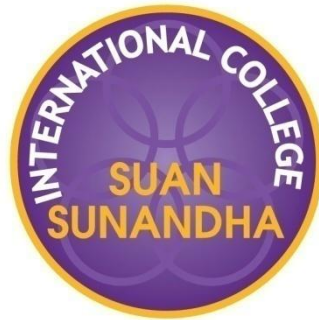


TQF.3

Bachelor's Degree

Master's Degree



Course Specification

Course Code: TRM1203
Course Title: ASEAN Studies
Credits: 3(3-0-6)

Program: Tourism Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 2 Academic Year: 2017

Section 1 General Information

1. Code and Course Title :

Course Code: TRM 1203

Course Title (English): ASEAN Studies

Course Title (Thai): อาเซียนศึกษา

2. Credits: 3

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: Ms Supaksiri Prakancharoen

4.2 Instructional Course Lecturer(s):

(1) -

(2) -

5. Contact/Get in Touch

Room Number: 305 **Tel.** 063 498 9982

E-mail: supaksiri.pr@ssruic.ac.th

6. Semester/ Year of Study

6.1 Semester: 2017 Year of Study: 2

6.2 Number of the students enrolled: 34

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

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

Teaching Schedule: Friday 9.00-12.00

Room No. 301

10. Last Date for Preparing and Revising this Course:

December 25, 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 and vision of ASEAN Community they claim to hold.

1.2 Knowledge

- (1) Have understanding of theories and concepts, including the principles of the three pillars of ASEAN Community.
- (2) Have understanding of case studies relevant to ASEAN Community.
- (3) Be able to give general information and knowledge of ASEAN Community.

1.3 Cognitive Skills

- (1) Be able to apply theories, concepts and principles of the three pillars of ASEAN Community.
- (2) Be able to solve problems that may occur in ASEAN Community.

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 Major Core Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the concepts and principles of ASEAN Studies 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 the principles of ASEAN Studies.

Section 3 Characteristics and Operation

1. Course Outline

(English)

The definition of ASEAN Community, background of establishment, the Three Pillars, meaning and value of “One Vision, One Identity, One Community”, cultural and natural backgrounds of ASEAN countries, basic features of people living and habits, their traditions, religions and beliefs. Roles and importance of tourism in ASEAN’s economy, the main principles of inter- and intra-regional tourist flows forming and development in the regional economical, social, political and natural conditions.

(Thai)

คำจำกัดความของประชาคมอาเซียน ความเป็นมาของการก่อตั้ง สามเสาหลักแห่งประชาคม ความหมายของวิสัยทัศน์อาเซียน ข้อมูลพื้นฐานทางสังคม วัฒนธรรม ความเป็นอยู่ ศาสนาและความเชื่อของผู้คนในประเทศสมาชิกอาเซียน บทบาทและความสำคัญของเศรษฐกิจอาเซียน พัฒนาการของการท่องเที่ยวในอาเซียน และการพัฒนาแห่งประชาคมในด้านเศรษฐกิจ สังคม วัฒนธรรม สิ่งแวดล้อม และการเมือง

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

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

Building: International College (Nakhonpathom Education Center)

3.2 Consulting via office telephone/mobile phone: 081 899 2970

3.3 Consulting via E-Mail: supaksiri.pr@ssruic.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line): None

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

http://www.teacher.ssru.ac.th/supaksiri_pr/

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (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 and vision of ASEAN Community they claim to hold.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic.

(2) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, and during extra activities and field trips.

(3) Provide case studies that explain ethics in careers in tourism.

1.3 Assessment Strategies

(1) Monitor students' attendance

(2) Evaluate from how much students' level of satisfaction and change of attitudes.

(3) Evaluate from how much students' papers and presentations are accurate.

(4) Evaluate from students' responsibility on their contribution on group projects and field trips.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have understanding of theories and concepts, including the principles of the three pillars of ASEAN Community.
- (2) Have understanding of case studies relevant to ASEAN Community.

- (3) Be able to give general information and knowledge of ASEAN Community

2.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in real world.

2.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Evaluate from group project and individual reports.
- (3) Evaluate from class presentation.
- (4) Evaluate from oral tests.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to apply theories, concepts and principles of the three pillars of ASEAN Community.
- (2) Be able to solve problems that may occur in ASEAN Community.

3.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.

3.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (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.

4.2 Teaching Strategies

- (1) Have group participation in class, class works, and university's projects.
- (2) Use cooperative learning techniques.
- (3) Have field trips and research.

4.3 Assessment Strategies

- (1) Evaluate from group project.
- (2) Evaluate from class presentation and participation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (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.

5.2 Teaching Strategies

- (1) Have courses that train students about how to apply ICT in different functions of tourism management.
- (2) Have group presentation, group discussion for case studies.
- (3) Use e- learning.
- (4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with

ready and strong IT systems in business management, operation and administrative functions.

5.3 Assessment Strategies

- (1) Evaluate from group presentation and group discussion.
- (2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

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	Unit 1: Introduction to ASEAN Community (1) ASEAN Declaration (2) Background and general objectives of ASEAN Community	3 hr	-Lecture -Group discussion -Story sharing -Videos	Ms Supaksiri Prakancharoen
2	Unit 2: Current ASEAN nation members (1) Citizen, religion, and culture in ASEAN Community	3 hr	-Lecture -Student presentation -Video	Ms Supaksiri Prakancharoen
3	Unit 3: ASEAN Charter and operation in ASEAN Community (1) ASEAN Summit (2) ASEAN Coordinating Councils : ACCs (3) ASEAN Community Councils (4) ASEAN Sectoral Ministerials Bodies	3 hr	- Lecture -Example	Ms Supaksiri Prakancharoen
4	Unit 4: ASEAN Charter and operation in ASEAN Community (continued) (1) Secretary-General of ASEAN and ASEAN Secretariat (2) Committee of Permanent Representatives of ASEAN (3) ASEAN Human Rights Body	3 hr	- Lecture - Example	Ms Supaksiri Prakancharoen

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
5	Unit 5: Three pillars of ASEAN Community -Cooperation in economic, political-stability, and socio-cultural aspect	3 hr	- Lecture -Student research and presentation -Case studies and discussion -PBL	Ms Supaksiri Prakancharoen
6	Unit 6: Benefit and obstacle in ASEAN Community	3 hr	-Lecture -Case studies -Group discussion -Student's presentation	Ms Supaksiri Prakancharoen
7	Unit 7: ASEAN Economic Community (AEC) (1) Objectives and role (2) Operation framework (3) Success (4) Thailand in AEC	3 hr	- Lecture - Discussion -Example	Ms Supaksiri Prakancharoen
8	Midterm-Test	3 hr	Midterm-test	Ms Supaksiri Prakancharoen
9	Unit 8: ASEAN and cooperation in: (1) Poverty and quality of life development (2) Natural resource conservation (3) Tourism development (4) Anti-drug and human traffic	3 hr	-Lecture -Group discussion -PBL	Ms Supaksiri Prakancharoen

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
10	Unit 9: ASEAN and cooperation in (continued): (1) Natural disaster (2) Anti-terrorism (3) Women' rights	3 hr	-Lecture -Group discussion -PBL	Ms Supaksiri Prakancharoen
11	Unit 10: ASEAN Free Trade Area (AFTA) (1) History and background (2) Objective (3) Common practice of AFTA (4) Thailand's vision and strategy for success	3 hr	-Lecture -Group discussion -PBL	Ms Supaksiri Prakancharoen
12	Unit 11: ASEAN with another communities: (1) European Union(EU) (2) North America Free Trade Agreement (NAFTA) (3) African Economic Community (AEC)	3 hr	-Lecture -Example -Group discussion	Ms Supaksiri Prakancharoen
13	Student's Presentation on assigned topic	3 hr	-Presentation	Ms Supaksiri Prakancharoen
14	Review for final-test	3 hr	-Knowledge sharing -Group discussion	Ms Supaksiri Prakancharoen
15	Final-Test	3 hr	-Final-test	Ms Supaksiri Prakancharoen

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics	-Class and presentation participation -Classmate assistance -Teamwork contribution -Individual and collective fulfillment -Non-plagiarism or cheating in report and exams -Attend class and submit assignment on time	1-15	10%
2	Knowledge	-Exercise, test, presentation and dictation	2,4,7,8, 13,14,15	Assignment 40% Midterm Test 20% Final Exam 30%
3	Cognitive Skills	-Case studies discussion -Role play	1,3,5,6,7, 9,10, 11, 12	
4	Interpersonal Skills and Responsibilities	-Group discussion - Teamwork practice in presentation and role play	1-7 and 9-15	
5	Numerical Analysis, Communication and Information Technology Skills	-Technology in data finding and computer literacy	14	

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- ASEAN Media Center. Ministry of Foreign Affairs. Available on <http://www.mfa.go.th/asean/contents/files/asean-media-center-20130815-110431-164135.pdf>

2. Important Documents for Extra Study

- Official Page of ASEAN Community available on <http://asean.org/asean-economic-community/>

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

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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

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain i.e. Learning Management Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
TRM1203 ASEAN Studies	●	○	○	●	○	●	●	○	○	○	○	●	○	●	●	●	○	○