



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

Course Code: ICS1106 Course Title: Southeast Asia Studies

Credits: 3(3-0-6)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2017

## Section 1 General Information

### 1. Code and Course Title:

Course Code: ICS1106

Course Title (English): Southeast Asia Studies

Course Title (Thai): -

### 2. Credits: 3(3-0-6)

### 3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

### 4. Lecturer Responsible for Course and Instructional

#### Course Lecturer (s):

4.1 Lecturer Responsible for Course: A. Sakul Jariyachamsit

4.2 Instructional Course Lecturer (s): A. Sakul Jariyachamsit

### 5. Contact/Get in Touch

Room Number: 305 Tel.: 034 964 935

E-mail: a.sakul@yahoo.com

### 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 2017

6.2 Number of the students enrolled: 240

### 7. Pre-requisite Course (If any)

None

### 8. Co-requisite Course (If any)

None

## 9. Learning Location

International College, Suan Sunandha Rajabhat University,  
Nakhon Pathom Education Center

Group	Teaching Schedule	Time	Room No.	Lectures
G6	Thursday	13:00-16:00	204	A.Sakul J.
G7	Tuesday	09:00-12:00	306	A.Sakul J.
G8	Tuesday	13:00-16:00	306	A.Sakul J.

## 10. Last Date for Preparing and Revising this Course:

Date: 15                      Month: December                      Year: 2017

## Section 2 Aims and Objectives

### 1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles of Southeast Asia countries.
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### 1.2 Knowledge

- (1) Have understanding of theories and concepts of Southeast Asia countries.
- (2) Have understanding of case studies relevant to Southeast Asia countries.

- (3) Be able to give general information and knowledge of Southeast Asia countries.

### 1.3 Cognitive Skills

- (1) Be able to apply theories and concepts of Southeast Asia countries in case studies and real situations.
- (2) Be able to solve problems that may occur in managing Southeast Asia countries.

### 1.4 Interpersonal Skills and Responsibility

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.

## **2. Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)**

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for General Education Courses, undergraduate students program in Airline Business Program should have essence of knowledge in the concepts and Southeast Asia countries as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and

curriculum mapping. More details were added to the course description of this course in order to cover Southeast Asia Study.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

*(English)*

Countries in Southeast Asia and AEC, its economic, social, political, and environmental situation, Southeast Asia current, historical, and future outlook, their distinctive characteristics, geography, societies and cultures.

*(Thai)*

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### **2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)
45 hours	0 hour	90 hours	Upon Request

### **3. Time Length per Week for Individual Academic Consulting and Guidance**

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 305

Building: International College (Nakhonpathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: -

3.3 Consulting via E-Mail:

A.Sakul: a.sakul@yahoo.com

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook: -

3.5 Consulting via Computer Network (Internet/Web board): -

lecturer's website: [http://www.teacher.ssrु.ac.th/sakul\\_ja/](http://www.teacher.ssrु.ac.th/sakul_ja/)

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

#### **1.2 Teaching Strategies**

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;

- (2) Provide case studies that explain ethics in careers in the tourism industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

### **1.3 Evaluation Strategies**

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments.

## **2. Knowledge**

### **2.1 Knowledge to be acquired**

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning strategies.
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

### **2.3 Evaluation Strategies**

- (1) Quizzes

(2) Midterm and final examination

(3) Assignments

### **3. Cognitive Skills**

#### **3.1 Cognitive Skills to be developed**

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

#### **3.2 Teaching Strategies**

- (1) Use problem-based learning
- (2) Use cooperative learning strategies
- (3) Use case studies
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

#### **3.3 Evaluation Strategies**

- (1) Quizzes
- (2) Midterm and final examination.
- (3) Assignments



## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibility to be developed**

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
  - (2) Be responsible for the improvement of self-academic learning and the profession continuously.

### **4.2 Teaching Strategies**

- (1) Group assignments
- (2) Use cooperative learning strategies
- (3) Field trips

### **4.3 Evaluation Strategies**

- (1) Students' contribution and behavior in group assignments
- (2) Class presentation

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology Skills to be developed**

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and

- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

### **5.2 Teaching Strategies**

- (1) Provide assignments that require students to use numerical analysis skills and knowledge.
- (2) Provide assignments that require students to use information technology skills and knowledge.
- (3) Use e-learning.
- (4) Use group discussions.
- (5) Use oral presentation for practicing communication skill.

### **5.3 Evaluation Strategies**

- (1) Assignments
- (2) Project report and presentation
- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class.
- (4) Midterm and final examinations

## **6. Other Domain**

None

**Remark:** Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<ul style="list-style-type: none"> <li>Overview the course</li> <li>The improvement activity</li> </ul> <p>General knowledge of Southeast</p>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
2	<p>General knowledge of ASEAN</p> <ul style="list-style-type: none"> <li>Historical</li> <li>Members</li> <li>Aims and Purposes</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
3	<p>General knowledge of Brunei</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
4	<p>General knowledge of Cambodia</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.

<b>Week</b>	<b>Topic/ Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
5	General knowledge of East Timor  -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.
6	General knowledge of Indonesia  -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.
7	General knowledge of Laos  -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.
8	..... <b>Midterm Examination</b> .....			
9	General knowledge of Malaysia  -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.

<b>Week</b>	<b>Topic/ Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
10	<p>General knowledge of Myanmar</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
11	<p>General knowledge of Philippines</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
12	<p>General knowledge of Singapore</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.
13	<p>General knowledge of Thailand</p> <ul style="list-style-type: none"> <li>-Geography - Societies</li> <li>-Historical - Economic</li> <li>-Climate - Currency</li> <li>-Culture - Airline</li> <li>-Political - Tourism</li> <li>-Environmental Situation</li> <li>-Future Outlook</li> </ul>	3	<p>Lecture, In-Class Discussion and Exercises</p> <p><b>Teaching Media</b> PowerPoint Slides Whiteboard</p>	A. Sakul J.

<b>Week</b>	<b>Topic/ Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
14	General knowledge of Thailand -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.
15	General knowledge of Vietnam -Geography - Societies -Historical - Economic -Climate - Currency -Culture - Airline -Political - Tourism -Environmental Situation -Future Outlook	3	Lecture, In-Class Discussion and Exercises <b>Teaching Media</b> PowerPoint Slides Whiteboard	A. Sakul J.
<b>16</b>	..... <b>Final Examination</b> ..... ..... <b>Deadline Week for Final Assignment</b> .....			

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b>	1.1 Monitor students' attendance 1.2 Evaluate from how much students' level of satisfaction and change of attitudes. 1.3 Evaluate from how much students' papers and presentations are accurate. 1.4 Evaluate from students' responsibility on their contribution on group projects.	Throughout the semester	10%
2	<b>Knowledge</b>	2.1 Evaluate from test, midterm, and final examination. 2.2 Evaluate from group project and individual reports. 2.3 Evaluate from class presentation and trip.	Throughout the semester	40% for assignments  20% for midterm examination  30% for final examination
3	<b>Cognitive Skills</b>	3.1 Evaluate from test, midterm, and final examination. 3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments.	Throughout the semester	(Referred to number 2)

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
4	<b>Interpersonal Skills and Responsibilities</b>	4.1 Evaluate from group project. 4.2 Evaluate from class presentation and participation.	Throughout the semester	(Referred to number 2)
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>	5.1 Evaluate from group presentation and group discussion. 5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms.	Throughout the semester	(Referred to number 2)

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Bell,B. 2008 Southeast Asia, Insight Print Services (Pte) Ltd.

### **2. Important Documents for Extra Study**

Atiyah, J. 2005 Southeast Asia, Roug Guides. Third edition: New York

### **3. Suggestion Information (Printing Materials/Website/CD/Others)**

<http://www.biodiversity.ru/coastlearn/pp-eng>

<http://www.responsibletravel.com>

<http://www.tourism.go.th>

<http://thai.tourismthailand.org>

<http://www.tat.or.th/tat>

<http://www.pgathaiguide.com>

<http://www.geography.about.com>

<http://www.google.com>



## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills,

organization and presentation of materials, management of the learning environment, and teaching attitudes

### **3. Teaching Revision**

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

### **4. Feedback for Achievement Standards**

International College Administrator Committee monitors the assessment process and grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

● Major Responsibility      ○ Minor Responsibility

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
ICS 1106 Southeast Asian Studies	●	●	○	○	○	●	○	○	●	○	●	○	●	●	○	○