

ก.น.อ.

เอกสารแนบ

สำนักงานปลัดกระทรวงการอุดมศึกษา
วิทยาศาสตร์ วิจัยและนวัตกรรม
เลขรับ 26684
วันที่ 20 ก.ค. 2566
เวลา 11.17 น.



IN ACADEMIC ASSOCIATION WITH



เลขที่ 004/2023

วันที่ 19 กรกฎาคม 2566

เรื่อง ขอนำส่งเอกสารแสดงความก้าวหน้าในการจัดการศึกษาตามข้อตกลงการจัดการศึกษาโดยสถาบันอุดมศึกษาที่มีศักยภาพสูงจากต่างประเทศ ของ Asian Institute of Hospitality Management, In Academic Association with Les Roches (AIHM)

เรียน รองปลัดกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม

ตามที่ทางกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรมได้มีหนังสือเลขที่ อวอ๒๐๓.๒/๑๒๙๗๑ เพื่อ ขอรทบความก้าวหน้าในการจัดการศึกษาตามข้อตกลงการจัดการศึกษาโดยสถาบันอุดมศึกษาที่มีศักยภาพสูงจากต่างประเทศของ Asian Institute of Hospitality Management, In Academic Association with Les Roches (AIHM)

AIHM ได้นำส่งเอกสารเพื่อให้กระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรมเพื่อจัดทำรายงานความก้าวหน้าเสนอต่อคณะกรรมการพัฒนาการจัดการศึกษาโดยสถาบันอุดมศึกษาที่มีศักยภาพสูงจากต่างประเทศ

จึงเรียนนำส่งเอกสารเพื่อดำเนินการ

ขอแสดงความนับถือ

นางกมลวรรณ ต่างใจ



IN ACADEMIC ASSOCIATION WITH



ผู้จัดการฝ่ายธุรการ

Bangkok Campus

Avani+ Riverside Bangkok Hotel
9th Floor, 257/6 Charoennakorn Road

Pattaya Campus

Royal Garden Plaza Pattaya
3rd Floor, 218 Moo 10, Beach Road

T +66 2365 6355
contactus@aihm.education

กรรมการสภา

สถาบันการจัดการธุรกิจบริการและการโรงแรมแห่งเอเชีย ด้วยความร่วมมือกับ เลส์ โรชส์

ดร. ศุภชัย พานิชภักดิ์	ประธานกรรมการ
ดร. คริสเตียน เดเมนไมเออร์	กรรมการ
นายวิลเลียม เอ็ลล์วูด ไฮเน็ค	กรรมการ
นาย दिलิป ราชากาเรีย	กรรมการ
นายคริส เมแลน	กรรมการและเลขานุการ

Bangkok Campus

Avani+ Riverside Bangkok Hotel
9th Floor, 257 Charoennakorn Rd
Samrae, Thonburi, Bangkok
10600 Thailand

Pattaya Campus

Royal Garden Plaza
3rd Floor, 218 Moo 10 Beach Rd
Nong Prue, Bang Lamung, Chonburi
20260 Thailand

คณะผู้บริหาร คณาจารย์และเจ้าหน้าที่ของ

สถาบันการจัดการธุรกิจบริการและการโรงแรมแห่งเอเชีย ด้วยความร่วมมือกับ เลส โรชส์

ฝ่ายบริหารและเจ้าหน้าที่

- | | |
|-----------------------------------|---|
| 1. นายคริส เมแลน | ประธานฝ่ายปฏิบัติการ |
| 2. นายวอร์เรน สแตนเวิร์ธ | คณบดี |
| 3. นายประสาน ลียาทิพย์กุล | ผู้อำนวยการฝ่ายบัญชีและการเงิน |
| 4. นายณัฐวัฒน์ โรจนวัฒนวุฒิ | ผู้อำนวยการฝ่ายรับสมัคร |
| 5. นางสาวชาแมนธา เลาเวอร์-แมเรียน | หัวหน้าฝ่ายกิจการนักศึกษา |
| 6. นางสาวกรวีร์ แมนศรีแสง | ผู้จัดการฝ่ายการตลาดอาวุโส |
| 7. นางกมลวรรณ ต่างใจ | ผู้จัดการฝ่ายธุรการ |
| 8. นางสาวชัชฎาณ์ ไชยวินิจ | เจ้าหน้าที่ฝ่ายรับสมัครนักศึกษา |
| 9. นายวลาดิเมีย ไลคอฟ | ผู้จัดการฝ่ายรับสมัครนักศึกษาต่างประเทศ |

คณาจารย์

- | | |
|--------------------------------|--|
| 1. นายอิชาน ดาร์กัน | หัวหน้างานการจัดการบริการ และอาจารย์ประจำหลักสูตรการจัดการบริการ |
| 2. นายเกวิน ทิฟฟิน | อาจารย์ประจำสาขาวิชาการจัดการการบริการ อาหารและเครื่องดื่ม |
| 3. นางสาวทิพย์ ที่รมนินันต์กุล | อาจารย์ประจำสาขาวิชาการจัดการการบริการ |

สถาบันการจัดการธุรกิจบริการและการโรงแรมแห่งเอเชีย ด้วยความร่วมมือกับ เลส โรชส์

ข้อมูลสถานภาพการจัดการศึกษา

1. หลักสูตร Bachelor of Business Administration in Global Hospitality Management
2. จำนวนนักศึกษาปัจจุบันภาคเรียนที่ 1 ประจำปี 2566 จำนวน 69 คน
3. จำนวนบุคลากรสายวิชาการ 6 คน
4. จำนวนผู้สำเร็จการศึกษา ขณะนี้ยังไม่มี รุ่นแรกจะจบการศึกษาแรก กันยายน พ.ศ. 2567
5. ระบบการประกันคุณภาพและมาตรฐานการจัดการศึกษา กำหนดโดยสถาบัน Les Roches Global Hospitality Education หรือใช้การรับรองจากเครือข่ายพันธมิตรทางการศึกษาจากสถาบันอุดมศึกษาชั้นนำที่มีศักยภาพสูงจากต่างประเทศ หรือใช้การรับรองตามมาตรฐานจากหน่วยงานนานาชาติ

ที่ตั้ง พื้นที่ และอาคารสถานที่ปัจจุบัน

สถาบันการจัดการธุรกิจบริการและการโรงแรมแห่งเอเชีย ด้วยความร่วมมือกับ เลส โรชส์จัดให้มีพื้นที่สำหรับการจัดการศึกษาจากศูนย์การศึกษา 2 แห่งประกอบด้วย

1. ศูนย์การศึกษาชลบุรี ตั้งอยู่ ณ อาคารรอยัล การ์เด้น พลาซ่า ตำบลหนองปรือ อำเภอบางละมุง จังหวัดชลบุรี
2. ศูนย์การศึกษารุงเทพ ตั้งอยู่ ณ อาคารริเวอร์ไซด์ พลาซ่า แขวงสำเหร่ เขต ธนบุรี จังหวัดกรุงเทพมหานคร

ปัญหาและอุปสรรคในการจัดการศึกษา

การสรรหาบุคลากรที่จะสอนเฉพาะทางและมีความเชี่ยวชาญที่ค่อนข้างท้าทาย

Bangkok Campus

Avani+ Riverside Bangkok Hotel
9th Floor, 257 Charoennakorn Rd
Samrae, Thonburi, Bangkok
10600 Thailand

Pattaya Campus

Royal Garden Plaza
3rd Floor, 218 Moo 10 Beach Rd
Nong Prue, Bang Lamung, Chonburi
20260 Thailand

PROGRAMME STRUCTURE

Semester

01

PRACTICAL ARTS

Location:
Bangkok Campus,
Anantara Riverside
Bangkok Resort and
Avani+ Riverside
Bangkok Hotel

Duration:
20 Teaching Weeks

Subjects: 17

Credits: 24



Semester

02

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

03

**HOSPITALITY
MANAGEMENT 1**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 21



Semester

04

**HOSPITALITY
MANAGEMENT 2**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 8

Credits: 21



Semester

05

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

06

**HOSPITALITY
MANAGEMENT 3
+ One Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 18



Semester

07

**SPECIALISED
SUBJECT
+ Two Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 6

Credits: 18



Exchange Programme Option

at one of Les Roches campuses in Spain or Switzerland*

Dual degree option

at one of Les Roches campuses in Spain or Switzerland*

Semester **01**



PRACTICAL ARTS

- Innovation, Entrepreneurship and Communication
- From the Farm to the Table
- Guest Relations and Hotel Operations
- Skills and Techniques in Food and Beverage
- Restaurant Laboratory

Semester **02**

INTERNSHIP

Enter a professional internship placement designed to embed and develop the knowledge and skills gained in Semester 1.



Semester **03**



HOSPITALITY MANAGEMENT 1

- Principles of Sustainability and Innovation
- Hospitality Financial Accounting
- Managing Diversity in the Global Workplace
- Marketing for the Hospitality Industry
- Academic Communication Skills
- Fundamentals of Data Analysis and Visualisation

Semester **04**

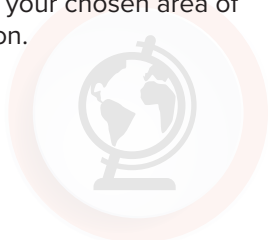
HOSPITALITY MANAGEMENT 2

- Food and Beverage Management
- Hospitality Managerial Accounting
- Leading Teams to Success
- Digital Marketing and Sales
- Rooms Inventory and Control Management
- Hospitality Facilities Management
- Fundamentals of Economics

Semester **05**

INTERNSHIP

Further investigate a specific area of hospitality within the wider sector. Begin an internship anywhere in the world, with any brand, and dive deeper into your chosen area of specialisation.



Semester **06**



HOSPITALITY MANAGEMENT 3*

- Hospitality Financial Management
- People and Talent Management
- Models for Problem Solving and Decision Making
- Customer Relationship Management
- Revenue and Pricing Management
- Data Analytics for Business Optimisation

**Require one additional elective course*

Semester **07**

SPECIALISED SUBJECT**

- Option 1:
Integrated Business Strategies**
- Innovation in Hospitality
 - Projects, Ethics and Legal Considerations
 - Hospitality Forecasting and Modelling
 - Digital Marketing and Content Creation

Option 2:
Digital Marketing Strategies**

- Innovative Sales Strategies
- Brand Management
- Marketing 4.0
- Global Strategic Marketing

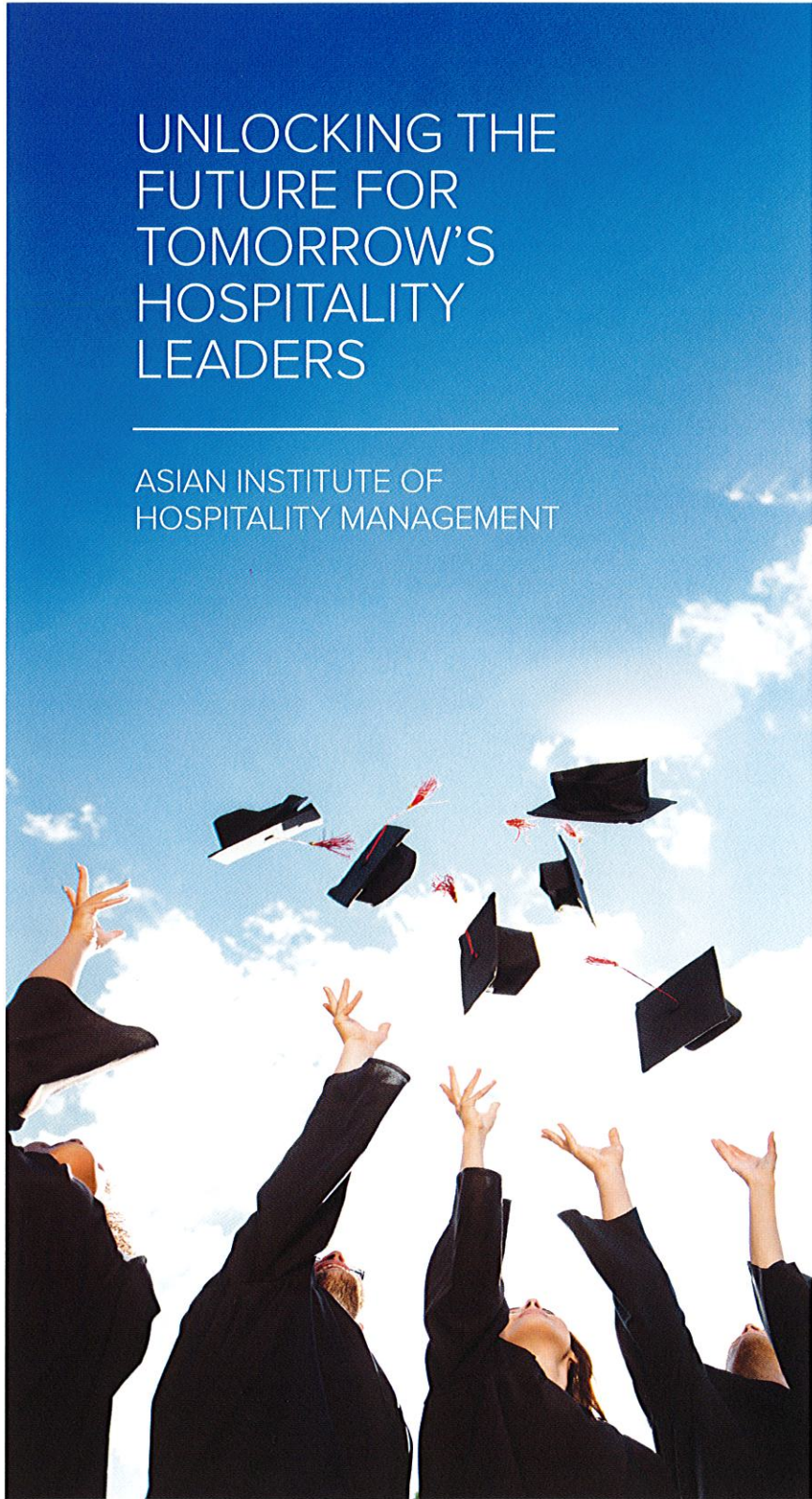
Option 3:
Hotel Financial Performance Management**

- Performance Management
- Corporate Financial Decision Making
- Global Financing and Risk Management Strategies
- Hospitality Finance Forecasting and Modelling

***Require two additional elective courses*

UNLOCKING THE FUTURE FOR TOMORROW'S HOSPITALITY LEADERS

ASIAN INSTITUTE OF
 HOSPITALITY MANAGEMENT



IN ACADEMIC ASSOCIATION WITH LES ROCHES

Students following the Les Roches curriculum have a 94% employment rate upon graduation

- AIHM works with Les Roches to ensure the continuous quality of world-class delivery and assessment
- Les Roches ranked third worldwide for 'Hospitality & Leisure Management' in the 2019 QS World University Rankings by Subject

FOUNDED BY MINOR HOTELS

One of the world's fastest-growing hospitality companies

- Minor Hotels' brands are recipients of some of the hospitality industry's greatest accolades, including awards from *Condé Nast Traveler*, *US Readers' Choice Awards* and *Forbes Travel Guide*
- Minor Hotels owns and operates over 520 hotels, resorts and serviced suites in 54 countries
- Connect with over 35,000 hotel and travel professionals throughout Minor Hotels' network

PREPARE FOR FUTURE SUCCESS

Primed for leadership positions in hospitality

- AIHM combines exemplary Swiss education with an international outlook to give you the most intensive hospitality training in the region
- Students learn through a blend of theoretical, classroom simulation, on-site practical learning and high-impact internships
- Our dynamic curriculum evolves to match and lead the new directions of the ever-changing hospitality industry



COSMOPOLITAN CAMPUS COMMUNITIES

Study hospitality in the world's most visited country

- Experience the best that Thailand has to offer at AIHM
- For students from South East Asia, studying at AIHM means being that much closer to home
- Discover true hands-on learning at our Bangkok and Pattaya campuses, both built on five-star hotel properties



AIHM FACULTY

International faculty and practitioners with decades of hospitality-management experience

- Hands-on learning
- Intimate class sizes
- Real-world work experience
- Personalised mentoring

SEMESTER 1

Practical Arts (Immersion)

Location: Bangkok Campus, Anantara Riverside Bangkok Resort and Avani+ Riverside Bangkok Hotel

SEMESTER 2

Professional Internship

SEMESTER 3

Hospitality Management 1

Location: Pattaya Campus

SEMESTER 4

Hospitality Management 2

Location: Pattaya Campus

SEMESTER 5

Professional Internship

SEMESTER 6

Hospitality Management 3

Location: Bangkok Campus

SEMESTER 7

Specialised Subject

Location: Bangkok Campus

Options: Integrated Business Strategies, Digital Marketing Strategies, Hotel Financial Performance Management

ACADEMIC PROGRAMME

BBA in Global Hospitality Management

- First semester intake starts March 2021
- Total credits required: 122
- Duration: 3.5 years, 7 semesters

Internships

You will enter two intensive internship placements with some of the most-recognised hospitality brands during your studies

Dual-degree Option

- Elect to spend your last two semesters at Les Roches' Crans-Montana, Switzerland or Marbella, Spain campuses
- Students who plan their studies accordingly and maintain the required GPA may receive a dual degree from Les Roches and AIHM

Admission Requirements

- Mathayom 6 / High School graduation certificate and graduation diploma
- Minimum level of English on entry:
 - IELTS - Average 5.5 (overall)
 - TOEFL - Score 525/70



IHELP

AIHM offers impactful English-language support courses with a focus on hospitality-related terminology.

AIHM

ASIAN INSTITUTE OF
HOSPITALITY MANAGEMENT

IN ACADEMIC
ASSOCIATION WITH

 **Les Roches**

HOSPITALITY
EDUCATION
EXCELLENCE

ASIAN INSTITUTE OF HOSPITALITY MANAGEMENT
IN ACADEMIC ASSOCIATION WITH LES ROCHES

UNLOCKING THE FUTURE FOR TOMORROW'S HOSPITALITY LEADERS

**A dynamic learning experience.
Transforming ambitious minds into
future leaders. This is hospitality
education excellence.**

**Your passion for hospitality, ignited
at AIHM.**

Hospitality is more than a career – it's a way of life. It comes from within and is reflected in everything, from the way we greet our neighbours to our pursuit of excellence and desire to help others explore new horizons. You have a vision to take on the world of hospitality. AIHM brings that vision to life.

We're here to prepare you for a thriving career in hospitality, entrepreneurship and international tourism.

WHY CHOOSE AIHM

AIHM is founded by Minor Hotels, one of the world's fastest-growing hospitality companies, in academic association with Les Roches, a global leader in hospitality education. Two powerhouse names. One leading education.

SECURE YOUR FUTURE

Receive a robust education built on Swiss-style pedagogy. This means hands-on learning, intimate class sizes, real-world work experience, personalised mentoring and so much more. Our dynamic curriculum evolves to match the new directions of the ever-changing hospitality industry. In this field, adaptability is everything. We help you stay at the top of your game.

LEARN FROM THE BEST

Our lecturers and practitioners are leaders in hospitality management who bring decades of international experience into the classroom. Culturally aware and passionate about progressive teaching styles, our lecturers have been selectively hand-picked and certified by Les Roches. We ensure your classroom experience is always engaging and your knowledge base up-to-the-minute. Achieve greatness by learning from the best.

IN THE EPICENTRE OF ASIAN HOSPITALITY

Discover the essence of hospitality at our Bangkok and Pattaya Campuses, located in two of the world's most sought-after travel destinations. Here, you'll be immersed in exciting, cosmopolitan communities, led by lecturers who are deeply in tune with a diverse range of cultures. AIHM students from all across the globe come together to achieve one goal: become the world's next generation of hospitality leaders.

RECEIVE AN INTERNATIONAL EDUCATION, CLOSE TO HOME

AIHM brings an international-level curriculum and diverse faculty closer to home than ever before. You'll be exposed to a wealth of cultures, rigorous coursework, and the latest global hospitality industry trends, all at AIHM's conveniently located Thailand campuses.

▶ **AIHM**
At the forefront of an innovative, leading educational experience.

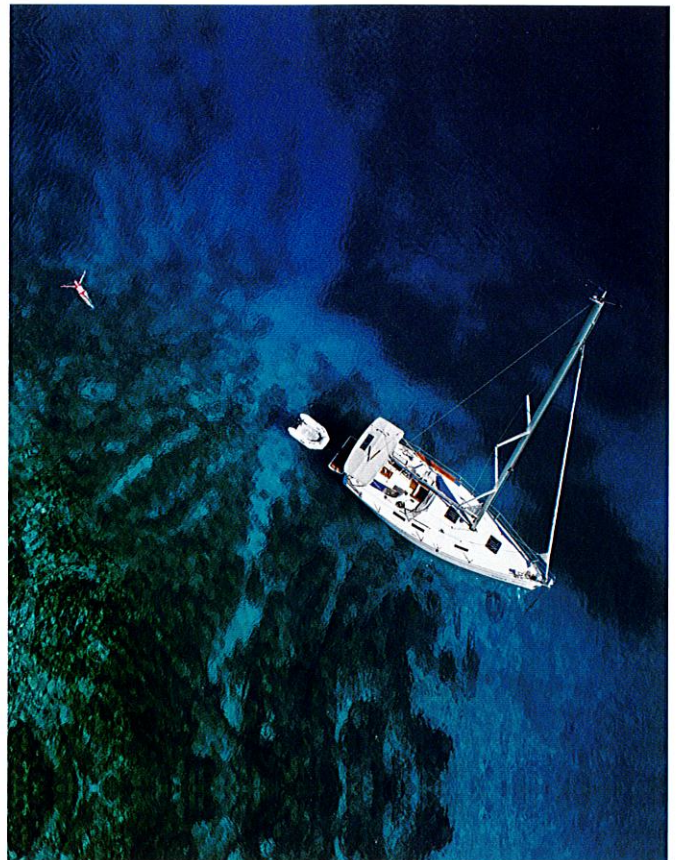


FOUNDED BY MINOR HOTELS

Learn the best in hospitality from the world's leading hospitality company.

Minor Hotels is one of the world's fastest-growing hospitality companies. We pursue excellence, driven by passion. The best in the world need to start somewhere – and it all begins with the right education.

ABOUT MINOR HOTELS



OUR BRANDS

MINOR
HOTELS

ANANTARA
HOTELS-RESORTS-SPAs

AVANI
Hotels & Resorts

elewana
COLLECTION

GAKS
GOLF RESORTS & SPA

NH
HOTELS

NH COLLECTION
HOTELS

nhow
HOTELS

TIVOLI
HOTELS & RESORTS

We're opening doors for our students. Here's how:



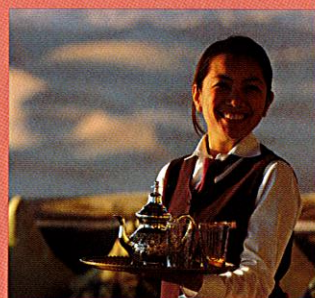
Work with recognised industry leaders

Learn by doing, from the world's most renowned hotels. The AIHM curriculum gives you exposure to hospitality work starting with your first year, so you can conceptualise how businesses operate from the very start.



Experience award-winning hotels

Minor Hotels' brands are recipients of some of the hospitality industry's greatest accolades, including awards from *Condé Nast Traveler* and *Forbes Travel*. At AIHM, you'll have plentiful opportunities to network and work directly with these exemplary brands.



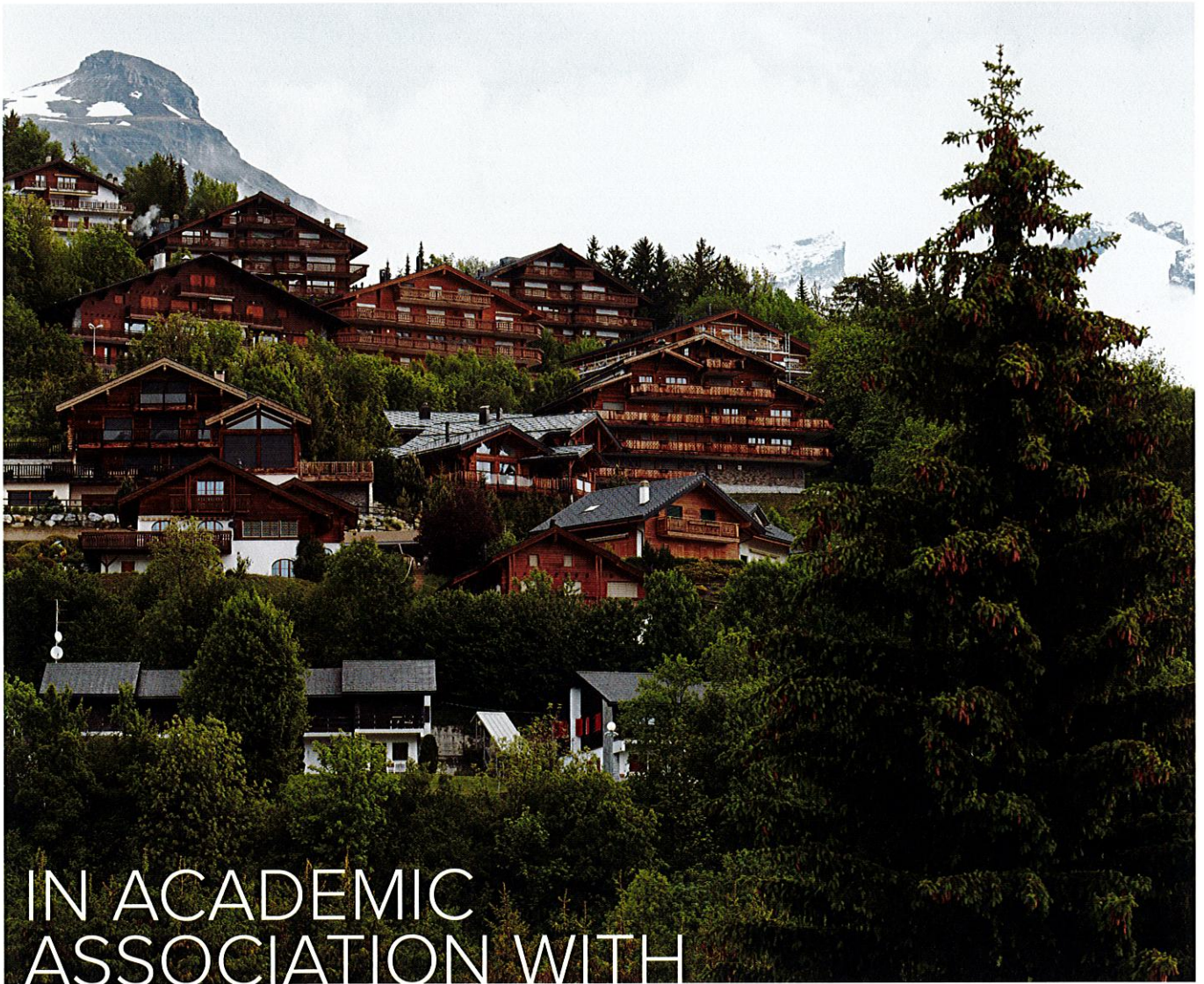
Get exclusive access to the Minor Hotels network

We offer our students the chance to connect with over 35,000 hospitality professionals across the globe.



Land your dream job

Graduates of AIHM are qualified to work with the biggest global names in the industry. Now is your time to shine.



IN ACADEMIC ASSOCIATION WITH LES ROCHES

AIHM's curriculum is designed in academic association with Les Roches and brought to South East Asia for the first time.

The Swiss hospitality education model, recognised globally for its dynamism and experiential approach, is revered by employers worldwide.

In the QS World University Rankings, Swiss institutions achieved four out of the top seven places for hospitality and leisure management education.

EXPAND YOUR HORIZON

AIHM students in good standing will have access to various options at Les Roches:

- Exchange programme where you can spend one or more semesters at Les Roches Crans-Montana or Les Roches Marbella
- Transfer to one of the Les Roches Campuses for your final two semesters and get a Les Roches degree

With these options, students receive special savings on Les Roches tuition fees.



*QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2018 – HOSPITALITY & LEISURE MANAGEMENT

LES ROCHES: A SNAPSHOT

Synonymous with academic excellence, Les Roches is ranked as one of the top-three institutions worldwide by specialisation, and students who follow its curriculum see a 94% employment rate upon graduation. Les Roches is accredited by the New England Commission of Higher Education (NECHE).

THE AIHM APPROACH

Immersive. Dynamic. Global.

Our unique approach to
education makes you the
executive of your career.





AIHM'S WINNING FORMULA

We combine exemplary Swiss education with a global mindset and an international outlook.

EXPERIENCE THE BEST IN SWISS EDUCATION

Detailed. Meticulous. Precise. Rigorous. There's a reason why 'Swiss-made' is synonymous with excellence. When it comes to both hospitality and education, Switzerland consistently comes out on top. AIHM is bringing Swiss-quality education to South East Asia, with an emphasis on experiential learning. Our students receive the most intensive hospitality training available in the region.

AN UNDERSTANDING OF ASIAN CULTURES

Enjoy the benefits of an international education in an environment that understands Asian cultures and lifestyle. All of our faculty members have years of international experience and a fluent comprehension of diverse cultures. This multi-lensed approach ensures students are up to speed with the latest developments in the region, and feel right at home at AIHM.

OUR GLOBAL MINDSET

Our teaching emphasises a global outlook, meaning you stay connected to the world as you study. We're always looking at how current events are shaping the hospitality industry. Our faculty is passionate about fostering cultural integration. AIHM students come from all across the globe, and we're proud of it. All this puts you in a prime position to pursue international jobs anywhere in the world after graduation.

▼ Go global with AIHM.



MINOR HOTELS' NETWORK

| We open up a world
of opportunities.



A NETWORK YOU CAN COUNT ON

If you want to go fast, go alone – but if you want to go far, go together. That's the power of networking. Get your foot in the door early with access to Minor Hotels' extensive network: a group of over 35,000 professionals and entrepreneurs in the hospitality and tourism industry.

Connect with the right mentors. Our network is here to guide you using their learned best practices in hospitality.

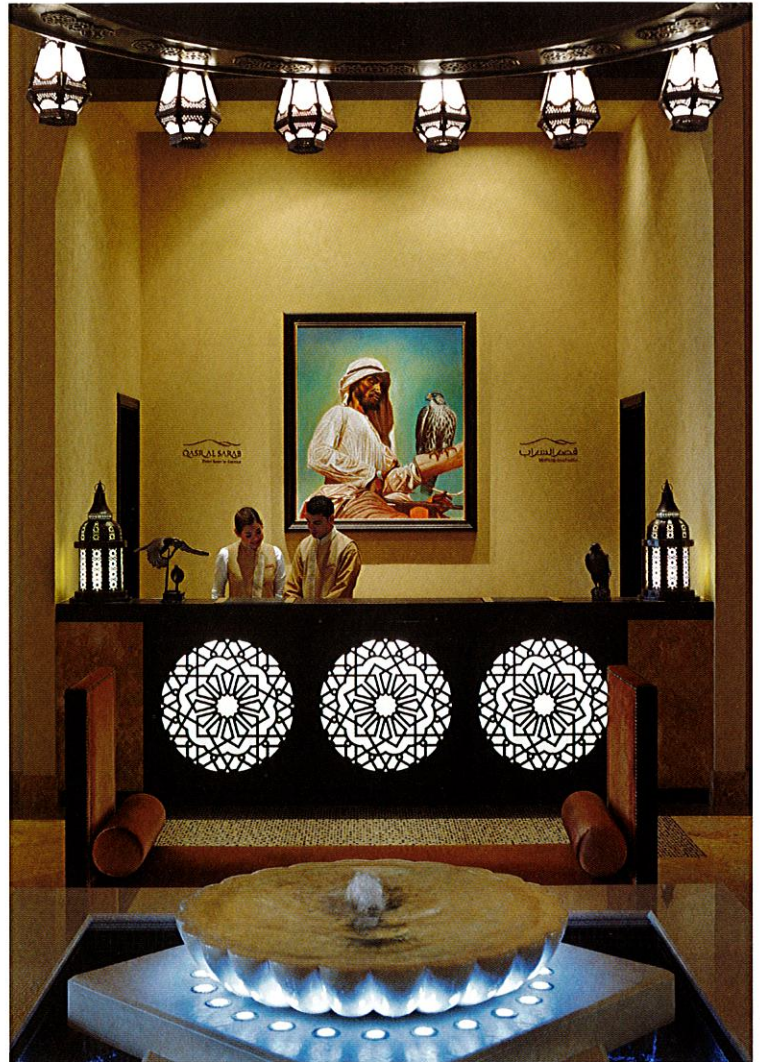
REAL-WORLD HOSPITALITY EXPERIENCE

There's no better way to learn than by doing. Through our connection with Minor Hotels, you'll have the chance to put your knowledge into practice at some of the world's most recognised hospitality brands. Learn from the teams that consistently deliver a world-renowned guest experience. This is your chance to get insider information that you'll draw on for the rest of your career.

HEAR WHAT WE HAVE TO SAY

AIHM's roster of guest speakers come right from Minor Hotels' senior management team and industry professionals. Access decades of experience, right here in Thailand.

Go further with AIHM.



STUDY HOSPITALITY IN ONE OF THE WORLD'S MOST VISITED COUNTRIES

Vibrant, energising and full of flavour, there's no better place to learn hospitality than in Thailand. The country continues to pull in impressive tourist numbers, with 39.8 million visitors in 2019*. From bustling city life to picturesque tropical beaches, experience the best that Thailand has to offer when you study at AIHM.

For students from South East Asia, studying at AIHM means being that much closer to home. So you can easily visit friends and family, and have access to your support network when you need it most.

*www.bangkokpost.com/business/1842844/foreign-tourist-arrivals-up-4-in-2019

BANGKOK CAMPUS

A CAMPUS UNLIKE ANY OTHER IN ASIA'S HOSPITALITY HUB

Our Bangkok Campus is located near the glimmering Chao Phraya River, home to some of the world's most innovative, high-end hotels and restaurants. You'll be in the centre of Minor Hotels' hospitality complex, a thriving community of students and top hospitality professionals from across the globe. Let Bangkok's exciting pace set the stage for your education. Experience campus life at its absolute best.

IMMERSED IN EXCELLENCE

At our Bangkok Campus in Avani+ Riverside Bangkok Hotel, you'll get to observe top hospitality brands in action. Experience hands-on learning and valuable mentorship from Minor Hotels' best practitioners. Find yourself surrounded by some of the industry's biggest names, with neighbours that include the renowned Anantara Riverside Bangkok Resort.



600+
rooms



14
food and beverage outlets

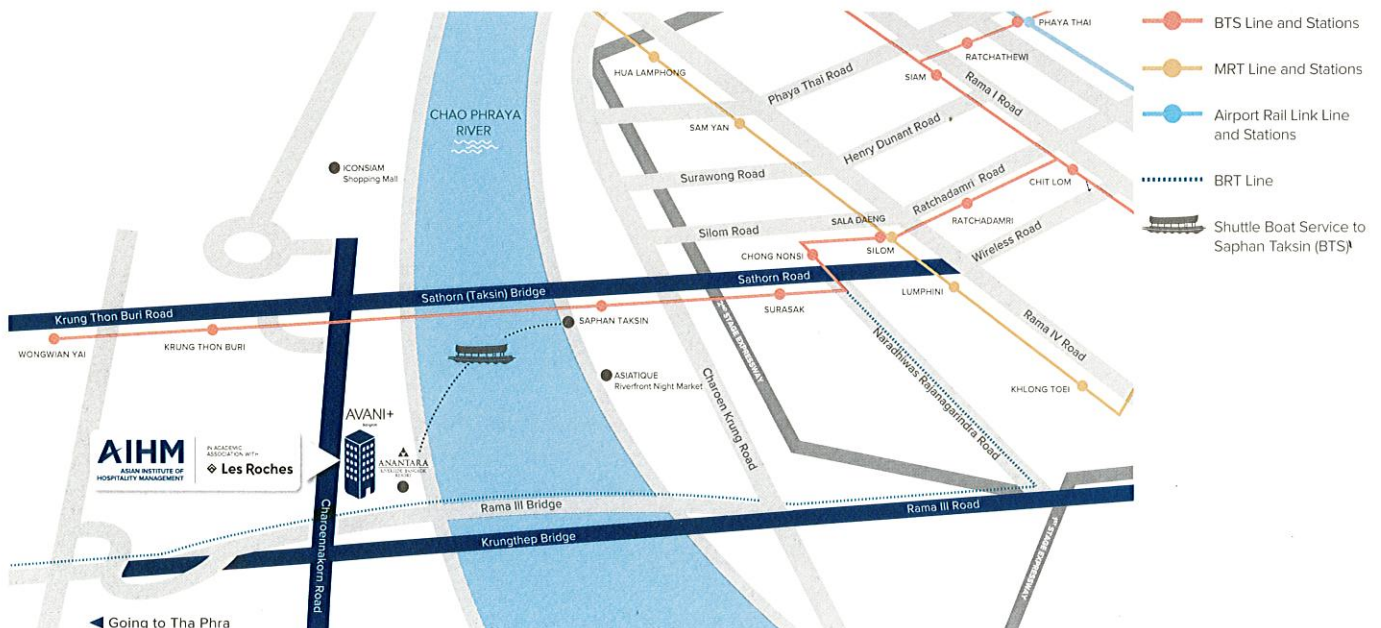


award-winning spa



largest event space
on the riverfront

Learn from the best, in the heart of South East Asia's tourism capital.



PATTAYA CAMPUS

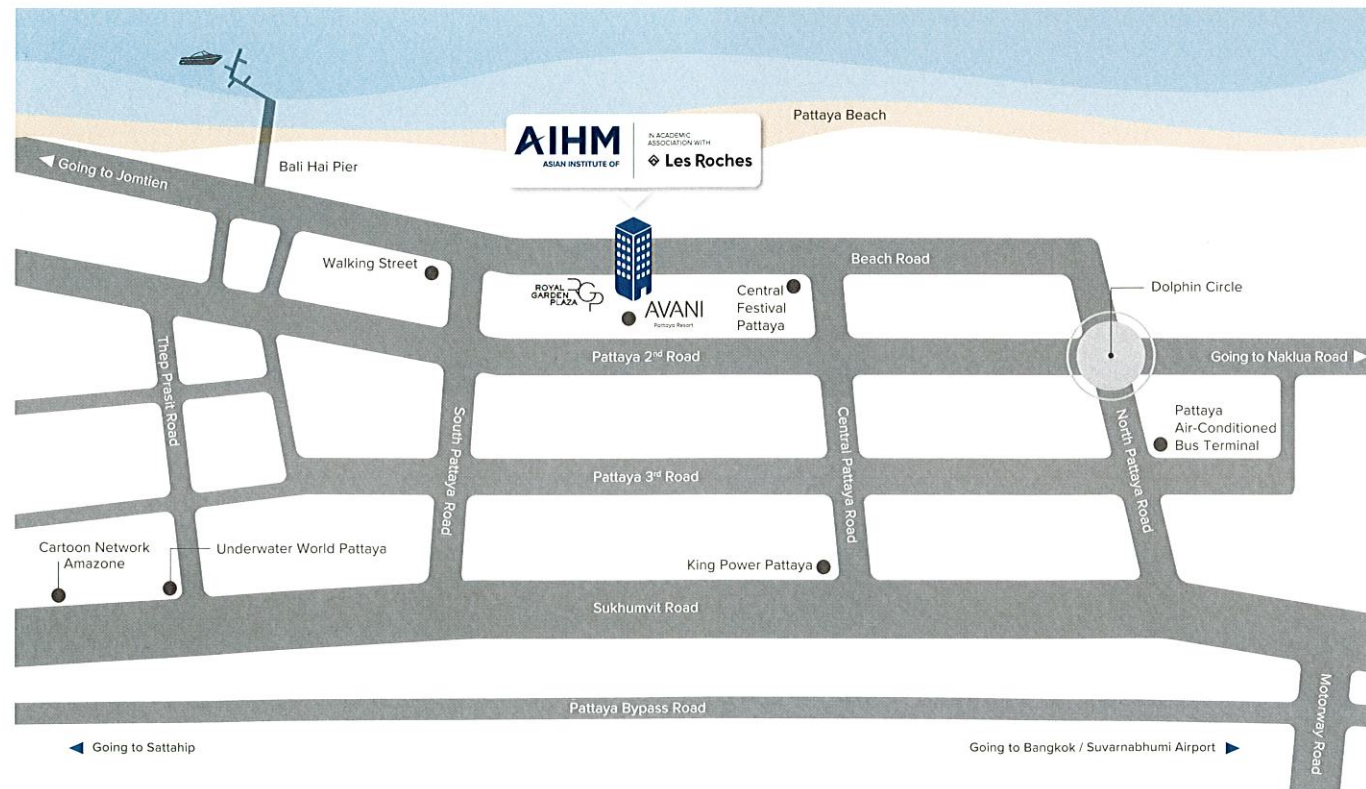
DISCOVER A TRANSFORMATIVE HOSPITALITY EDUCATION IN A TOURISM HOTSPOT

With a stunning ocean backdrop for a top-tier education, AIHM's Pattaya Campus places you in Thailand's largest and fastest-growing tourist hub. Surrounded by industry benchmarks like the largest yachting marina in Asia*, this is the place to be. Bangkok is just a two-hour drive away from this seaside campus. If you favour a more tropical experience, a short boat ride takes you to surrounding islands with turquoise waters and palm-fringed shores.

Our Pattaya Campus is located in Royal Garden Plaza Pattaya and near some of the most recognised hospitality names in Thailand, including the Avani Pattaya Resort. Learn at our Pattaya Campus, where an exciting curriculum of hospitality management courses and other elective options await.

*www.asiansailing.org/ocean-marina-yacht-club-crowned-best-marina-development-in-asia/

Study hospitality at Thailand's top resort destination.





THIS IS LIFE AT AIHM

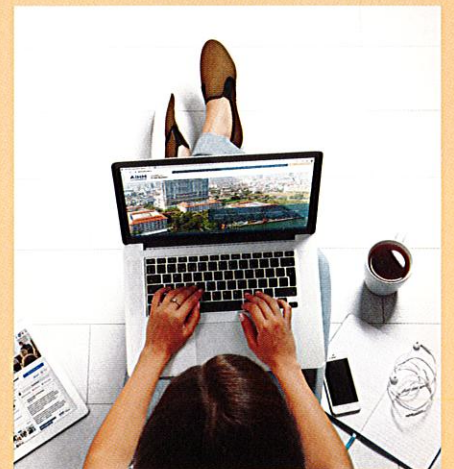
Gain the confidence
to pursue your dreams.

OUR TRULY GLOBAL CAMPUSES

Students come to AIHM from around the world to ignite their passion for hospitality. We're a thriving community of dreamers and doers: a diverse group of people, embracing the opportunity to collaborate and learn from one another. This is your chance to meet like-minded people; to network with contacts from countries the world over; to learn something new about the places your friends call home. Discover what sparks inspiration for you, here at our truly global campuses.

OUR INTERNATIONAL FACULTY

Our lecturers, all certified by Les Roches, represent a mix of Thai and international backgrounds. We've hand-picked lecturers who are at the top of their field, with a strong global outlook and keen understanding of Asian cultures. Our diverse academic community makes us uniquely AIHM.



MAKING THE MOST OF YOUR ON-CAMPUS EXPERIENCE

Beyond studies, we encourage you to engage in our active student life. Get involved and watch your confidence soar.

Surrounded by incredible
minds: experience life
at AIHM.

NETWORKING OPPORTUNITIES

THAILAND: INSPIRATION FAR AND WIDE

One of the world's top tourist destinations.



29
Michelin-starred
restaurants



300+
hotels in
Bangkok's
city centre



490
MICE
venues

When you study here, you'll find yourself in a world of networking opportunities. Thailand attracts the top players in hospitality and recognises AIHM's stamp of excellence. Dive into the hospitality sector in this shining cosmopolitan capital.

VALUABLE INTERNSHIPS

AIHM places you in coveted internship positions with the world's leading hospitality brands. Gain real-world working experience while simultaneously growing your network and watch your potential soar.

OPPORTUNITIES ABOUND

Possibilities are endless for AIHM students, thanks to our mighty network of graduates, faculty and hospitality visionaries. Find yourself amongst the industry's most inspiring professionals and top executives. From orientation day all the way through graduation, you'll be building strong and meaningful connections that last a lifetime. Land your dream job – or create your own – with the relationships you built during your time at AIHM. Our alumni are family for life.

We're here to push you to become the best version of yourself. Go beyond earning a Global Hospitality Management degree and carve out the future you want.

▼ **Grow your network with AIHM.**



ACHIEVE MORE WITH US

When AIHM was formed, we asked ourselves a very important question: how do you get the most value out of your time with us? Our students are at the core of everything we do. We've crafted a student-focused approach to education that lets you leave AIHM with a thriving career already lined up.

YOU TAKE CENTRE STAGE

Adaptive to different needs, flexible to fit you: our special approach to learning makes sure you will be studying exactly what you want to excel at. Our lecturers and practitioners offer guidance when you need it. As a part of the AIHM family, you're always taken care of.

DOUBLE THE INTERN OPPORTUNITIES

There's no better way to learn than by gaining real-world experience. You'll have two chances to intern during your studies: one at a Minor hotel and the other at a location and company of your choice. You'll get a behind-the-scenes look at how a five-star hotel is managed. Go behind the front desk and learn what it takes to lead an award-winning customer service team. These are just a few of the ways you'll be learning in action at AIHM.

HARD WORK, HIGH PAYOFF

The hospitality industry is a rewarding one. With the hard work it requires comes high satisfaction. No two days in the hotel and tourism world look the same. With AIHM, you'll tap into your creative side to jumpstart a career path that will send you jet-setting across the globe. A truly international profession, a career in hospitality is anything but boring.

▶ Discover what ignites you.



ACADEMIC PROGRAMME

Bachelor of Business Administration in Global Hospitality Management

Total credits required: 122 | Duration: 3.5 years (7 semesters) | Admission cycle: April and August

SEMESTER 1

Practical Arts (Immersion)

Location: Bangkok Campus, Anantara Riverside Bangkok Resort and Avani+ Riverside Bangkok Hotel

- Innovation, Entrepreneurship and Communication
- From the Farm to the Table
- Guest Relations and Hotel Operations
- Skills and Techniques in Food and Beverage
- Restaurant Laboratory

SEMESTER 2

Professional Internship

Enter a professional internship placement designed to embed and develop the knowledge and skills gained in Semester 1.

SEMESTER 3

Hospitality Management 1

Location: Pattaya Campus

- Principles of Sustainability and Innovation
- Hospitality Financial Accounting
- Managing Diversity in the Global Workplace
- Marketing for the Hospitality Industry
- Academic Communication Skills
- Fundamentals of Data Analysis and Visualisation

SEMESTER 4

Hospitality Management 2

Location: Pattaya Campus

- Food and Beverage Management
- Hospitality Managerial Accounting
- Leading Teams to Success
- Digital Marketing and Sales
- Rooms Inventory and Control Management
- Hospitality Facilities Management
- Fundamentals of Economics

SEMESTER 5

Professional Internship

Further investigate a specific area of hospitality within the wider sector. Begin an internship anywhere in the world, with any brand, and dive deeper into your chosen area of specialisation.

SEMESTER 6

Hospitality Management 3

Location: Bangkok Campus

- Hospitality Financial Management
- People and Talent Management
- Models for Problem Solving and Decision Making
- Customer Relationship Management
- Revenue and Pricing Management
- Data Analytics for Business Optimisation

1 additional elective course

SEMESTER 7

Specialised Subject

Location: Bangkok Campus

Option 1: Integrated Business Strategies

- Innovation in Hospitality
 - Projects, Ethics and Legal Considerations
 - Hospitality Forecasting and Modelling
 - Digital Marketing and Content Creation
- 2 additional elective courses*

Option 2: Digital Marketing Strategies

- Innovative Sales Strategies
 - Brand Management
 - Marketing 4.0
 - Global Strategic Marketing
- 2 additional elective courses*

Option 3: Hotel Financial Performance Management

- Performance Management
 - Corporate Financial Decision Making
 - Global Financing and Risk Management Strategies
 - Hospitality Finance Forecasting and Modelling
- 2 additional elective courses*

Intensive Hospitality English Language Programme (iHELP)

AIHM offers iHELP for those who do not meet the English-language requirements for our BBA programme.

This 20-week intensive programme provides students with the core academic abilities and relevant English-language skills needed to enter our BBA programme and thrive at AIHM and beyond.

COURSE CONTENT

- English Skills
- Reading and Writing
- Listening and Speaking
- English for Hospitality
- Skills for Success
- Culture and Tourism

ENTRY REQUIREMENTS FOR iHELP

- Age: 17.5 years or older at entry date
- Completion of high-school diploma

ENGLISH-LANGUAGE ENTRY REQUIREMENTS FOR iHELP

- TOEFL (paper): 477-510
- TOEFL (iBT): 52-60
- IELTS: 4.5 average
- Cambridge FCE/CAE: B1 Preliminary



ADMISSION REQUIREMENTS

Students of AIHM are the world's next generation of hospitality leaders. Full of passion for the industry, they demonstrate academic rigour and superior leadership skills.

MINIMUM AGE

17.5 years or older at entry date

EDUCATION

Applicants from Thailand and around the world must hold a high-school diploma recognised by Thailand's Ministry of Education.

Acceptable qualifications include:

- Completion of matthayom 6 – Thailand applicants
- Minimum of two full A-levels (GCEs)
- International Baccalaureate (IB) diploma (minimum 24 points)
- GED diploma (minimum 180 points in all four areas)

All documents must be translated into English.



ADMISSION ASSESSMENT

The admission assessment includes successful completion of a personal statement followed by an interview with a faculty member.



MINIMUM ENGLISH-LANGUAGE ENTRY REQUIREMENTS

Non-native English speakers, or students who haven't spent the last three years in full-time English-education, will need to submit their English-language exam scores.

TOEFL	525/70 or above (paper/iBT)
IELTS	5.5 average IELTS has four subcomponents (Writing, Reading, Speaking, Listening). Each subcomponent can be 0.5 less than the required average score, but not lower.
Cambridge FCE/CAE	B2 First or above

APPLICATION PROCESS

1 SUBMIT YOUR APPLICATION

Apply to study at AIHM by submitting your completed application either online or offline.

Online application

- Submit your completed application online at www.aihm.education.

Offline application

- Download and fill out the application form.
- Submit the completed application via email to admissions@aihm.education, or by mail to AIHM's Bangkok Campus.

Please include all of the following documentation:

- Completed application form
- Copy of ID card (for Thai residents) or passport (for international applicants)
- Copy of House Registration (for Thai residents)
- Academic transcripts (high-school diploma, GED, IGCSE)
- English proficiency certificate (IELTS, TOEFL, Cambridge Advanced)
- Proof of payment of application fee (THB 3,000)*

*Our refund policy is listed in stage 4.

2 PREPARE FOR THE ADMISSIONS ASSESSMENT

Upon receipt of your application, you will be contacted within seven days to schedule your admissions assessment. You will need to prepare for an online or in-person interview and upload (for online applications), email or mail-in (for offline applications) the following documents:

- Personal statement
- Letter of commitment from financial sponsor
- Parental consent form (if needed)
- Photo / video release
- Privacy statement on application
- Post-study statement
- Signatory letter

3 RECEIVE A LETTER OF ACCEPTANCE

You will receive a letter of acceptance within seven days of the assessment, once your payment is confirmed.

If your application is successful, you'll receive:

- Letter of acceptance
- Invoice for the first semester
- Pre-arrival guidebook
- Attestation for visa request (if required)

4 CONFIRM YOUR PLACE AT AIHM

Confirm your place at AIHM within 28 days of receiving your acceptance letter. Pay the first-semester fee of THB 276,000 and send in the proof of payment via email or mail to AIHM's Bangkok Campus in order to confirm your place. The payment also confirms AIHM's Terms and Conditions.

Refund policy:

Should your visa application to Thailand be refused, we will make every effort to support your re-application. If this is unsuccessful, we will issue a full refund of semester one fees after receiving a copy of your rejection letter from the Thai embassy. Refund does not include the THB 3,000 application fee.

5 PRE-ARRIVAL SUPPORT

AIHM provides the following pre-arrival support (for international students):

- New student chat group
- Visa support services, if required
- Pre-departure webinar, as well as information on accommodation

6 ARRIVAL ON CAMPUS

AIHM will support you with the following as you begin your AIHM journey at our Bangkok Campus:

- Welcome and pick-up at airport (seven days' notice is required)
- Check-in and registration
- Authentication of all documents
- Induction Week activities

AIHM
ASIAN INSTITUTE OF
HOSPITALITY MANAGEMENT

IN ACADEMIC
ASSOCIATION WITH

 **Les Roches**

Your future in hospitality begins at AIHM.

BANGKOK CAMPUS

Avani+ Riverside Bangkok Hotel
9th Floor, 257 Charoennakorn Road
Samrae, Thonburi, Bangkok
10600 Thailand

PATTAYA CAMPUS

Royal Garden Plaza
3rd Floor, 218 Moo 10 Beach Road
Nong Prue, Bang Lamung, Chonburi
20260 Thailand



[aihm.education](https://www.aihm.education)

contactus@aihm.education
admissions@aihm.education
www.aihm.education

ข้อมูลหลักสูตร/จำนวนนักศึกษาและผู้สำเร็จการศึกษา (AIHM)

ชื่อสถาบันการศึกษา	หลักสูตรที่จัดการเรียนการสอน (ปัจจุบัน)	จำนวนนักศึกษาปัจจุบัน (คน)	จำนวนนักศึกษา ที่สำเร็จการศึกษา (คน)	หมายเหตุ												
สถาบันการจัดการธุรกิจ บริการและการโรงแรมแห่ง เอเชีย ด้วยความร่วมมือกับ เลส โรซส์	Bachelor of Business Administration in Global Hospitality Management	<table border="1"> <thead> <tr> <th data-bbox="799 252 1115 288">ภาคการศึกษา</th> <th data-bbox="1115 252 1182 288">คน</th> </tr> </thead> <tbody> <tr> <td data-bbox="799 288 1115 325">ภาคการศึกษา เม.ย. พ.ศ. 2564</td> <td data-bbox="1115 288 1182 325">9</td> </tr> <tr> <td data-bbox="799 325 1115 362">ภาคการศึกษา ก.ย. พ.ศ. 2564</td> <td data-bbox="1115 325 1182 362">10</td> </tr> <tr> <td data-bbox="799 362 1115 399">ภาคการศึกษา เม.ย. พ.ศ. 2565</td> <td data-bbox="1115 362 1182 399">9</td> </tr> <tr> <td data-bbox="799 399 1115 435">ภาคการศึกษา ก.ย. พ.ศ. 2565¹</td> <td data-bbox="1115 399 1182 435">16</td> </tr> <tr> <td data-bbox="799 435 1115 472">ภาคการศึกษา เม.ย. พ.ศ. 2566²</td> <td data-bbox="1115 435 1182 472">69</td> </tr> </tbody> </table>	ภาคการศึกษา	คน	ภาคการศึกษา เม.ย. พ.ศ. 2564	9	ภาคการศึกษา ก.ย. พ.ศ. 2564	10	ภาคการศึกษา เม.ย. พ.ศ. 2565	9	ภาคการศึกษา ก.ย. พ.ศ. 2565 ¹	16	ภาคการศึกษา เม.ย. พ.ศ. 2566 ²	69	<p>ยังไม่มีผู้สำเร็จการศึกษา²</p> <p>(1.กรณีศึกษาที่ประเทศไทยตามแผนการศึกษา 7 ภาคการศึกษา จะสำเร็จการศึกษาปริญญาตรี กันยายน พ.ศ. 2567</p> <p>2.กรณีศึกษาที่ประเทศไทยตามแผนการศึกษา 5 ภาคการศึกษา และที่ เลส โรซส์ (ประเทศสวิตเซอร์แลนด์) จะสำเร็จการศึกษานุปริญญา กันยายน พ.ศ. 2566)</p>	<p>1.ข้อมูลรายงาน ณ วันที่ 10 ต.ค. 2565</p> <p>2.ข้อมูลรายงานตามหนังสือเลขที่ 0004/2023 ลงวันที่ 19 ก.ค. 2566</p>
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