



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IGS 1107

Course Title : Introduction to ASEAN

Credits : 3 (3-0-6)

Program: Bachelor of Arts in 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: IGS 1107

Course Title (English): Introduction to ASEAN

Course Title (Thai): อาเซียนศึกษาเบื้องต้น

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

3. Curriculum and Course Category :

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline
Business program

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:

Mr. Benjapol Worasuwanarak

5. Contact/Get in Touch

Room Number: 304 Tel: 034 964 934

E-mail: benjapol.wo@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2017

6.2 Number of the students enrolled: 8 classes (122 students/ class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Rajabhat Suan Sunandha University, Salaya
Campus

10. Last Date for Preparing and Revising this Course:

14th December 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) Academic honesty
- (2) Personal discipline, integrity, and responsibility
- (3) The ability to do the right thing according to values

1.2 Knowledge

- (1) Basic understanding of human resource management theories and knowledge relevant to aviation industry
- (2) The ability to provide an analysis and provide the solution to real practice in information system
- (3) The ability to use aviation knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) Development of analytical and critical thinking skills
- (2) Self-study and sharing information from case studies
- (3) The ability to solve problems from case studies

1.4 Interpersonal Skills and Responsibility

- (1) Ability to work individually and as a part of team
- (2) Ability to calculate on mathematic for business skills
- (3) Ability to use ICT skills and apply them to daily life

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Development of communication and information technology skills
- (2) Ability to communicate in English

(3) Ability to use ICT skills and apply them to daily life

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

According to the previous course, airline sale strategies are quickly changing to the modernized world of sale and marketing. This course needs to adjust and develop to up to date strategies of sale force method. The students will learn both theory and practical with today case.

Section 3 Characteristics and Operation

1. Course Outline

ASEAN study is the key learner for ASEAN population. The tools of this course are including History of ASEAN, ASEAN Summit, Political and Economic related to future of ASEAN, Free Trade Area, Aviation within ASEAN, ASEAN Plus, and the success of ASEAN.

การศึกษาอาเซียนถือเป็นปัจจัยสำคัญของบุคคลที่อยู่ในทวีปนี้ ดังนั้นวิชานี้จึงเป็นตัวแปรสำคัญในการเรียนรู้ประวัติศาสตร์อาเซียน, การประชุมอาเซียน, กฎหมายและเศรษฐกิจต่ออนาคต, การค้าอาเซียน, การบิน, อาเซียนบวก และสิ่งที่ประสบความสำเร็จในอาเซียน

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)
48	3+ (if any)	0	96

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

- Self consulting at the lecturer's office:
Room Number 304 Mon 12.00-13.00 International College,
Nakhonpathom Education Center

- Consulting via E-Mail:
Benjapol.wo@ssruic.ac.th

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Academic honesty
- (2) Personal discipline, integrity, and responsibility
- (3) The ability to do the right thing according to values

1.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- (1) Basic understanding of information system theories and knowledge relevant to aviation industry

- (2) The ability to provide an analysis and provide the solution to real practice in information system
- (3) The ability to use aviation knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Development of analytical of work
- (2) Self-study and sharing information from case studies
- (3) The ability to solve problems from case studies

3.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) The ability to communicate in English
- (2) The ability to solve problem in English
- (3) The ability to initiate some new idea

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Ability on Information technology skills
- (2) Ability to calculate on mathematic for business skills
- (3) Ability to use ICT skills and apply them to daily life

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

5.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Chapter 1: Introduction to ASEAN	3	<ul style="list-style-type: none">• Guide line to study the course• Corporative Learning• Active learning• Individual discussion on ASEAN in your understanding	Mr. Benjapol
2	Chapter 2: ASEAN Summit	3	<ul style="list-style-type: none">• Corporative Learning• Active Learning• Group discussion on ASEAN Summit	Mr. Benjapol
3	Chapter 3: ASEAN Charter	3	<ul style="list-style-type: none">• Active Learning• Group discussion on ASEAN Charter	Mr. Benjapol
4	Chapter 4: ASEAN Political and Economic	3	<ul style="list-style-type: none">• Corporative Learning• Active Learning• Group discussion on ASEAN Political and Economic	Mr. Benjapol

5	Chapter 5: ASEAN Free Trade	3	<ul style="list-style-type: none"> • Corporative Learning • Active Learning • Group discussion on ASEAN Freetrade 	Mr. Benjapol
6	Chapter 6: Trading in ASEAN	3	<ul style="list-style-type: none"> • Active Learning • Group discussion on Trading in ASEAN 	Mr. Benjapol
7	Chapter 7: ASEAN Community	3	<ul style="list-style-type: none"> • Corporative Learning • Active Learning • Group discussion on ASEAN Community 	Mr. Benjapol
8	Mid-term Examination	3	<ul style="list-style-type: none"> • Paper test 	Mr. Benjapol
9	Chapter 8: ASEAN 50 Success Stories	3	<ul style="list-style-type: none"> • Corporative Learning • Active Learning • Group discussion on ASEAN 50 Success Stories 	Mr. Benjapol
10	Chapter 9: ASEAN 50 Success Stories (Show Time)	3	<ul style="list-style-type: none"> • Active Learning • Group discussion on ASEAN 50 Success Stories 	Mr. Benjapol
11	Chapter 10: ASEAN and Aviation	3	<ul style="list-style-type: none"> • Active Learning • Group discussion on ASEAN and Aviation 	Mr. Benjapol
12	Chapter 11: ASEAN Plus	3	<ul style="list-style-type: none"> • Corporative 	Mr. Benjapol

			Learning <ul style="list-style-type: none"> • Active Learning • Group discussion on ASEAN Plus 	
13	Chapter 12: ASEAN and other Union in this world	3	<ul style="list-style-type: none"> • Corporative Learning • Active Learning • Group discussion on ASEAN and other union 	Mr. Benjapol
14	Chapter 13: ASEAN Masterplan for the future	3	<ul style="list-style-type: none"> • Corporative Learning • Active Learning • Group discussion on ASEAN Masterplan 	Mr. Benjapol
15	Group Presentation and Revision	3	<ul style="list-style-type: none"> • Final group presentation 	Mr. Benjapol
16	Final Examination	3	<ul style="list-style-type: none"> • Paper test 	Mr. Benjapol

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics (1) Academic honesty (2) Personal discipline, integrity, and responsibility (3) The ability to do the right thing	Written examinations, group assignment	1-17	10%

	according to values			
2	<p>Knowledge</p> <p>(1) Basic understanding of information system theories and knowledge relevant to aviation industry</p> <p>(2) The ability to provide an analysis and provide the solution to real practice in information system</p> <p>(3) The ability to use aviation knowledge integrated with other disciplines.</p>	Written examinations, group assignment, Active Learning	1-17	40%
3	<p>Cognitive Skills</p> <p>(1) Development of analytical of work</p> <p>(2) Self-study and sharing information from case studies</p> <p>(3) The ability to solve problems from case studies</p>	Written examinations, group assignment, Active Learning	1-17	20%
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to work individually and as a part of team</p> <p>(2) The ability to solve information system problem</p> <p>(3) The ability to</p>	Written examinations, group assignment	1-17	20%

	initiate some new idea			
5	Numerical Analysis, Communication and Information Technology Skills (1) Development of communication and information technology skills (2) Ability to calculate on mathematic for business skills (3) Ability to use ICT skills and apply them to daily life	Written examinations, group assignment	1-17	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Beverly, L. (2012) The ASEAN Way.

2. Important Documents for Extra Study

www.asean.org

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

Keywords for searching: ASEAN, ASEAN Economic Forum, ASEAN Summit

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Student evaluation and suggestions for improvement to the course

2. Strategies for Course Evaluation by Lecturer

Examinations, assignments, and group discussion results

3. Teaching Revision

Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

Review by self, students, and Division Standards Committee

5. Methodology and Planning for Course Review and Improvement

Review by self, students, and Division Standards Committee

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

Courses	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 ie. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Elective course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IGS 1107 Course Title: Introduction to ASEAN	●	●	○	○	●	○	●	●	●	●	●	○	●	○	○	●	●	○