



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IHT3306

Course Title : Seminar on Hospitality Trends

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

Program: ... Hotel Mangement.. International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester :2.... Academic Year : ...2560.....

Revised on December 15, 2017

Section 1 General Information

1. Code and Course Title :

Course Code: IHT3306

Course Title (English): Seminar on Hospitality Trends

Course Title (Thai): การสัมมนาการโรงแรม

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

3. Curriculum and Course Category :

3.1 Curriculum: Hotel 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.Kanamon Suwantada

4.2 Instructional Course Lecturer(s):

(1)

(2)

5. Contact/Get in Touch

Room Number305..... Tel. ...061-6923545..

E-mail ...Kanamon.su@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: ...2..... Year of Study...2560...

6.2 Number of the students enrolled28.....

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC...Room Number 408

10. Last Date for Preparing and Revising this Course:

Date ...15...Month ...December.. Year2016.....

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 at or the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold
- (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) Understanding the business theories and important case studies taught
- (2) To be able to provide an analysis and provide the solution to real world problems

- (3) To be able to use business knowledge integrated with other disciplines

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

1.4 Interpersonal Skills and Responsibility

- (1) Be able to communicate with foreigners in English
- (2) Be able to use English to solve business problem
- (3). Initiate some new business ideas and have leadership

1.5 Numerical Analysis, Communication and Information

Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve business problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

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

At the end of this course, the students will possess to cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

1. Recall a basic knowledge of Seminar in Hospitality and Tourism Industry;
2. Discuss the current situation and issues of emerging trends of hospitality and tourism;
3. Elaborate knowledge of the organization of events and seminars.
4. Have a better understanding of the Hospitality and Tourism environment;
5. Apply the specific knowledge in professional situations;
6. Feel very comfortable working in an international company locally or abroad.

Section 3 Characteristics and Operation

1. Course Outline

(English) The exploration, discussion and presentation of current issues concerned with or related to the hospitality and tourism management industry.

(Thai) วิธีการและการวางแผน การจัดสัมมนาแนวโน้มการจัดการโรงแรมในหัวข้อที่เข้ากับยุคสมัย รวมทั้ง สรุปและวางแผนกลยุทธ์ทางการตลาดในการจัดการโรงแรม

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	3+ (if any)	-	96 hours

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 ...SSRUIC..... International College
(Nakhonpathom Education Center/SSRU)

3.2 Consulting via mobile phone: ...061-6923545.....

3.3 Consulting via E-MailKanamon.su@ssru.ac.th.....

3.4 Consulting via Social Media (Facebook/Twitter/Line)
...Aj.Saiparn Kanamon Suwantada.....

3.5 Consulting via Computer Network (Internet/Web board)...Facebook Chat.....

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 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 assignment
- (2) Provide case studies that explain ethics in careers in the hospitality industry
- (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 Assessment Strategies

- (1) Class attendance, class participation, and behavior in class
- (2) On-time submission of report and assignments and their quality

- (3) Students' contribution on group assignments

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality 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 techniques
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.3 Assessment 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 problem
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills ...

3.2 Teaching Strategies

- (1) Problem-based learning ...
- (2) Cooperative learning techniques
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures

3.3 Assessment Strategies

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

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems
- (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 techniques

4.3 Assessment 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 to be developed

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

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

5.3 Assessment Strategies

- (1) Assignments
- (2) Presentation

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"> • Introduction to the course • Pretest • Brainstorming about Trends in Seminar • Notify about Group Project • Introduction to Seminar and Events 	3	<ul style="list-style-type: none"> • Pre-test to assess Student knowledge about Club and Bar 	Ms.Kanamon Suwantada
2	<ul style="list-style-type: none"> • Seminar and Events Global Mega Trends <ul style="list-style-type: none"> - Demographic - Technology - Green Seminar - Sustainability 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning approaches 	Ms.Kanamon Suwantada
3	<ul style="list-style-type: none"> • Effective Operation and Implementation in Seminar and Event planning 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada

4	<ul style="list-style-type: none"> • Service Provider for Seminar and Events • Notify about Mini Assignment 1 	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
5	<ul style="list-style-type: none"> • Venue Management in Seminar and Events 	3	<ul style="list-style-type: none"> • Lecture • Self-study and E-learning through Moodle 	Ms.Kanamon Suwantada
6	<ul style="list-style-type: none"> • Mini Assignment 1 Presentation 		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
7	<ul style="list-style-type: none"> • PR& Media Strategy 		<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
8	MIDTERM EXAMINATION			
9	<p>Student meeting to Preparation for the Seminar</p> <ul style="list-style-type: none"> • Hand-in minute meeting 1 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada

10	Student meeting to Preparation for the Seminar Hand-in minute meeting 2	3	<ul style="list-style-type: none"> • Lecture • Self-study and E-learning through Moodle 	Ms.Kanamon Suwantada
11	Student meeting to Preparation for the Seminar Hand-in minute meeting 3	3	<ul style="list-style-type: none"> • Lecture • Student-centered: Problem-Based learning and Cooperative learning 	Ms.Kanamon Suwantada
12	Student meeting to Preparation for the Seminar Hand-in minute meeting 4	3	<ul style="list-style-type: none"> • Lecture and group discussion 	Ms.Kanamon Suwantada
13	Student meeting to Preparation for the Seminar Hand-in minute meeting 5	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
14	Organizing a seminar	3	<ul style="list-style-type: none"> • Lecture and group discussion • Case Studies 	Ms.Kanamon Suwantada
15	Conclusion and evaluation of seminar	3	<ul style="list-style-type: none"> • Student-centered: Problem-Based learning and Cooperative learning approaches 	Ms.Kanamon Suwantada
16	Report Submission	3	<ul style="list-style-type: none"> • Paper and pencil Test 	Ms.Kanamon Suwantada
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethics and Morals</p> <p>(1) Be able to deliver or to complete a required task at or the appointed time.</p> <p>(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) Be able to make decisions in business according to moral concepts and judgments.</p>	<p>1. Assess from student attendance in class, student behavior and hand in work assigned on time</p> <p>2. Student participation in answering question, analyze and discussion problem in class</p>	Throughout semester	Class attendance 5 %
2	<p>Knowledge</p> <p>(1) Understanding the business theories and important case studies taught</p> <p>(2) To be able to provide an analysis and provide the solution to real world problems</p> <p>(3) To be able to use business knowledge integrated with other disciplines</p>	Midterm and final examination	Week9 Week 17	*Midterm 20% *Final 30%
3	<p>Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research</p> <p>(2) Self-study and</p>	1. group project	Throughout Semester	* Individual Activities 20 %

	<p>sharing information to the class (3) The ability to solve problems from case studies</p>	<p>2. individual activities sheets</p>		
4	<p>Interpersonal Skills and Responsibilities (1) Be able to communicate with foreigners in English (2) Be able to use English to solve business problem (3). Initiate some new business ideas and have leadership</p>	<p>Group Discussion</p>	<p>Throughout semester</p>	<p>*Group discussion 5%</p>
5	<p>Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to daily. (2) Be able to use statistics and mathematics to solve business problems. (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>Group Project</p>	<p>Week15 – week 16</p>	<p>*Group Project 20%</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Raj, R., & Musgrave, J. (2009). *Event Management and Sustainability*. Wallingford, UK: CABI

Rogers, T.(2003). *Conferences and Conventions: A Globalindustry*. Oxford (England: Butterworth-Heinemann.

Vining, S. (2001, Fall). The Future of the meetings industry: Why certain conference innovators are winning *Meeting discoveries*, 1, 1-7.

2. Important Documents for Extra Study

Fenich, G. (2005). *Meeting, expositions, events, and conventions: An introduction to the industry*. Upper Saddle River, N.J.: Pearson/Prentice Hall.

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

Keywords for searching:

Meeting, Incentive Travel, Conference, Convention, Events

Website: <http://www.businesseventsthailand.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 questions:

- a. Content objectives were made clear to the students.
- b. The content was organized around the objectives.
- c. Content was sufficiently integrated.
- d. Content was sufficiently integrated with the rest of the first year curriculum.
- e. The instructional materials used were effectively.
- f. The learning methods appropriate assessed the students' understanding of the content.
- g. Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

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

- a. The lecturer is well prepared for class sessions.
 - b. The lecturer answers questions carefully and completely.
 - c. The lecturer uses examples to make the materials easy to understand.
 - d. The lecturer stimulated interest in the course.
 - e. The lecturer made the course material interesting.
 - f. The lecturer is knowledgeable about the topics presented in this course.
 - g. The lecturer treats students respectfully.
 - h. The lecturer is fair in dealing with students.
 - i. The lecturer makes students feel comfortable about asking question.
- (10) Course assignment are interesting and stimulating.
- (11) The lecturer's use of technology enhanced 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 monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every two 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

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	● Major Responsibility						○ Minor Responsibility								
Course Category Major Elective Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code HIM3310 Seminar in Hospitality Trends	●	●	○	●	○	○	○	●	○	○	●	○	●	●	○