

**Doctor of Business Administration Program
in Sports, Tourism and Recreation Management
(New Program, 2025)**

Institution: Thailand National Sports University, Chonburi Campus

Section 1: General Information

1. Program:

Doctor of Business Administration Program in Sports, Tourism and Recreation Management

2. Degree and Major:

Doctor of Business Administration (Sports, Tourism and Recreation Management)
D.B.A. (Sports, Tourism and Recreation Management)

3. Total Credits:

Not less than 48 credits for the 3-year program (for Master's degree holders)

Plan 2 is a research-oriented study plan emphasizing a high-quality doctoral thesis that fosters academic and professional advancement, along with additional coursework as follows:

Plan 2.1 Applicants who have completed a Master's degree must complete a doctoral thesis of no less than 36 credits and additional coursework of no less than 12 credits.

4. Course Curriculum

1. Course Curriculum

Doctoral Degree Program, Plan 2.1

2. Languages of Instruction

Thai and English

3. Collaboration with Other Institutions

None

4. Degree Conferred

Single degree in the major field of study

5. Readiness for Dissemination of Quality and Standardized Curriculum

The curriculum is prepared for dissemination as a high-quality and standardized program, fully aligned with the Higher Education Qualification Standards of B.E. 2565 (2022), effective from the 2025 academic year onwards.

6. Career Opportunities

6.1 Leading academics in sports, tourism, and recreation business management within public and private organizations.

6.2 Leading researchers in sports, tourism, and recreation business management in both domestic and international research agencies

6.3 Consultants in sports, tourism, and recreation business management for the public or private sectors.

6.4 Executives in business organizations and government agencies.

6.5 Entrepreneurs in the sports, tourism, and recreation management industry.

6.6 Faculty members/lecturers in educational institutions.

6.7 Other related professions, such as Influencers in sports, tourism, and recreation management for the public or private sectors.

7. Venue for Instruction

Instruction is conducted at Thailand National Sports University, Chonburi Campus, and through other formats as determined by the program.

Section 2

Philosophy, Objectives, and Learning Outcomes

1. Philosophy

University Philosophy

"Aiming for excellence in sports science."

The university provides integrated sports science education focusing on learning through practice. This empowers learners to be lifelong seekers of knowledge, responding to changes in Thai and global society, achieving excellence in sports science, and possessing a sense of social responsibility.

Program Philosophy

To create knowledge, research, and innovation in the business of sports, tourism, and recreation.

2. Program Objectives

To produce scholars and professionals with the following characteristics:

1 Possess morals and ethics in the management of sports, tourism, and recreation businesses.

2 Serve as advanced scholars and professionals capable of synthesizing knowledge and continuously developing business administration skills to effectively solve problems and develop various organizations.

3 Possess the ability to create new knowledge and innovations in sports, tourism, and recreation businesses that can be integrated with other related sciences at an international standard.

4 Capable of systematically and continuously producing academic or research work in business administration.

3. Program Learning Outcomes: PLOs

The program aims to produce doctoral graduates who align with national and university strategies, as well as the needs of stakeholders. It complies with the four domains of the Notification of the Higher Education Standards Committee regarding Details of Learning Outcomes according to the Higher Education Qualification Standards B.E. 2565 (2022). The focus is on producing graduates with analytical and synthetic thinking skills, capable of lifelong learning, based on a foundation of patriotism, gratitude, discipline, and social responsibility. Graduates will possess the following abilities:

PLO 1 Possess morals and ethics in sports, tourism, and recreation business management

PLO 2 Demonstrate the ability to manage problems within the sports, tourism, and recreation business sectors

PLO 3 Capable of developing sustainable knowledge in sports, tourism, and recreation business management

PLO 4 Capable of creating research that generates new knowledge in sports, tourism, and recreation business management

PLO 5 Possess the ability to integrate knowledge for the development of sports, tourism, and recreation businesses at an international level.

Table 1: Relationship between Program Objectives and Program Learning Outcomes (PLOs)

Program Objectives				Program Learning Outcomes (PLOs)	Courses
1	2	3	4		
✓				PLO 1 Possess morals and ethics in sports, tourism, and recreation business management	BA 071126 Advance Human Capital Management in Sports, Tourism and Recreation Management BA 071125 Advance Innovative Strategic Management BA 072124 Advanced Statistics and Research in Business Administration BA 071127 Seminar in Research and Forecasting of Sports, Tourism and Recreation Business BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business BA 072130 Doctoral Thesis
	✓			PLO 2 Demonstrate the ability to manage problems within the sports, tourism, and recreation business sectors	BA 071126 Advance Human Capital Management in Sports, Tourism and Recreation Management BA 071125 Advance Innovative Strategic Management BA 072124 Advanced Statistics and Research in Business Administration BA 072129 Seminar in Cross-cultural Sports, Tourism and Recreation Business BA 072130 Doctoral Thesis
	✓	✓		PLO 3 Capable of developing sustainable knowledge in sports, tourism, and	BA 071126 Advance Human Capital Management in Sports, Tourism and Recreation Management BA 071125 Advance Innovative Strategic Management

Program Objectives				Program Learning Outcomes (PLOs)	Courses
1	2	3	4		
				recreation business management	BA 072124 Advanced Statistics and Research in Business Administration BA 071127 Seminar in Research and Forecasting of Sports, Tourism and Recreation Business BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business BA 072129 Seminar in Cross-cultural Sports, Tourism and Recreation Business BA 072130 Doctoral Thesis
	✓	✓		PLO 4 Capable of creating research that generates new knowledge in sports, tourism, and recreation business management	BA 072124 Advanced Statistics and Research in Business Administration BA 071127 Seminar in Research and Forecasting of Sports, Tourism and Recreation Business BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business BA 072130 Doctoral Thesis
✓	✓	✓	✓	PLO 5 Capable of integrating multi-disciplinary knowledge to develop international sports, tourism, and recreation businesses	BA 071125 Advance Innovative Strategic Management BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business BA 072129 Seminar in Cross-cultural Sports, Tourism and Recreation Business BA 072130 Doctoral Thesis

Section 3

Curriculum Structure, Courses, and Credits

1. Educational Management System

1.1 Educational System

The program is a Special Program (Outside Official Working Hours) using the semester system. One academic year is divided into two regular semesters: the First Semester and the Second Semester. Each regular semester consists of no less than 15 weeks of study.

1.2 Summer Session

- None

1.3 Credit Equivalence (Semester System)

- None

2. Curriculum Implementation

2.1 Instructional Schedule

First Semester: June – September

Second Semester: November – February

Note: Subject to change according to Thailand National Sports University announcements.

2.2 Applicant Qualifications

2.2.1 Must hold a Master's degree or equivalent in the applied field or a related field.

2.2.2 Must have English proficiency test results that meet the university's standards for graduate students.

2.2.3 International students must pass training in Thai communication and language usage.

2.2.4 Other qualifications as specified by university announcements.

2.3 Problems of New Students

- None

2.4. Strategies to Address Student Problems/Limitations (from 2.3)

- None

3. Curriculum

Total Credits Required for the Program Not less than
48 credits

Program Structure (Plan 2.1): This plan focuses on a doctoral thesis of at least 36 credits, supplemented by at least 12 credits of coursework.

A. Foundation Courses	Non-credit
B. Core Courses	At least 12 Credits
C. Doctoral Thesis	At least 36 Credits

Curriculum Courses

Foundation Course (Non-Credit)

HU 055021 English for Graduate Study	3(3-0-6)
HU 058056 English for Thesis Writing	3(3-0-6)

Core Courses required to complete 12 credits from the following courses:

Credits (Lecture-Practice-Self-Study)

BA 072124 Advanced Statistics and Research in Business Administration	3(2-2-5)
BA 071125 Advance Innovative Strategic Management	3(2-2-5)
BA 071126 Advance Human Capital Management in Sports, Tourism and Recreation Management	3(2-2-5)
BA 071127 Seminar in Research and Forecasting of Sports, Tourism and Recreation Business	1(1-0-2)
BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business	1(1-0-2)
BA 072129 Seminar in Cross-cultural Sports, Tourism and Recreation Business	1(1-0-2)

Doctoral Thesis required to complete 36 credits

BA 072130 Doctoral Thesis

Study Plan

Study Plan

Study Plan (Plan 2.1)

Year 1: First Semester

Course /Code	Course Title	Credits
Foundation Course (Non-Credit)		
HU 055021	English For Graduate Study	3(3-0-6)
HU 058056	English For Thesis Writing	3(3-0-6)

Core Courses		
BA 071126	Advance Human Capital Management in Sports, Tourism and Recreation Management	3(2-2-5)
BA 071127	Seminar in Research and Forecasting of Sports, Tourism and Recreation Business	1(1-0-2)
Total		4

Year 1: Second Semester

Course /Code	Course Title	Credits
Core Courses		
BA 071125	Advance Innovative Strategic Management	3(2-2-5)
BA 071128	Seminar in Current Issues of Sports, Tourism and Recreation Business	1(1-0-2)
Total		4

Year 2: First Semester

Course /Code	Course Title	Credits
Core Courses		
BA 072124	Advanced Statistics and Research in Business Administration	3(2-2-5)
BA 072129	Seminar in Cross-cultural Sports, Tourism and Recreation Business	1(1-0-2)
Total		4

Year 2: Second Semester

Course /Code	Course Title	Credits
-	Qualifying Examination	-
Doctoral Thesis		
BA 072130	Doctoral Thesis	12
Total		12

Year 3: First Semester

Course /Code	Course Title	Credits
Doctoral Thesis		
BA 072130	Doctoral Thesis	12
Total		12

Doctoral Thesis
Year 3: Second Semester

Course /Code	Course Title	Credits
Doctoral Thesis		
BA 072130	Doctoral Thesis	12
Total		12

Course Description

A. Foundation Courses (Non-Credit)

HU 055021 **English For Graduate Study** **3(3-0-6)**

English grammars and four communicative skills, technical terms and interpretation, various kinds of writing, i.e. essay, articles, reports, etc.

HU 058056 **English For Thesis Writing** **3(3-0-6)**

Writing correct sentences, using modifiers making sentences, academic writing, writhing evaluative stances, using tenses in research report, linking Ideas into paragraphs and essays, reference writing in APA format.

B. Core Courses

BA 072124 Advanced Statistics and Research in Business 3(2-2-5)
Administration

Principles of advanced statistics and research; forms of research; research designs for quantitative and qualitative research; research instrument construction and development; instrument quality validation; data collection; advanced statistics for data analysis; research proposal practicum; research report writing; article writing for dissertation publication; in national and international business development base on moral and ethical.

Course Learning Outcomes

- CLO 1 : Explain research methodology
- CLO 2 : Develop a research proposal
- CLO 3 : Select appropriate statistics, analyze data, and interpret research results
- CLO 4 : Write research reports and continuously advance research projects for national and international publication
- CLO 5 : Demonstrate research ethics

BA 071125 Advance Innovative Strategic Management 3(2-2-5)

Concepts, process, levels and nature of innovative business strategies, internal and external environment evaluation, analysis of strategies and choices, setting goals, establishing policies and allocating resources, strategic review, evaluation, social return on investment, strategic control in national and international level, and integrated global business strategic innovation that concentrated on management ethic.

Course Learning Outcomes

- CLO 1 : Analyze the business environment and evaluate business opportunities.
- CLO 2 : Formulate strategic plans.
- CLO 3 : Develop strategic action plans.
- CLO 4 : Evaluate operational performance and social return on investment with ethical consideration.
- CLO 5 : Integrate innovative strategic management knowledge on a global scale for sustainable development.

BA 071126 Advance Human Capital Management in Sports, Tourism and Recreation Management 3(2-2-5)

The evolution, concepts, principles, procedures and roles of advanced human capital development; the vision, mission, strategy, and tools of human capital development; anticipating and sustaining human capital within the organization; human capital assessment; work-life balance; employee consultation; building a network of outsourced specialists, lifelong learning, developing knowledge of human capital management corresponds to survival appropriate in the contemporary sports, tourism and recreation in national and international business context that concentrated on management ethic.

Course Learning Outcomes

CLO 1 : Identify and explain the roles and processes of human resource management

CLO 2 : Develop a comprehensive body of knowledge in human resource management

CLO 3 : Apply human resource management knowledge in both national and international contexts, adapting to changing situations with integrity and ethics

BA 071127 Seminar in Research and Forecasting of Sports, Tourism and Recreation Business 1(1-0-2)

Reviewing literature related to forecasting and business research both in the past and at the present to analyze knowledge and apply research findings or innovation, practice analyzing big data analysis and business foresight in the sports, tourism and recreation business context.

Course Learning Outcomes

CLO 1 : Synthesize research findings and theories to develop innovative insights by integrating diverse concepts from both within and beyond the field of advanced study.

CLO 2 : Demonstrate high-level proficiency in articulating academic and professional opinions.

CLO 3 : Communicate effectively using appropriate technologies within both academic and professional circles.

CLO 4 : Forecast and utilize advanced models for strategic business decision-making.

BA 071128 Seminar in Current Issues of Sports, Tourism and Recreation Business 1(1-0-2)

Analyses of current issues in management science; managing for change and innovation management; administration in sports, tourism and recreation business context; integrated management; supply chain management; strategic management; risk management;

challenges and factors influencing the building of sustainable success in exploiting opportunities and developing the future direction of the organization; business ethics and social responsibility; influences on and relationships of executives and entrepreneurs now and in the future.

Course Learning Outcomes

CLO 1: Analyze current issues and trends related to sports, tourism, and recreation business management

CLO 2 : Integrate management principles with other disciplines to create and capitalize on business opportunities

CLO 3 : Operate business in the modern era guided by business ethics and social responsibility

BA 072129

**Seminar in Cross-cultural Sports, Tourism and
Recreation Business**

1(1-0-2)

Field study in cross- cultural sports, tourism and recreation business for studying cultural impacts of business management, cross- cultural environment, business strategy and innovation for sustainable competitive advantage, presentation and report integration on field study.

Course Learning Outcomes

CLO 1 : Analyze the impact of culture on business management

CLO 2 : Formulate strategies for sustainable competitive advantage in business

CLO 3 : Write reports and deliver presentations that demonstrate the integration of core knowledge with business practices

C. Doctoral Thesis

BA 072130

Doctoral Thesis

36 Credits

Research on interested issues in the field of study under the guidance of an advisor.

Course Learning Outcomes

CLO 1 : Review literature and previous research related to business administration

CLO 2 : Analyze and synthesize research findings

CLO 3 : Write comprehensive research reports

CLO 4 : Generate new knowledge in the field of business administration

CLO 5 : Publish academic or research papers in recognized journals while adhering to research ethics

Expected Learning Outcomes at the End of the Academic Year

Table 3: Details of Year-Level Learning Outcomes (YLOs)

Year	Year Learning Outcomes: YLOs
1	Demonstrate knowledge, ethics, and personal traits suited to contemporary socio-economic conditions while being future-ready; master business management skills to analyze theories and research for knowledge creation and effective problem-solving in business management.
2	Demonstrate research proficiency as a foundation for academic and professional growth. Ability to analyze and synthesize experiences into new knowledge, integrating it into thesis development and defense to drive successful business outcomes.
3	Demonstrate doctoral-level competencies in data analysis, synthesis, and discussion. Proficient in conducting oral thesis defenses and producing research publications as required by the curriculum to achieve successful graduation.

Table 4 Learning Outcomes vs. Bloom's Taxonomy

Program Learning Outcomes : PLOs	Cognitive Domain (Knowledge)	Psychomotor Domain (Skills)	Affective Domain (Attitude)	Higher Education Qualifications Standard, B.E. 2565 (2022)
PLO 1 Possess morals and ethics in sports, tourism, and recreation business management			✓	Ethics (E) Character (C)
PLO 2 Demonstrate the ability to manage problems within the sports, tourism, and recreation business sectors	✓	✓	✓	Knowledge (K) Skills (S) Ethics (E) Character (C)
PLO 3 Capable of developing sustainable knowledge in sports, tourism, and recreation business management	✓			Knowledge(K)

PLO 4 Capable of creating research that generates new knowledge in sports, tourism, and recreation business management	✓	✓	✓	Skills (S) Ethics (E)
PLO 5 Capable of integrating multi-disciplinary knowledge to develop international sports, tourism, and recreation businesses	✓	✓		Knowledge (K) Skills (S)

Section 4

Learning Management Strategies and Student Evaluation

PLO	Teaching Strategies	Learning Assessment
PLO 1 Possess morals and ethics in sports, tourism, and recreation business management	<ol style="list-style-type: none"> 1. Raising awareness of values, morals, ethics, and professional codes of conduct. 2. Organizing extracurricular projects/activities related to moral and ethical development 3. Practice-based learning with active participation 	<ol style="list-style-type: none"> 1 Evaluation based on behavior and active participation 2 Assessment based on project/activity outcomes 3 Assessment through business case study discussions
PLO 2 Demonstrate the ability to manage problems within the sports, tourism, and recreation business sectors	<ol style="list-style-type: none"> 1. Theoretical lectures on personality, communication, and teamwork 2. Simulation-based learning 3. Project-based learning (PBL) 4. Inquiry-based learning 	<ol style="list-style-type: none"> 1. Assessment through student reflective reports 2. Observation of student behavior 3. Assessment based on student assignments, artifacts, activities, and projects 4. Authentic assessment
PLO 3 Capable of developing sustainable knowledge in sports, tourism, and recreation business management	<ol style="list-style-type: none"> 1. Utilizing knowledge sharing and collaborative learning processes 2. Problem-Based Learning (PBL) and case studies 3. Providing experiential learning through field trips and real-world situations 4. Participation in academic conferences and seminars in business administration 	<ol style="list-style-type: none"> 1. Assessment based on knowledge sharing, perspectives, and active contribution during the collaborative learning process 2. Evaluation of academic achievement 3. Assessment through academic articles or research papers
PLO 4 Capable of creating research that generates new knowledge in sports, tourism, and recreation business management	<ol style="list-style-type: none"> 1. Designing courses that enable students to analyze, synthesize, and engage in knowledge sharing 2. Researching, problem-solving, and constructing new knowledge 	<ol style="list-style-type: none"> 1. Assessment through seminars, involving the analysis, synthesis, and exchange of knowledge 2. Evaluation based on independent research and problem-solving capabilities

PLO	Teaching Strategies	Learning Assessment
		3. Assessment based on formal reports and the doctoral thesis 4. Evaluation through academic articles and research papers
PLO 5 Capable of integrating multi-disciplinary knowledge to develop international sports, tourism, and recreation businesses	<ol style="list-style-type: none"> 1. Theoretical lectures on sports management, tourism and recreation, and business development 2. Case study analysis 3. Research assignments on business management topics to develop solutions and successful management strategies 4. Field trips 	<ol style="list-style-type: none"> 1 Assessment of analytical skills 2. Evaluation through discussions and knowledge sharing 3. Assessment based on field trip reports

Section 5

Curriculum Instructors

1. Curriculum Instructors

Three faculty members responsible for the curriculum possess educational qualifications and requirements in accordance with the criteria set by the Office of the Permanent Secretary of the Ministry of Higher Education, Science, Research and Innovation, with academic works produced between the academic years 2021 and 2025 as detailed in table 4

Table 4 Curriculum Instructors

No	Name - Surname	Identification Number	Academic Titles	Degree / Major	Institution	
					Institution	Year
1	Ms. Patanthiya Singhkram	3560300399227	Associate Professor (Business Administration)	Ph.D. (Sports, Recreation, and Tourism)	Srinakharinwirot University	2014
				M.M. (Human Resources Management)	Burapha University	2007
				B.A. (General Management)	Chiang Rai Rajabhat University	1998
2	Mr. Assawin Chantrasrasom	3609900365355	Assistant Professor (Business Administration - Sports Management)	D.B.A. (Sports Management)	Chandrakasem Rajabhat University	2016
				M.S. (Sports Science)	Kasetsart University	2009
				B.S. (Sports Science)	Kasetsart University	2003
3	Mr. Thanarit Thanaiudomphat	1100600135761	Assistant Professor (Business Administration)	Ph.D. (Business Administration)	Naresuan University	2016
				M.Sc. Management	Anglia Ruskin University, United Kingdom.	2013
				B.B.A. (International Business - International Program)	Ramkhamhaeng University	2009

2. Curriculum Instructors

Five faculty members whose qualifications and credentials meet the standards prescribed by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation (MHESI). Their academic contributions and research outputs (Academic Years 2021–2025) are detailed in table 5.

Table 5 Curriculum Instructors

No	Name - Surname / Academic Titles	Degree / Major	Institution/ Year
1*	Ms. Patanthiya Singhkram Associate Professor (Business Administration)	Ph.D. (Sports, Recreation, and Tourism)	Srinakharinwirot University 2014
		M.M. (Human Resources Management)	Burapha University 2007
		B.A. (General Management)	Chiang Rai Rajabhat University 1998
2*	Mr. Assawin Chantrasrasom Assistant Professor (Business Administration - Sports Management)	D.B.A. (Sports Management)	Chandrakasem Rajabhat University 2016
		M.S. (Sports Science)	Kasetsart University 2009
		B.S. (Sports Science)	Kasetsart University 2003
3*	Mr. Thanarit Thanaiudomphat Assistant Professor (Business Administration)	Ph.D. (Business Administration)	Naresuan University พ.ศ. 2559
		Master of Science Program in Management	Anglia Ruskin University, United Kingdom. 2016
		B.B.A. (International Business - International Program)	Ramkhamhaeng University 2009
4	Mr. Panuwat Yaosiri Assistant Professor (Recreation)	Ph.D. (Sports, Recreation, and Tourism)	Srinakharinwirot University 2017
		M.B.A. (Business Administration)	Surat Thani Rajabhat University 2008
		B.A. (Tourism Industry)	Nakhon Pathom Rajabhat Institute 1994
5	Ms. Naliniawan Prapantha Lecturer	Ph.D. (Public Administration)	Sripatum University 2017
		LL.M. (Public Law)	Ramkhamhaeng University 2012
		LL.B. (Bachelor of Laws)	Ramkhamhaeng University 2007

3. Instructors

3.1 Instructors

Table 6 Instructors

No	Name - Surname / Academic Titles	Degree / Major	Institution/ Year
1*	Ms. Patanthiya Singhkram Associate Professor (Business Administration)	Ph.D. (Sports, Recreation, and Tourism)	Srinakharinwirot University 2014
		M.M. (Human Resources Management)	Burapha University 2007
		B.A. (General Management)	Chiang Rai Rajabhat University 1998
2*	Mr. Assawin Chantrasrasom Assistant Professor (Business Administration - Sports Management)	D.B.A. (Sports Management)	Chandrakasem Rajabhat University 2016
		M.S. (Sports Science)	Kasetsart University 2009
		B.S. (Sports Science)	Kasetsart University 2003
3*	Mr. Thanarit Thanaiudomphat Assistant Professor (Business Administration)	Ph.D. (Business Administration)	Naresuan University พ.ศ. 2559
		Master of Science Program in Management	Anglia Ruskin University, United Kingdom. 2016
		B.B.A. (International Business - International Program)	Ramkhamhaeng University 2009
4	Mr. Panuwat Yaosiri Assistant Professor (Recreation)	Ph.D. (Sports, Recreation, and Tourism)	Srinakharinwirot University 2017
		M.B.A. (Business Administration)	Surat Thani Rajabhat University 2008
		B.A. (Tourism Industry)	Nakhon Pathom Rajabhat Institute 1994
5	Ms. Naliniawan Prapantha Lecturer	Ph.D. (Public Administration)	Sripatum University 2017
		LL.M. (Public Law)	Ramkhamhaeng University 2012
		LL.B. (Bachelor of Laws)	Ramkhamhaeng University 2007