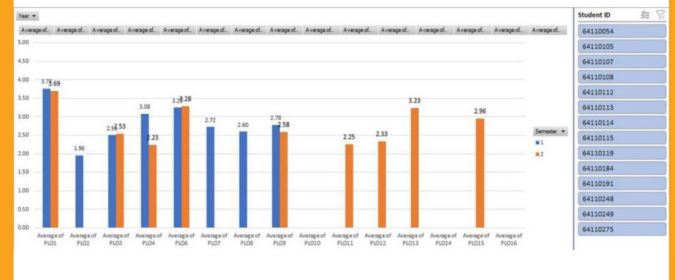


3 Course Mapping and Interrelation



5 Student Outcome

Student achievement of PLOs in HTM Curriculum



4 PLOs, CLOs, and Assessment Alignment

Course code: Major Required	1. Moral and Ethics	2. Knowledge	3. Intellectual	4. Interpersonal skill and responsibility	5. Analytic skill on numerical and ICT application
95741164 Entrepreneurship related in Hospitality, Tourism and MICE industry	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	•	•	•	•	•

PLOs	Sub-PLOs	CLOs	Learning activities and Assessment Method
***PLO16:	Sub-PLO16.1: Applying the business modeling to the industry and explaining the business model by functions, construct and develop business and entrepreneurship related to hospitality, tourism, and MICE management.	CLO1: Students can apply the knowledge to create and explain the business model by functions. CLO2: Students are capable of business assessment criteria. CLO3: Students can design and customize the business model to fit with desired objectives.	Learning activities: lecture, and project Assessment method: project presentation, and examination

Alignment of PLOs, CLOs, Learning Activities and Assessment Methods

6 Success Result