



Study Abroad Company

Prince of Songkla University

History

PSU was founded in 1967 and it was the first university in Southern Thailand. The university's main campus is located in Hat Yai with satellite campuses in Pattani, Phuket, Surat Thani and Trang. In 2008, over 34,000 students enrolled at PSU.

The university's first campus was built in Pattani in 1968. The next campus was the Hat Yai campus, which was built in 1971. The Hat Yai campus is now the main campus of the university and over 50 % of the university's students attend classes there. Additional campuses were built in Phuket (1977) and Surat Thani (1990) and the latest addition has been the education service area in Trang, which was built in 1991. PSU offers a total of 295 educational programs to its students, 18 of the programs are international programs and 3 are foreign language programs.

The University was named in honor of His Royal Highness Somdej Chao Fa Mahidol Adulyadej Kromma Luang Songkla Nakarin, who was the father of the king of Thailand.



The PSU Phuket campus was previously the Phuket Community College, which offered programs in mining, agriculture, aquaculture and rubber technology. However, the increasing amount of tourism in Thailand and Phuket created the need for an institution for teaching tourism. Thus, in 1993, the Community College became the PSU campus for the Faculty of Hospitality and Tourism (FHT).

Academics

PSU has three different faculties, which offer education in Hospitality and Tourism, International Studies and Technology and Environment. Most of the offered degrees are undergraduate degrees.



Founded: 1967
Students: 34,000
Undergraduates: 29,000
Postgraduates: 5,000
Location: Hat Yai, Songkla
Control: Public university
Campuses: Pattani, Phuket, Surat Thani and Trang
President: Boonsom Siribumrungsukha
Dean of FHT: Dr. Sumas Wongsunopparat

The PSU Phuket campus is an international campus, both because all the courses are taught in English and because there are students from many countries studying at the FHT. Some students are studying full time in Phuket, while others come for a semester or shorter courses lasting 2 – 3 months. Prince of Songkla's most recent exchange partner is the James Cook University in Queensland, Australia.

PSU Phuket has grown at the same pace as tourism in Thailand. The faculty was the first Hospitality and Tourism Faculty in the country. The name of the faculty has changed twice over the years, but the main focus has remained the same; educating students to be able to move into management positions in the field of hospitality and tourism. The faculty co-operates with the IBC (International Business in China) and the THS (Thai Studies) programs so that students receive a well-rounded education, which will be beneficial in their future.

The courses taught at the FHT combine theory and practice in three different major programs: BBA in Hospitality Management, BBA in Tourism Management and MBA in Hospitality and Tourism Management. The students are taught the theory supporting the field and then the aspects of providing the service. For example, a student specializing in Spa Management would study Organizations and Management, Human Resource Management and Human Physiology and then learn how to provide Spa services such as a traditional Thai massage.

Each of the courses is designed to prepare the students for working in the field they are specializing in, so that they can continue on to their line of work immediately after graduation.



Student Life at PSU



PSU requires all its degree students to take part in at least 17 different extracurricular activities, 100 hours in total, during their four-year studies. The possible activities include sports and clubs, for example, the Bartenders Club and the Computer Animation Club. The campus also has several labs and a library, which are all open daily to support students' studies. The university feels that extracurricular activities are essential for students so that they become active members of the community.

Students are encouraged to study abroad, or to complete their practical training overseas. The studies are designed to help students pursue their

dream careers, whether in the field of tourism, business or entrepreneurship. During the last ten years nearly 90 % of PSU graduates have been employed at satisfactory salaries right after graduating.

Visions and Goals

Prince of Songkla University has always been among the top 10 of Thailand's 140 universities and in 2008, PSU was the 2nd best university in South-East Asia. In 2006, the university was ranked 481st, and in 2007, 525th in the THES - QS World University Rankings.

The university aims at researching and solving local issues as well as conserving the country's national heritage and culture, which will ultimately be beneficial for solving problems on a more global level. The university also aims at combining theory and practice, so that students will be prepared for taking part in working life right after graduating. PSU also wishes to be accessible to people from all walks of life, from high school graduates and business people to homemakers.

The main goal of the university is to be recognized as a leading research university, provide excellent academic services and to remain among the most esteemed universities of the region and eventually be a true leader of international standards.



Dean of the FHT

Dr. Sumas Wongsunopparat is the Dean of the Faculty of Hospitality and Tourism. He received his MBA in the field of finance and marketing from Carnegie Mellon University, USA. He completed his PhD in Strategy and Marketing at Cornell University, USA. He has worked as a professor at Cornell University and the University of Wisconsin as well as been an advisor for several leading businesses. He has worked as an advisor for the Thanachart Bank since 2005.