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International Prospectus

2023-2024



As of March 2023

ACADEMIC CALENDAR 2023

Semester 1 (2023)

Semester Begins	15 August
Semester Ends	17 December

Semester 2 (2024)

Semester Begins	8 January
Semester Ends	12 May

Summer Semester (2024)

Semester Begins	27 May
Semester Ends	18 July

For more up-to-date information, visit:
<https://www.phuket.psu.ac.th/regist-calendar/>

The information in this Prospectus is correct at the time of publication and is provided as a general guidance for international students applying to the University. The contents may be subject to change at any time without prior notice. The University makes all reasonable efforts to ensure its accuracy.

**DISCOVER
PSU PHUKET**

**PROGRAMS, FEES,
AND ADMISSION**

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Welcome to PSU Phuket

Prince of Songkla University (PSU) is one of the leading research universities in Thailand. The university is recognized as one of Thailand's top National Research Universities by the Thailand Ministry of Education and PSU has consistently been rated as one of the top 10 universities in the country. As a higher education institution, the university has a long-standing commitment to producing internationally recognized graduates in a wide range of disciplines—equipped with the advanced knowledge and applicable skills—to compete in the ever-changing international job market.

Prince of Songkla University, Phuket Campus (PSU Phuket) is strongly committed to international education and is proud of our international outlook. Our diverse international student community includes students from more than 20 countries worldwide. By adopting the Green, International, and Smart (GIS) campus identity, PSU Phuket aspires to become an international education hub for innovation, social engagement, and sustainable development — locally, nationally, and globally.

The university currently offers 12 international programs: 7 bachelor's degree programs, 4 master's degree programs, and 1 doctoral degree program. All international programs are taught in English, focusing on hospitality and tourism (Faculty of Hospitality and Tourism), foreign languages (Faculty of International Studies), environmental technology (Faculty of Technology and Environment), and computing (College of Computing).

PSU Phuket is located in one of the most beautiful places on the planet—I encourage you to take time out to discover pristine white sand beaches surrounding the island, dazzling turquoise-colored sea, gorgeous natural sceneries, rich cultural life, and unique traditional culinary culture that Phuket has to offer.

I warmly welcome you to begin the new chapter of your life with PSU Phuket. *Sawadee khrap!*



Assoc. Prof. Pun Thongchumnum, Ph.D.
Vice President of PSU Phuket

Amazing Thailand

Thailand has a reputation for being the “Land of Smiles.” It is a kingdom with a multitude of attractions— from Buddhist temples, to tropical rain-forests and wildlife, beautiful islands, and a unique culture. Thai food is enjoyed 24/7, from street restaurants to fancy hotel buffets, you can find it everywhere.

The capital city of Bangkok is modern and bustling with so much to see and so many things to do. Around 68 million people live in Thailand, most of whom are Thai, with a fair amount of Chinese, Burmese, Cambodian, and Laotian that make up the population as well.

In the north of the country you will find temperate mountains, plateaus in the northeast, and mangroves and beaches in the south. The economy is thriving with manufacturing, agriculture and tourism being the leading sectors.



amazing
THAILAND
Always Amazes You

Phuket: City of Gastronomy



Phuket Island is Thailand's largest island located off the west coast of Thailand in the Andaman Sea. Phuket is one of Asia's most popular tourist destinations with its gorgeous natural sceneries, turquoise-colored sea, white sand beaches, lush tropical rainforests, and lovely people. For this reason, Phuket is dubbed as the "Pearl of the Andaman."



Phuket has a very relaxed island lifestyle allowing you to enjoy the stunning sceneries, friendly people, delicious traditional cuisines, and rich culture. The island has a lot to offer any student who comes to study here.



There are many beaches along the island's west coast, all with its own distinctive styles—from the busy Patong Beach, to the quieter Nai Yang Beach. You can also take a boat trip to any of the nearby islands or go scuba-diving in the Andaman Sea.

Phuket Town is full of boutique shops, cafes, bars, and old Sino-Portuguese architecture. You can also join the locals in watching a live football match of the local team Phuket FC.

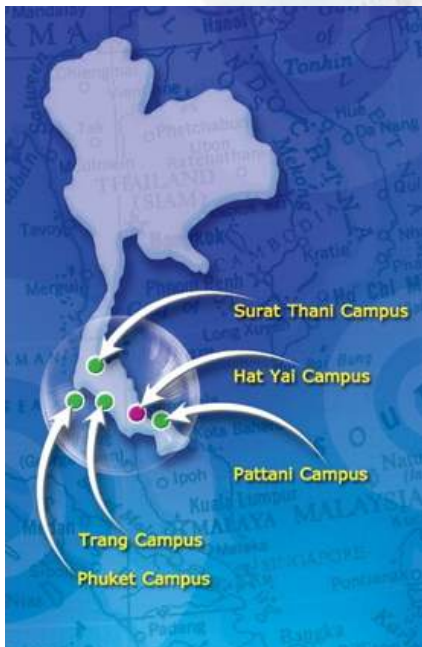


In 2015, honoring the island's rich culinary history and unique cuisine, the United Nations Educational, Scientific and Cultural Organization (UNESCO) Creative Cities Network named Phuket as a "City of Gastronomy."

Just north of Phuket is Phang Nga Province with its spectacular bay of limestone cliffs and pristine wildlife reserves.

PSU in Brief

Prince of Songkla University (PSU) is a multi-campus public university that was founded in 1967 as the first university in southern Thailand. The original aims of the university were to raise the general education standards and support regional industry and development. The name “Prince of Songkla” was bestowed by His Majesty the late King Bhumibol Adulyadej in honor of his late father, His Royal Highness Prince Mahidol of Songkla. PSU’s acronym Mor-Or (in Thai ม.อ.) is taken from the original name of Prince Mahidol Adulyadej.



PSU consists of 5 campuses that are strategically located across the southern Thailand region: Hat Yai (main campus), Pattani, Phuket, Surat Thani, and Trang.

Today, PSU is a leading public university, committed to academic excellence, reputable research and innovation. The university is proud of its distinguished record of achievements in teaching, research, development, and services to the community. Several outstanding programs, research, and achievements have made PSU well-recognized and well-respected as a leading educational institution not only in Thailand but also across the ASEAN region.

QS World University Rankings 2023 ranked PSU #5 in Thailand and the QS Stars Ratings has assessed PSU as a four-star university, denoting high international standards and excellence in research and teaching, along with a good environment for students and staff.

PSU achieved excellent rankings in eight subjects by the Times Higher Education (THE) World University Rankings 2023 by Subject.

The UI Green Metric World University Rankings 2022 ranked PSU #490 among 1,050 universities worldwide and #29 among the 47 universities in Thailand.



PSU Phuket at a Glance

PSU Phuket Campus was founded on November 14th, 1977. PSU Phuket comprised of 3 faculties and 1 college: Faculty of Hospitality and Tourism, Faculty of International Studies, Faculty of Technology and Environment, and College of Computing, with a total area of 29.92 hectares. Since Phuket is a world-renowned travel destination, the campus concentrates on teaching and learning in the tourism and services industry, foreign relations, and information technology—with an aim of being an international campus.

As of February 2023, PSU Phuket has approximately 364 total staff (36 international staff) and 1,379 total students (235 international students).

The campus is situated in Kathu district, in the heart of Phuket, surrounded by lush green hills and reservoirs. Because the campus is centrally located in Phuket, access to places such as shopping malls, markets, beaches, local attractions, hospitals, bus stations, and piers are within short driving distance. Phuket International Airport is about 45-minute drive north of the campus.




The University's official color is **navy blue**.

The University's symbolic flower is the **Jacaranda**.



Campus Map

มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต PRINCE OF SONGKLA UNIVERSITY PHUKET CAMPUS MAP

-  Prince of Songkla Statue
-  Clinic
-  Canteen/Cafe
-  Entrance gate
-  Parking
-  Restroom
-  Dormitory



6 Building 6: College of Computing Main Classrooms and Laboratories

3 Building 3: Faculty of International Studies

Multifunctional sports court

Student Dormitories

5A Building 5A: Lecture halls and classrooms

7 Building 7: The President's Office Building

5 Building 5: Learning Center (Library)

2 Building 2: Faculty of Hospitality and Tourism

1 Building 1: Faculty of Technology and Environment

9 Sports Complex

Staff Flat

Sport Hall

ATM

Northwest Gate

East Gate

Facilities and Services

PSU Free Wireless Internet

Free wi-fi internet access throughout the campus is provided by the university.

Health Service

The free of charge health center provides basic health services administered by a full-time registered nurse on duty and a part-time doctor.

Library

The library provides a full range of services for students, staff, as well as the general public. A large collection of English language reading materials is available. The library uses an online system for material searching, offers a large variety of e-books and e-journals, and provides interlibrary borrowing services.

Transportation Service

The university provides a free shuttle bus service 2 days per week for students and staff. The PSU shuttle bus travels from the campus to nearby shopping centers and the weekend night market.



PSU Indoor and Outdoor Sports Facility

The Sports Complex is a brand new, state-of-the-art, 5-story sports and recreation complex that offers a wide range of indoor and outdoor facilities such as an Olympic-sized swimming pool, football field, badminton courts, basketball courts, volleyball courts, tennis courts, table tennis room, and fitness suite.



Shops and Other Services

Cafes/coffee shops, cafeteria, copy and printing shops, computer centers, language centers, food and beverage kiosks, minimarts, laundromats, and ATMs are all available on campus. Numerous convenience stores, mini-marts, restaurants, shops, laundromats, and motorbike rentals are all conveniently located near the campus within walking distance.

International Affairs Centre (IAC)

IAC provides services concerning general international affairs of the university that includes facilitating life and work of international students, staff, and visitors. IAC assists in student education visa application, facilitates and coordinates visitor requests from abroad, arranges international meetings and activities, as well as disseminates international scholarships information and other opportunities.

The Hub - International Club

(Coming soon) The Hub is a brand new learning space managed by the IAC. The common room is located in the newly built International Services Center Building. The Hub will also function as a center for academic collaborations; academic exchange programs; international guest relations; intercultural activities, International Alumni Association, and information center related to visa matters, international scholarships, news and events, and general inquiries.



Confucius Institute at Phuket (CIP)

CIP was first established in 2006 through the cooperation between PSU Phuket and Shanghai University, China under the support of the Office of Chinese Language Council International (Hanban). Its mission is to promote Chinese language and culture, support research, and publicize news on Chinese culture to strengthen the relationship between Thailand and China. CIP is an independent, non-profit organization that wishes to provide opportunities for school children, students, staff and the general public to learn and improve their knowledge of the Chinese language and culture.



PSU Lodge

PSU Lodge is an on-campus hotel owned and operated by the Faculty of Hospitality and Tourism. All 31 rooms are uniquely designed and decorated to make guests feel right at home. PSU Lodge offers daily rates for standard/deluxe/suite rooms and a monthly rate for standard room.

Accommodation

On Campus

There are three dormitories located on campus: one for female students and two for male students. However, only a limited number of rooms are allocated for international students. The maximum occupancy is 2 students per room. Every room is air-conditioned and fully furnished with beds and mattresses, study desks, and wardrobes. Private bathroom with water heater is located inside each room. Free wi-fi access throughout the building. Coin-operated washing machines are available only in the female dormitories. Restaurants and minimarts are situated within the dormitory areas.



Off Campus

There are various off-campus accommodation options for students while studying at PSU Phuket. You can find affordable single rooms, studios, apartments, and houses all around Phuket with prices ranging from 5,000-20,000 baht per month.

Dress Code

All undergraduate students are required to wear the prescribed university uniform when attending classes, official events, and activities on campus.

Uniforms should be modest and shirts should be neatly tucked in at all times.

Item	Female	Male
Shirt	Plain white, short-sleeved	Plain white, long-sleeved
Bottoms	Black skirt	Black pants
Socks	White or none	Black
Shoes	Plain black/dark colored, polite casual, closed-toe	Plain black/dark colored, polite casual
Accessories	University belt and buckle	University belt and buckle, and necktie
University badge	One pinned to the left collar and the other on the right chest side	Pinned to necktie



International Programs

UNDERGRADUATE DEGREES

Bachelor of Arts (B.A.)	
1. International Business: China 2. International Studies: 2a. Chinese Studies 2b. Korean Studies 2c. European Studies 2d. Thai and ASEAN Studies	Faculty of International Studies (FIS)
Bachelor of Business Administration (B.B.A.)	
3. Hospitality Management 4. Tourism Management 5. Business Innovation Management	Faculty of Hospitality & Tourism (FHT)
Bachelor of Engineering (B.Eng.)	
6. Digital Engineering	College of Computing (COC)
Bachelor of Science (B.Sc.)	
7. Digital Business	College of Computing (COC)
8. Environmental Geoinformatics Technology*	Faculty of Technology & Environment (FTE)

Remark:

*Thai program with courses can be taught in English as medium of instruction

International Programs

GRADUATE DEGREES

Master of Arts (M.A.)	
1. Chinese Language & Culture 1a. Chinese Studies 1b. Cultural Management for Overseas Chinese Ethnic 1c. Teaching Chinese to Speakers of Other Languages	Faculty of International Studies (FIS)
Master of Business Administration (M.B.A.)	
2. Hospitality & Tourism Management	Faculty of Hospitality & Tourism (FHT)
Master of Science (M.Sc.)	
3. Computing	College of Computing (COC)
4. Earth System Science	Faculty of Technology & Environment (FTE)
Doctor of Philosophy (Ph.D.)	
1. Integrated Hospitality and Tourism Management	Faculty of Hospitality & Tourism (FHT)
2. Environmental Management Technology	Faculty of Technology & Environment (FTE)

Tuition Fees

The following fees are in Thai baht for Academic Year 2023. PSU Phuket reserves the right to adjust the fees without prior notice. Please contact the respective faculty for the up-to-date amount.

Degree	Faculty	Major	Tuition per semester	Enrollment Fee	Duration of Study		Total
					Semesters	Years	
BBA	Hospitality and Tourism	Hospitality Management	48,000	20,000	8	4	404,000
		Tourism Management	48,000	20,000	8	4	404,000
		Business Innovation Management	48,000	20,000	8	4	404,000
BA	International Studies	International Business: China	41,000	20,000	10	3.5	430,000
		International Studies	41,000	20,000	10	3.5	430,000
BSc	College of Computing	Digital Business	45,000	15,000	8	4	375,000
BEng		Digital Engineering	48,000	15,000	8	4	399,000
BSc	Technology and Environment	Environmental Geoinformatics Technology	46,000	-	8	4	368,000
MA	International Studies	Chinese Language and Culture:					
		Chinese Studies	45,000	-	4	2	180,000
		Cultural Management for Overseas Chinese Ethnicity	45,000	-	4	2	180,000
		Teaching Chinese to Speakers of Other Languages	60,000	-	4	2	240,000
MBA	Hospitality and Tourism	Hospitality and Tourism Management	64,000	-	4	2	256,000
MSc	Technology and Environment	Earth System Science	90,000	-	4	2	360,000
	College of Computing	Computing	59,000	-	4	2	236,000
PhD	Technology and Environment	Environmental Management Technology	80,000	-	6	3	480,000
					8	4	640,000
	Hospitality and Tourism	Integrated Hospitality and Tourism Management	80,000	-	6	3	480,000

As of February 2023

College of Computing

The College of Computing (CoC) was established on August 19, 2017 to focus on education as well as academic services in computing disciplines. The College was founded by merging the Department of Information and Communications Technology in the Faculty of Technology and Environment and the Department of Computer Engineering in the Faculty of Engineering.

HIGHLIGHTS

- Research and project-oriented
- Domestic and international internship or training programs
- Full scholarships available
- Facilities: Animation and Multimedia Technology Center (AMTEC), Digital Media Lab, BLOCK, Artificial Intelligence Association of Thailand (AIAT) Collaboration Centre Office, Andaman Intelligent Tourism and Service Informatics Centre (AI-TASI), Information engineering for Andaman Region (INFAR), Artificial Intelligence Innovation Laboratory (AiiLAB), System Intelligence Laboratory, and Eden
- Research areas: Smart tourism and digital twin, financial technology, blockchain, digital media, educational technology, tourism informatics, artificial intelligence, Internet of Things (IoT), e-commerce, mobile application development, cyber-security, and malware research

INTERNATIONAL PROGRAMS

Bachelor's degrees:

1

Digital Engineering

3 specializations:

- Network and Security Engineering
- Intelligent Objects
- Software Engineering

2

Digital Business

Master's degree:

Computing



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Program Outline

Principles of artificial intelligence and software engineering are the fundamental keys of which student's acquisition is assured. Realistic project and scenario-based learning, alongside a practical company internship are well selected to propel student's abilities in many dimensions and lead our students to be able to develop their own automation systems and Internet of Things (IoTs) in conjunction with cloud computing and cybersecurity.

Students can choose one of the three specializations:

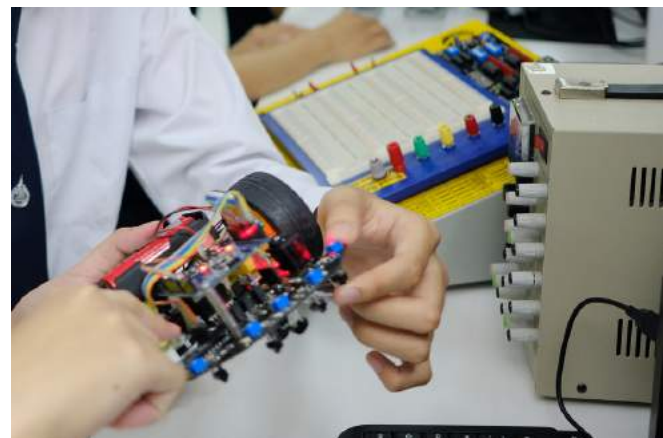
- 1) Network and Security Engineering
- 2) Intelligent Objects
- 3) Software Engineering

Learning Outcomes

- Problem-solving and critical thinking
- Digital literacy and software literacy
- Communication and interpersonal relations
- Technical and creative skills
- Social awareness and responsibility
- Lifelong learning skills

Career Opportunities

- Digital Engineer/Computer Engineer
- Software Engineer/Developer
- Embedded System Engineer/IoT Engineer
- Artificial Intelligence Engineer
- Network and Data Communication Engineer
- Cybersecurity Analyst and Designer



Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Specific Education Courses	96
2.1 Core Courses	30
2.2 Major Courses	39
- Technology for Application	6
- Technology and Software Methodology	9
- Basic System Infrastructure	12
- Hardware and Computer Architecture	12
2.3 Specialized Courses	21
- Compulsory Specialized Courses ** Network and Security Engineering ** Intelligent Object ** Software Engineering	15
- Elective Specialized Courses	6
2.4 Cooperative Education Courses	6
3. Free Elective Courses	6
Total credits	132

Program Outline

Applying and integrating knowledge of business management and digital technology to solve business problems and to discover new knowledge for digital business industry. The courses in this program consist of Digital Marketing, Business Analytics and Visualization, Financial Technology (FinTech), Strategic Management, and Digital and Information Economy; which are relevant for enhancing the efficiency and effectiveness for private and public organizations.

Learning Outcomes

Student is able to enhance the efficiency and effectiveness for private and public organizations.

Career Opportunities

- Digital Marketing Advisor
- Market Research Analyst
- Business Analytics Specialist
- Business Integration Specialist



Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Specific Education Courses	87
2.1 Core Courses	24
- Computer and Technology Courses	9
- Management Science Courses	15
2.2 Compulsory Major Courses	39
2.3 Specialized Courses	18
2.4 Cooperative Education Courses	6
3. Free Elective Courses	6
Total credits	123



Program Outline

The program is designed to give students the knowledge and transferable skills to create the cutting-edge solutions which the modern computing industry demands. The faculty offers a wide range of research areas including but not limited to Blockchain and Financial Technology, Cybersecurity, Data Science and Artificial Intelligence, Software Engineering and Media, and Computer Systems and Communication. Students will gain hands-on experience conducting research under the supervision of their advisors..

Learning Outcomes

- Advanced knowledge in areas of computing
- Planning and research methodology skills to create new knowledge in computer science
- Communication and interpersonal skills
- Professional ethics, ethics and social responsibility
- Analytical and critical thinking skills

Career Opportunities

- Software Engineer
- Blockchain application developer
- Computer Technical Officer
- System, Software, and Application Designer and Developer
- Information Systems Manager
- Planning and Policy Officer
- Computer Graphics and Multimedia Designer
- Computer Network Administrator
- Data Scientist
- University professor
- Internet of Things and Embedded System Engineer
- Data Engineer
- Cybersecurity practitioner

Plan A1	Credits
1. Thesis	36
Total credits	36

Plan A2	Credits
1. Compulsory Courses	6
1.1 Research Methodology in Computing	3
1.2 Advanced Statistics for Computing	3
1.3 Seminar (non-credit)	2
2. Elective Courses	6
2.1 Data Science and Artificial Intelligence	
2.2 Software Engineering and Media	
2.3 Computer Systems and Communication	
2.4 Special Topics in Computing	
3. Thesis	24
Total credits	36



Faculty of Hospitality and Tourism

The Faculty of Hospitality and Tourism (FHT) began enrolling students in 1994 in order to serve the rapidly developing needs of the tourism industry in Thailand, especially along the Andaman coast region. From its inception, FHT has been highly successful in supporting the tourism industry in Phuket and other tourist locations around Thailand.

HIGHLIGHTS

- Ranked #1 in Thailand and #101-150 in the world in Hospitality and Leisure Management (QS Subject Rankings 2022)
- Various outbound and inbound student mobility programs
- Double-degree (2+2 and 1+3) and triple-degree options are available
- Domestic and international internship/training programs
- Networks: Asian International Mobility for Students Program (AIMS), ASEAN Tourism Research Association (ATRA), Asia-Pacific Council on Hotel, and Restaurant and Institutional Education (APacCHRIE), Consortium for Sustainability (CGS), Southern MICE Academic Cluster (SMAC)
- Facilities and services: Computer laboratories, PSU Airlines and Terminal, PSU Lodge Training Hotel, The Sweet Factory Business Training Laboratory, The Campus Restaurant Lab, Kitchen Lab, and Language Support Center

INTERNATIONAL PROGRAMS

Bachelor's degrees:

1

Hospitality Management

3 specializations:

- Hotel Management
- Food & Beverage Services Management
- Event Management

2

Tourism Management

3 specializations:

- Airline Business Management
- Tourism Entrepreneurship
- Wellness Tourism Management

3

Business Innovation Management

Master's degrees:

Hospitality and Tourism Management

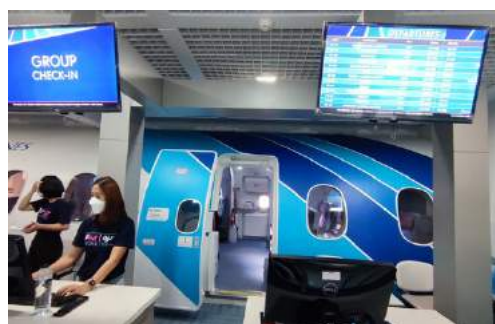
Doctoral degree:

Integrated Hospitality and Tourism Management



PSU Terminal and PSU Airlines

Established in July 2014, the PSU Terminal is a unique state-of-the-art airline mock-up facility located at the Faculty of Hospitality and Tourism that consists of standard check-in counters, boarding gate and a fully equipped cabin simulator of a modern narrow body Boeing 737-800 aircraft exact replica. It is built to provide tourism and airline business students with a realistic airport environment.



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Program Outline

This program is designed to produce graduates with international competencies, integrated with an appreciation of Thai-ness, in order to serve global hospitality industry needs. The curriculum offers a balance of theory and practice and aims to equip graduates with all the necessary skills for their future employability in a rapidly changing world of contemporary hospitality. The program encourages self-motivated lifelong pursuit of knowledge to foster the development of flexible, happy, and valuable members of diverse societies and global citizens.

Students can choose one of the three specializations:

- 1) Hotel Management
- 2) Food and Beverage Services Management
- 3) Event Management

Learning Outcomes

- International competence and capability of foreign languages communication
- Information technology and computer literate
- Possess a multicultural mindset and be adaptive to the dynamic society
- Uphold PSU pride and integrity, adhere to business ethics, and engage in social responsibility practices
- Acquire managerial skills and people management, entrepreneurship, and creativity; analytical thinking and applied learning skills
- Hospitality knowledge and task-oriented competence

Career Opportunities

- Hotel industry
- Food and beverage services
- MICE (Meetings, Incentives, Conventions, and Events) organizer
- Business entrepreneur



Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Core Courses	88
2.1 Professional Foundation Courses	28
2.2 Specialization Professional Courses	60
- Compulsory Professional Courses	30
- Elective Professional Courses Specialization Courses Foreign Language for Professional Courses	30
3. Free Elective Courses	6
4. Practical Training and Co-operation Education	12
Total credits	136



Program Outline

This program is developed based on an integration of business administration, tourism management, transportation management for tourism and other related disciplines. The goal of the program is to equip its graduates with both academic and social skills, including quantitative and qualitative research skills, digital information technology skills for tourism business management, administrative and managerial skills, analytical-thinking and problem-solving skills, as well as interpersonal and intercultural communication skills. The program is designed to produce tourism professionals who meet current international industry standards, competent to lead and work in a team, excel in multicultural societies and cultivate sustainable tourism.

Students can choose one of the three specializations:

- 1) Airline Business Management
- 2) Tourism Entrepreneurship
- 3) Wellness Tourism Management

Learning Outcomes

- Have the knowledge, ability, and professional skills
- Possess problem-solving skills, systematic critical thinking, and analyzing skills
- Possess communication skills and skills related to information technology in tourism management
- Possess human skills and social responsibility as Thai and global citizens
- Possess morality and ethics in professional practice and daily living

Career Opportunities

- Tour operators/travel agents/tour guides
- Cruise line operation and management
- Airport management
- Airline marketing/ticketing agents
- Flight attendants/ground service agents
- National park rangers
- Business entrepreneurs



Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Core Courses	87
2.1 Professional Foundation Courses	27
2.2 Specialization Professional Courses	60
- Compulsory Professional Courses	30
- Elective Professional Courses Specialization Courses Foreign Language for Professional Courses	30
3. Free Elective Courses	6
4. Practical Training and Co-operation Education	12
Total credits	135



Program Outline

This revised curriculum program is developed based on the Educational Philosophy of Prince of Songkla University, Outcome-Based Education (OBE), and Thailand Strategy. The program is designed to produce graduates with competencies driven by innovation in business to serve the nation's sustainable economic development. The curriculum offers a well-balanced theory and practice in 4 fields: business, innovation, information technology, and communication.

The program applies various activities and practices such as Active Learning, Project-based Learning, Work Integrated Learning (WIL), and cooperative studies collaborating with real businesses, especially local enterprises. The program equips students with intercultural and linguistic communication skills, negotiating skills, innovative thinking skills, and creative ideas for commercial innovation with morality, professional ethics, public consciousness, life-long learning skills as well as the ability to enhance the country's global competitiveness in the context of the world's changing social, cultural, environmental, and technological conditions appropriately and efficiently.

The program consists of 2 projects in business development and business innovation and 5 modules:

- 1) Fundamental Business
- 2) Leadership and People Management
- 3) Managing Finance and Accounting
- 4) Predictive Marketing
- 5) Business Innovation Tools

The program also provides an option for a one-year of study abroad program to obtain an additional bachelor's degree from a partner university.



Learning Outcomes

- Graduates with competencies driven by knowledge in business, innovation, IT, and communication across intercultural and interpersonal business management in the digital era
- Ability in analyzing current business situation to make a proper business plan
- Ability to apply technology for business management in the digital age
- Intercultural communication and negotiation skills in Thai and international languages
- Lifelong-learning entrepreneurs for startup businesses in the service sector

Career Opportunities

- Investor, business developer, business consultant
- Service sector industry: commercial bank, financial institution, wholesale & retail businesses, online booking company, and consulting firm
- Business entrepreneurs in service sectors



CURRICULUM STRUCTURE

Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Core Courses	87
2.1 Professional Foundation Courses	27
2.2 Specialization Professional Courses	60
- Compulsory Professional Courses	30
- Elective Professional Courses Specialization Courses Foreign Language for Professional Courses	30
3. Free Elective Courses	6
4. Practical Training and Co-operation Education	12
Total credits	135

— INTERNATIONAL PROGRAM

Program Outline

The specialized international MBA program (iMBA) is designed with the objective of training future leaders in the hospitality and tourism sector. This advanced business degree is a 2-year (4 semesters) program that prepares students to become more effective hospitality and tourism industry managers and leaders. The courses are balanced between academic theory and professional practice to provide a solid foundation of business education and the necessary knowledge and expertise in hospitality and tourism. The program offers course-based and research-based options with research assistant scholarships available.

Students can choose the following 3 study plans:

Plan A: The plan is intended to provide advanced education with an emphasis on thesis research in two schemes:

- **Plan A1** is a research oriented plan with the total of 36 credits of thesis.
- **Plan A2** is comprised of coursework and thesis with a minimum of 18 credits of coursework and 18 credits of thesis.

Plan B: The plan is comprised of 30 credits of coursework and 6 credits of minor thesis.

Learning Outcomes

- Develop a comprehensive, coherent, and systematic body of knowledge to application
- Keep pace with changes by taking advantage of numerical analysis, effective communication, and information technology skills
- Make smart decisions in any unanticipated situations
- Have strong interpersonal skills and responsibilities for themselves along with the benefit of mankind
- Identify and use appropriate means of researching new information or techniques of analysis needed for completion of tasks
- Become a professional administrator with great hospitality and tourism potential
- Live a moral life through academic and career ethics

Career Opportunities

- Be able to demonstrate excellence in their role within the hospitality and tourism industry
- Business entrepreneurs in hospitality and tourism sectors
- Academics in hospitality and tourism programs



CURRICULUM STRUCTURE

Plan A1	Credits
Thesis	36
Total credits	36

Plan A2	Credits
1. Compulsory Courses	18
2. Thesis	18
Total credits	36

Plan B	Credits
1. Compulsory Courses	18
2. Specialization Courses	12
3. Minor Thesis	6
Total credits	36

DOCTOR OF PHILOSOPHY IN INTEGRATED HOSPITALITY AND TOURISM MANAGEMENT

— INTERNATIONAL PROGRAM

Program Outline

Students are encouraged to select a research topic that supports the advancement of the hospitality and tourism development plan and strategies. These strategies aim to promote high-quality tourism and dynamic capabilities such as health and wellness tourism, gastronomy tourism, Halal tourism, agro-tourism, cultural and creative tourism, marine tourism, and advanced business events management, as well as the development of technology for modern tourism management.

Students can choose the following 2 study plans:

The plan is intended to provide advanced education with an emphasis on thesis research in two schemes:

1. **Plan 1.1** (Focus on research and thesis only)
2. **Plan 2.1** (Coursework and thesis)

Learning Outcomes

- Be able to utilize knowledge and integrative science to analyze high-value tourism-related challenges.
- Be able to conduct research projects in accordance with academic principles in order to solve tourism challenges.
- Be able to develop knowledge obtained from the research and be able to offer policy recommendations to relevant agencies

Career Opportunities

- Academics in hospitality and tourism programs
- Be able to demonstrate excellence in their role within the hospitality and tourism industry

Plan 1.1	Credits
Thesis	48
Total credits	48

Plan 2.1	Credits
1. Compulsory Courses	12
2. Thesis	36
Total credits	48



Faculty of International Studies

The Faculty of International Studies (FIS) was established in 2007 to be responsible for teaching-learning of international affairs and their relations. FIS aims to carry out research, provide education, and offers academic services in Asian Studies, International Studies, and Languages and Culture Studies by collaborating with institutes at the regional and international levels. Students will study history, culture, politics and economy of a world region, and learn one of the region's languages. Students will be able to put world events in perspective by comparing regions in their worldwide context.

HIGHLIGHTS

- Academic Excellence scholarships available
- National and international internship programs
- Outbound/inbound and short-course student exchange programs
- Facilities and services: Journal of International Studies, language-learning service (LPod), language and culture corners, language and computer labs, language and culture camps, translation services

INTERNATIONAL PROGRAMS

Bachelor's degrees:

1 International Business: China

2 International Studies

4 majors:

- Chinese Studies
- Korean Studies
- Thai and ASEAN Studies
- European Studies

Master's degrees:

Chinese Language & Culture

3 majors:

- Chinese Studies
- Cultural Management for overseas Chinese Ethnic
- Teaching Chinese to Speakers of Other Languages



www.fis.psu.ac.th



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Program Outline

Administered since 2001, the purpose of this program is to produce qualified graduates who are knowledgeable in international business, economic systems, business models, organization management, human resource management, marketing, and communication technology used in business operations. Graduates will possess knowledge and in depth understanding of a particular country or an area related to their study program in terms of history, society, economy, politics, and culture. Graduates will be able to apply their language skills on operational levels of both English and a third language and cultural knowledge of a particular country related to their study program. Graduates of this program will be able to apply knowledge, experience, skills and abilities learned in professions in private, government, or self-employed sectors that lead to the development at local, regional, and international levels.

Learning Outcomes

- English communicative skills for professions
- Third language communicative skills for professions
- Knowledge on international studies for professions
- Intercultural communication skills
- Technological communication skills
- Moral and social responsibility for professions
- Leadership and team working skills
- Critical thinking skills and learning skills which facilitate lifelong learning

Career Opportunities

- Government sectors and international organizations
- Royal Thai Consulates in China
- Private sectors, such as companies or industrial organizations in China or those companies where Chinese and/or English are required
- Entrepreneur

Courses	Credits
1. General Education (GE) Courses	30
2. Core Courses	96
2.1 Foundation Compulsory Courses	21
2.2 Compulsory Courses	30
2.3 Chinese Courses	30
2.4 Professional Courses	15
- Elective Professional Courses	9-12
- Internship or - Cooperation Education Courses	3 6
3. Free Elective Courses	6
4. Thai Culture Courses for Non-Thai Students	3
Total credits	135



Program Outline

The program aims to develop student's professional competencies needed in both private and governmental organizations. The curriculum provides a broad comprehensive knowledge on a particular country or an area learned in term of history, society, economy, politics and culture. Graduates will have language skills on operational levels of both English and a third language of the particular country or the area learned. Graduates will be able to apply knowledge, experience, skills and abilities learnt in professions that lead to the development from local to international levels.

Students can choose the following 4 majors:

- **Chinese Studies:** The program aims to produce graduates with a wide range of interdisciplinary knowledge including knowledge and understanding of politics, government, economy, society, language, arts, culture, history, literature, religion, and beliefs.
- **Korean Studies:** The program provides broad knowledge in Korean studies and international business (Korea) including history, culture, religion, society, philosophy, law, politics, international relations, business, and economics.
- **Thai and ASEAN Studies:** The program aims to produce graduates with comprehensive knowledge of Thai and ASEAN society and culture, along with critical thinking skills, understanding of different cultures, and the ability to integrate their knowledge into the development of society and community.
- **European Studies:** The program is designed to provide students English-French skills integrated with European cultural knowledge for working in flexible professional areas. The curriculum offers the education to a voluntary and self-motivated pursuit of knowledge for either personal or professional reasons and practice of ethics in their life.

Learning Outcomes

- English and third language communicative skills for professions
- Critical thinking skills and learning skills which facilitate lifelong learning
- Knowledge on international studies for professions
- Cross-cultural communication skills
- Technological communication skills
- Moral and social responsibility for professions
- Leadership and team working skills

Courses	Credits
1. General Education (GE) Courses	30
2. Core Courses	96
2.1 Foundation Compulsory Courses	24
2.2 Compulsory Courses	51
- International Studies Courses	21
- International Language Courses	30
2.3 Professional Courses	21
- Elective Professional Courses	15
- Professional Training and Cooperative Education Courses	6
3. Free Elective Courses	6
4. Thai Culture Courses for Non-Thai Students	3
Total credits	135



Program Outline

In response to the rise of the global economy and the influence of the Chinese language and culture, this graduate program is designed to satisfy the global demands for professional Chinese language teachers, experts in Chinese studies and cultural management for cultural preservation, and tourism and economic development based on cultural capital of overseas Chinese community.

Students can choose the following 3 majors:

- **Chinese Studies:** The program aims to produce graduates with a wide range of interdisciplinary knowledge including knowledge and understanding of politics, government, economy, society, language, arts, culture, history, literature, religion, and beliefs. Study plan A (thesis) or B (independent studies).
- **Cultural Management for Overseas Chinese Ethnic:** The program aims to cultivate the knowledge of the ethnic culture of overseas Chinese. They maintain, integrate, and develop culture in the new social environment. These phenomena lead to an understanding of ethnic cultural management in order to integrate it with other study areas by highlighting the uniqueness of culture to create values, strengths, and cultural innovation for sustainable community in terms of economic development and the promotion of tourism. Study plan A (thesis) or B (independent studies).
- **Teaching Chinese to Speakers of Other Languages:** The program is designed to produce graduates who are competent, equipped with the knowledge in teaching the Chinese language to speakers of other languages. Study plan A (thesis) only. Students will study in China in the first academic year for 2 semesters, then study in Thailand in the second academic year for 2 semesters. Students will receive 2 degree certificates: one from the Faculty of International Studies, PSU Phuket and the other from the College of International Education, Shanghai University, P.R. China.

Learning Outcomes

- Develop theories, concepts, and research methods in the field and apply them in the research design and data analysis
- Knowledge in accessing written and visual, primary and secondary sources of information; interpret concepts and data from a variety of sources in developing disciplinary and interdisciplinary analyses

- Demonstrate an understanding of the different approaches, concepts, and theoretical legacies in the interdisciplinary field of Chinese language and cultural studies
- Demonstrate an understanding of multiple methodologies used in Chinese language and cultural analysis; in particular, ethnographic fieldwork, participant-observation, interviewing, oral history, focus group discussions, textual criticism, and visual analysis
- Cultivate a critical approach to the study of Chinese language and culture; articulating the relations between culture, power, and history; exploring cultural diversity and socio-cultural change at the local, national, and global level

Career Opportunities

- Chinese language communications professional
- Event coordinator of cultural management
- International relations/intercultural researcher
- Foreign service officer
- Public relations officer
- Teaching and education
- Travel and tourism sector
- Policy and governance
- Arts, event, or project manager
- Journalist
- Museology expert

CURRICULUM STRUCTURE

Courses	Credits	
	Plan A	Plan B
1. Co-Compulsory Courses	6	6
2. Specific Compulsory Courses	6	9
3. Free Elective Courses	6	18
4. Thesis	21	-
5. Independent Studies	-	6
6. Professional Internship	135 hours	-
Total credits	39	39

Faculty of Technology and Environment

The Faculty of Technology and Environment (FTE) was established in 2005 in response to the growing concerns over deteriorating natural resources and environmental conditions in Thailand. The Faculty provides a multi-disciplinary approach in teaching and research utilizing the technological advancements for environmental protection and sustainability.

HIGHLIGHTS



- Research and project-based: Environmental monitoring and management for sustainable tourism, Smart beach/ water management, Community based tourism, Ecological rehabilitation and ecotourism, Novel materials for environmental applications, Food safety and security
- Multi-disciplinary faculty members
- Diverse international student body
- Scholarships (partial and full) and research fellowships available
- Main research areas: Environmental Analysis and Monitoring, Biophysics, Remote Sensing, Marine Science, Geo-informatics, Climate Change, Oceanography, Sustainable Tourism, Municipal Waste Management, and Blockchain Applications
- Facilities and services:
- Andaman Environmental Research and Innovation Center (AERIC), PSU EnviLab, Basic Sciences Labs, Environmental Labs with ESPReL Standard, Geoinformatics Lab

INTERNATIONAL PROGRAMS



Bachelor's degrees:

Environmental Geoinformatics Technology (Thai Program)

Master's degree:

Earth System Science

Doctoral degree:

Environmental Management Technology



www.te.psu.ac.th



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Program Outline

Bachelor of Science Program in Environmental Geoinformatics Technology is a Thai program; however, the courses can be taught in English as medium of instruction. Students will learn the basics of digital representation of reality, geoinformation technologies of geographic information system (GIS), remote sensing, global positioning systems (GPS), geostatistics, and computer cartography and its applications in geographical problems.

Learning Outcomes

- Able to apply geoinformatics knowledge and skills to solve natural resources and environmental problems of tourism cities and coastal areas
- Recognize the importance of morality, ethics, and professional ethics, and apply sufficiency economy as guidelines in living
- Demonstrate social and environmental responsibility and environmental consciousness
- Work effectively, as an individual or in a team, on multifaceted and/or multidisciplinary settings
- Able to use information technology and geoinformatics tools necessary for professional work
- Demonstrate analytical thinking skills and systematic thinking

Career Opportunities

- Geoinformatics Officer
- GIS Technician/Analyst
- Photogrammetry Technical/Remote Sensing Specialist
- GIS Programmer/Software Developer/Webmapping Engineer
- GIS Consultant/Environmental Technician
- A career associated with satellite data, aerial photograph, spatial data and geographic information systems





CURRICULUM STRUCTURE

Courses	Credits
1. General Education (GE) Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Core Courses	99
2.1 Professional Foundation Courses	13
2.2 Specialization Professional Courses	86
- Compulsory Professional Courses	59
- Elective Professional Courses	27
3. Free Elective Courses	6
Total credits	135



Program Outline

The program aims to produce graduates, who are fully equipped with high-level knowledge and research skills in the field of Earth System Science, and can create new knowledge and integrate interdisciplinary knowledge to prevent and solve natural disaster problems and manage natural resources and environment. The goal of this curriculum is to develop new knowledge and technologies that will help solve these problems.

Students can choose the following 3 study plans:

- **Plan A1** is a research-based program that focuses on producing graduates who are fully equipped with strong research skills.
- **Plan A2-1** is a hybrid program that integrates research and coursework to produce graduates who are equipped with both research and practical skills.
- **Plan A2-2** is a coursework-based program that provides the skills for interdisciplinary work.

Learning Outcomes

- Collect foundational knowledge related to Earth Systems and Natural Disasters for supporting a working knowledge of basic research methodology, data analysis, and interpretation of a variety of Earth & Disaster related data.
- Break down major concepts, theoretical principles, experimental findings, and areas of study related to Earth Systems Science and Natural Disaster Management, and comprehend the interactions between natural earth systems and human economic, political, and social systems.
- Apply critical thinking, quantitative and numerical analyses, and hypothesis-driven methods of scientific inquiry in the formulation of research questions, experimental design, application and use of laboratory and field instrumentations, and analysis and interpretation of data related to Earth Systems and Natural Disasters.
- Evaluate an interpretation of financial and accounting data for managerial purposes of Earth Systems and Natural Disasters.
- Analyze the organizational effectiveness and the need for changing in relation to the ethical and responsible management of human, financial, and other resources.

- Deliver effective computer, coordination, and communication skills, especially the ability to transmit complex technical information.
- Master advanced English skills for professional communication, including teaching and communicating with the public in English effectively.
- Acquire professional skills and attitudes to conduct research effectively both individually and collaboratively in class, laboratory, and field settings with high responsibility, morality, and integrity.
- Appreciate providing services to the community through building and maintaining excellent working relationship with people of different nationalities, religions, and cultural backgrounds.

Career Opportunities

- Earth System Science specialist in state agencies and private companies
- Academic professors and researchers in Earth System Science
- Earth System Science analyst
- Earth System Science consultant



CURRICULUM STRUCTURE

Plan A1	Credits
1. Core Courses (non-credit)	-
1.1 Research Methodology	3
1.2 Scientific Tools for Research	3
2. Elective Courses (non-credit)	-
2.1 Special Study I & II	6
3. Thesis	36
Total credits	36



Plan A2-1	Credits
1. Core Courses	12
1.1 Earth System Science	3
1.2 Data Sciences for Earth Science and Disaster Management	3
1.3 Disaster Risk Management	3
1.4 Research Methodology	3
1.5 Scientific Tools for Research (non-credit)	3
2. Elective Courses	-
2.1 Special Study II (non-credit)	3
3. Thesis	24
Total credits	36

Plan A2-2	Credits
1. Core Courses	15
1.1 Earth System Science	3
1.2 Data Sciences for Earth Science and Disaster Management	3
1.3 Disaster Risk Management	3
1.4 Research Methodology	3
1.5 Scientific Tools for Research	3
2. Elective Courses	3
2.1 Elective Course	3
2.2 Special Study II (non-credit)	3
3. Thesis	18
Total credits	36

Program Outline

The doctoral program focuses on developing the knowledge and skills in technology and environmental research to further build innovation and create new knowledge to identify the causes, prevent problems, and manage resources for sustainable environment.

Students can choose the following 2 study plans:

1. **Study Plan 1.1** (for students entering with a Master's degree)
2. **Study Plan 1.2** (for students entering with a Bachelor's degree)

Learning Outcomes

- Specializes in researching and building new knowledge in technology and environmental management that is accepted in both national and international level
- Able to apply technological innovation and environmental management to solve problems and manage natural resources efficiently and effectively
- Possesses moral, ethical, professional ethics, and able to make decisions based on academic principles and reasonable analyses

Career Opportunities

- Specialist in technology and environmental management in public and private organizations
- Environmental and geospatial researcher and scholar
- Environmental analyst
- Environmental planner and policymaker
- Environmental controller and manager of various industrial facilities
- Environmental and geospatial information advisor
- Innovator in technology and environmental management



Plan 1.1	Credits
1. Core Courses (non-credit)	-
2. Elective Courses (non-credit)	6
3. Special Study (non-credit)	6
4. Thesis	48
Total credits	48

Plan 1.2	Credits
1. Core Courses (non-credit)	-
1.1 Advanced Research Methodology	3
2. Elective Courses (non-credit)	6
3. Special Study (non-credit)	6
4. Thesis	72
Total credits	72



Entry Requirements

Undergraduate Degree

Have a High School Diploma or GCE 'A' Level or Cambridge or GED (General Educational Development) or IB (International Baccalaureate)

A certificate of English Proficiency Test (for non-native English speakers) not older than 2 years:

- TOEFL score
 - Paper-based: 477
 - Computer-based: 153
 - Internet-based: 53
- IELTS band score 4.5
- TOEIC score 500 – 550*
- Duolingo score 65
- Other standardized English proficiency tests equivalent to TOEFL / IELTS / TOEIC / Duolingo

Other additional requirements depending on the program

Pass admission interview

Graduate Degree

Have a bachelor's or master's degree

A certificate of English Proficiency Test (for non-native English speakers) not older than 2 years:

- TOEFL score
 - Paper-based: 500
 - Computer-based: 173
 - Internet-based: 61
- IELTS band score 5

Other supporting documents required depending on the program



Application Procedure

All required documents must be in English only. Documents in other languages must be translated into English with an official stamp.

Undergraduate Degree

Required documents to be submitted to the Student Admissions and Registration Office:

- Completed Application Form
- A certified copy of high school diploma and transcript of records or a certified copy of one of the following certificates: GCE 'A' Level or Cambridge, GED, or IB
- A certificate of English Proficiency Test result (TOEIC, TOEFL, IELTS, or Duolingo)
- A certified copy of main passport page showing personal details
- A certified copy of name/surname change certificate (if applicable)
- 2-inch recent photograph

Application Period AY2023:

Semester 1: Sep. 5, 2022 – July 6, 2023

Semester 2: Sep. 1, 2023 – Dec. 1, 2023

For online application form, visit:
<http://www.admissions.phuket.psu.ac.th/apply/>

Student Admissions Office email:
admissionpkt@phuket.psu.ac.th

Graduate Degree

Required documents to be submitted to the Graduate School:

- Completed Online Application Form
- A scanned copy of bachelor's or master's degree certificate
- A scanned copy of academic transcript(s)
- A scanned copy of main passport page showing personal details
- A scanned copy of English proficiency certificate (TOEFL or IELTS)
- Curriculum Vitae
- A brief research proposal (800 words)
- Other documents required depending on the program

Application Period AY2023:

Semester 1: Nov. 1, 2022 – Jul. 15, 2023

Semester 2: Aug. 1, 2023 – Oct. 15, 2023

Online Application:
<https://gradmis.psu.ac.th/admission/home.php>

For more information, visit:
<https://grad.psu.ac.th/en/prospective-students/admission.html>

International Student Visa

To study in Thailand as an international student requires a student visa. International students who are accepted to study at PSU Phuket will receive an official Letter of Acceptance from the faculty and other documents needed for student visa application, mailed together by PSU Phuket International Affairs Centre (IAC).

If the prospective student is inside Thailand:

The student must leave Thailand to apply for a Non-Immigrant Education (Non-ED) single entry visa at the nearest Royal Thai Embassy or Consulate. The prospective student will need to bring the certified Letter of Acceptance as well as the Visa Request Letter (written in Thai) from PSU Phuket to apply for this visa. For more detailed information regarding other required documents needed for student visa application, please visit the respective Royal Thai Embassy's website.

If the prospective student is outside Thailand:

The student must apply for a Non-Immigrant Education (Non-ED) single entry visa at the nearest Royal Thai Embassy or Consulate. The prospective student will need to bring the certified Letter of Acceptance as well as the Visa Request Letter (written in Thai) from PSU Phuket to apply for this visa. For more detailed information regarding other required documents needed for student visa application, please visit the respective Royal Thai Embassy's website.

Once the student visa has been obtained, the prospective student must email IAC at iacpsu@phuket.psu.ac.th or iacpsu@gmail.com informing the student's arrival date—preferably one month or no later than 15 days before the beginning of the semester.





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