

Faculty :	College of Innovation
Program :	BACHELOR OF ARTS PROGRAM IN SERVICE INNOVATION
Level :	Undergraduate

Semester 1 / 2026				
Course Code	Course	Credits	Course level	Course Description or link to Course Description
SV180	Data Visualization	3	Undergraduate Only	Overview of data visualization; target analyzing; dashboard and storytelling with data; data visualization design for business; business intelligence
SV210	Economics and Business Conditions Analysis for Service Innovation Management	3	Undergraduate Only	Principles of economics; concepts and its application for service innovation; functioning of the modern market economy; microeconomics that analyzing the behavior of consumers and firms; analyzing markets for services and policy choices that affect these markets and macroeconomics that concern the national economic conditions which also encapsulate the impact to business conditions and organization
SV213	International Human Resources Management	3	Undergraduate Only	Overview of human resource management; policies and procedure; recruitment and selection; orientation and induction; performance evaluation; training program; compensation and reward management; labor relation; safety and welfare; organizational design for international organization; human resource management for international partnership; international human resource management strategy; motivation; leadership; communication for international organization; ethics for international business
SV230	Business Communication	3	Undergraduate Only	Effective communication skills in business professional; business letters; essays; reporting; memoranda; minute taking; business pitching; resume and cover letter; interviewing and listening
SV241	International Hotel Management	3	Undergraduate Only	An introduction to an international hotel industry; role and function of all major hotel departments along with the basic management principles involved; front office as the central role of a hotel; guest cycle from reservations to departure; collaboration between departments

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SV320	Sustainability in Service Industry	3	Undergraduate Only	Importance of sustainability in service industry; principles and foundations of sustainable development in service industry; responsible business concepts and practices; corporate social responsibility; service industry impacts assessment; participatory approach for sustainable service industry development; sustainable management and solutions for service industry
SV346	Destination Design and Management	3	Undergraduate Only	Introduction to tourism development; importance of destination design and management; trends of potentials of tourism industry; creative design for tour program; innovative tourism development
SV355	Digital Transformation for Tourism and Service Industry	3	Undergraduate Only	Introduction of digital technology in tourism and tourism and service industry; digital tourism landscape; technology acceptance and diffusion of innovation in tourism and service industry; online travel intermediaries; digital tourists; social media; technology for business operations; sharing economy; and future trends in digital tourism
SV432	Digital Entrepreneurship	3	Undergraduate Only	Overview of digital entrepreneurship; building the digital entrepreneurship presence; digital business strategy; digital marketing and advertising; digital marketing for tourism and hotel; social network and mobile marketing
SV434	Business Continuity Management in Service Industry	3	Undergraduate Only	The course focuses on the principle of Business Continuity Plan (BCP); understanding organization context; business impact analysis; risk analysis; risk identification; risk assessment; risk management; risk control; business continuity management strategy; developing and implementing BCM response
SV456	Competitive Analysis for Luxury Business in Mature and Emerging Markets	3	Undergraduate Only	Rethinking luxury business models in the mature market; maintaining leading edge in luxury business through innovation; expanding luxury business into emerging markets; analyzing the key value drivers for unique and diverse business environments in order to grow business
TU109	Innovation and Entrepreneurial mindset	3	Undergraduate Only	Risk assessment and creating new opportunities. Thinking and planning as an entrepreneur. Decision making and entrepreneurial venture development. Business communication for delivering concept or initiative in an efficient, effective and compelling manner. Social shared value creation.

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Course Code	Course	Credits	Course level	Course Description or link to Course Description
Semester 2 / 2026				
Course Code	Course	Credits	Course level	Course Description or link to Course Description
SV200	Customer-Focused Innovation	3	Undergraduate Only	Collecting and analyzing cutting-edge insights about the needs of customers; developing prototypes and test with customers; creating a customer-centric business using design thinking
SV211	Accounting and Finance for Service Innovation Management	3	Undergraduate Only	The objectives of the course cover the fundamentals of accounting principles; the various branches of accounting; the different service business structures; the construction and content of the financial statements; the balance sheet; the income statement; the statement of cash flows; the statement of retained earnings; the analysis and interpreting the financial statements; terminology used in finance; time value of money; various methods of financial management; making basic managerial and investment decisions
SV212	Digital Marketing for Service Innovation Management	3	Undergraduate Only	Developing high-impact digital marketing strategies; optimizing business growth using digital marketing; customer acquisition strategies such as the metaverse; podcast, Google search engine optimization (SEO); social media marketing
SV214	Business Law for Service Innovation Management	3	Undergraduate Only	Introduction to legal aspects of the service industry; identifying and analysis issues by applying legal principles to service business structures; understanding business law; employment law; and business organizations; recognizing; analysis; evaluating legal issues for making and articulating appropriate decisions
SV232	Brand and Communication Management for Service Industry	3	Undergraduate Only	Concepts and the importance of brand for service industry; differences between marketing and branding; roles and responsibilities of a brand manager; planning process for brand design; brand positioning; brand identity; brand equity; brand management strategy; examples of successful branding in service industry
SV244	Wellness tourism destination development	3	Undergraduate Only	Physical and mental well-being; millennial wellness tourists; wellness experience design for active aging; developing wellness activities such as spa for health, and sport recovery

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SV261	Special Event Management	3	Undergraduate Only	Basic concepts and theories of special event management including product launch and exhibition; catering on-premises and off-premises; event planning; stakeholders coordinating; events programming and activities; managerial issues that effect on the industry; future trends of the industry
SV321	Innovation and Creativity Workshop	3	Undergraduate Only	Developing a design thinking mindset to enhance creativity; flexibility; empathy as a team; sharpening “soft skills” to become a more agile leader; innovative problem-solving techniques for online and on-site workshops
SV330	Cross-Cultural Management in a Global Environment	3	Undergraduate Only	Introduction and exploration of the cross-cultural contexts in international business; approaches and guidelines for cross-cultural management with effectiveness; awareness and understanding of diversity for competitive advantage; etiquette in cross-cultural business management; cross-cultural communication and business negotiation
SV331	Strategic Planning for Service Innovation Management	3	Undergraduate Only	Strategic thinking development for the service industry; capacity building for holistic understanding of business organization; trends; situations and competitive landscape identification and analysis; creative thinking and design thinking for decision-making; problem-solving; customer service
SV365	Social Innovation for Public Service	3	Undergraduate Only	Understanding of public goods and services; roles and responsibilities of government agencies and public sectors; differences in service customers and needs; managing rapid change in public services; digitalization in public services for effectiveness; introduction to social innovation for public services
SV435	Supply-Chain Management in Food Production Process	3	Undergraduate Only	Overall process of food production supply chain management; trends in the market; new technologies; seasonality; predicting demand; production planning; capacity constraints; quality control; environmental practices; human resources; food safety and linking sales to operations planning