



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ICS1105 **Course Title:** Thai Society and Culture

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: ICS1105

Course Title (English): Thai Society and Culture

Course Title (Thai): สังคมและวัฒนธรรมไทย

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts in Airline Business

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. Somyaya

Prachyangprecha

4.2 Instructional Course Lecturers: Ms. Somyaya

Prachyangprecha

5. Contact/Get in Touch

Room Number 401 Tel. 034 964 934 Ext.404

E-mail sommaya.pr@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester 2 Year of study 2017

6.2 Number of students enrolled: 120 students

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

10. Last Date for Preparing and Revising this Course:

1st Dec, 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) Able to demonstrate on-time performance
- (2) Able to demonstrate morality in all areas
- (3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

- (1) Able to understand the nature of the Thai society and culture
- (2) Able to understand the terminology, idiom, and structure of English related to Thai society and culture

- (3) Able to understand the basic Thai society and culture

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply English comprehension skills in explaining Thai society and culture

1.4 Interpersonal Skills and Responsibility

(1) Able to demonstrate working as a team in a professional manner

(2) Able to apply morality in a teamwork

(3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Be able to use the statistics to solve the problem

(3) Be able to understand and apply to use the system for search for the information

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

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline

English: Various aspects of Thailand: demography of people; the emergence and the founding of the nation and national identity, culture, religious rituals, traditions, festivals, entertainments, belief systems, folklore, gender roles, social stratification, social mobility and urbanism; Thailand in the context of changing economy, society, culture and environment; Thai culture and lifestyle in the changing urban environment.

Thai: การศึกษาในด้านต่างๆของประเทศไทย ข้อมูลทางประชากรศาสตร์ ประวัติศาสตร์
 ชาติไทย วัฒนธรรม พิธีกรรมทางศาสนา ประเพณี ระบบความเชื่อ คติชาวบ้านขนบธรรมเนียม
 บทบาททางเพศ ระบบสังคม สิ่งบันเทิงไทย การย้ายถิ่นฐานสู่สังคมเมือง การเปลี่ยนแปลงสู่
 สิ่งแวดล้อมทางเศรษฐกิจ สังคม วัฒนธรรมและสิ่งแวดล้อมสมัยใหม่

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 hours	90 hours	3+ (if any)

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 401

Building International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 034 964 934

Ext.404

3.3 Consulting via E-Mail sommaya.pr@ssru.ac.th

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

3.5 Consulting via Computer Network (Internet/Web board)

<http://www.teacher.ssru.ac.th/sommaya>

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 complete the required task on 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 according to moral concepts and judgements

1.2 Teaching Strategies

- (1) Direct instruction to help each other reminding about punctuality
- (2) Morality in business
- (3) Student research about morality in business

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style to apply in daily life
- (3) Measurement of original contribution from the activities

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Quizzes, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

3. Cognitive Skills

3.1 Cognitive Skills to be developed

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

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems

- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Cooperative learning with new situations and group members
- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

4.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
 - (2) Be able to use the statistics to solve the problem
 - (3) Be able to understand and apply to use the system for ticketing. checking in passengers

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities
- (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

5.3 Assessment Strategies

- (1) On-line quizzes, pop quizzes and Group work evaluations
- (2) Be able to communicate clearly via exhibitions
- (3) Be able to access the computer system to help finding the solutions

6. Other Domain

None

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Orientation and Introduction to Thai society and culture	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion and presentation on “What do we know?” 	Ms.Sommaya
2	The Ways of Thai - Origin of the Thais - Major influences	3	<ul style="list-style-type: none"> • Direct instruction • VDO of brief Thai history 	Ms.Sommaya
3	The Ways of Thai (cont.) - Festivals - Ceremonies and customs	3	<ul style="list-style-type: none"> • Direct instruction • Group research on ‘Unveil hidden gems of Thailand’ 	Ms.Sommaya

	- Thai folklores			
4	General characteristics of Thai society - Social structure - Unity and diversity	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion on important communities in Thai society 	Ms.Sommaya
5	Thai culture and values - Thai values - Individual responsibility - Concepts of time - Dos and don'ts in Thailand	3	<ul style="list-style-type: none"> • Direct instruction • Group discussions on Thai values 	Ms.Sommaya
6	Thai culture and values (cont.) - Thai manners - Thai manners in organizations - Thai manners and the world	3	<ul style="list-style-type: none"> • Direct instruction • Role playing activities on Thai manners in service organizations 	Ms.Sommaya
7	Group presentation 1 and midterm exam revision		<ul style="list-style-type: none"> • Direct instruction • Group presentation 	Ms.Sommaya
8	Mid-term Examination	3	<ul style="list-style-type: none"> • Paper test 	Ms.Sommaya
9	Thai product wisdom - Local materials - Thai product creation	3	<ul style="list-style-type: none"> • Direct instruction • Case studies on local product development 	Ms.Sommaya
10	Thai food wisdom - Food and the locals	3	<ul style="list-style-type: none"> • Direct instruction • Experimental 	Ms.Sommaya

	- Thai ingredients and methods of cooking - Thai food presentation		learning on Thai ingredients • Case studies on “What is it?”	
11	Thai food wisdom (cont.) - Thai dishes - Thai food in airline services	3	• Direct instruction • Role playing activity on Thai food in airline services	Ms.Sommaya
12	Thai arts	3	• Direct instruction • Group presentation on local arts	Ms.Sommaya
13	Thai tourism - Thai tourism overview - Tourism and airline business in Thailand - Destinations	3	• Direct instruction • Group discussion on “What should I do in Thailand?”	Ms.Sommaya
14	Thai tourism (cont.)	3	• Direct instruction • Presentation on “What should I do in Thailand?”	Ms.Sommaya
15	Thai society in the age of globalization	3	• Direct instruction • Group discussion on “what have been changing?”	Ms.Sommaya
16	Group presentation 2 and final exam revision		• Direct instruction • Group presentation	Ms.Sommaya
17	Final Examination	3	• Paper test	Ms.Sommaya

2. Learning Assessment Plan

	Learning	Assessment	Time Schedule	Proportion for
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	Outcome	Activities	(Week)	Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance and participation 	Throughout semester	10 %
2	<p>Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Midterm and final exams • Case studies • Group discussions and presentations 	Throughout semester	55 %
3	<p>Cognitive Skills</p> <p>3.1 The ability to gather and</p>	<ul style="list-style-type: none"> • Midterm and final exams 	Throughout semester	20 %

	<p>summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Case studies • Group discussions and presentations 		
4	<p>Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Midterm and final exams • Case studies • Group discussions and presentations 	Throughout semester	5 %
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life</p>	<ul style="list-style-type: none"> • Midterm and final exams • Case studies • Group discussions and presentations 	Throughout semester	10 %

<p>experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p> <p>5.2 Be able to use ICT skills and apply them.</p> <p>Be able to use ICT in the work place and apply numerical analysis in communication.</p>			
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Peleggi, Maurizio. *Thailand: The Worldly Kingdom*. London: Reaktion Books, 2007.

อุดม เขยกีวงศ์ และคณะ (2548) *วิถีไทย*. กรุงเทพมหานคร: สำนักพิมพ์แสงดาว.

2. Important Documents for Extra Study

สังคมและวัฒนธรรมไทย. สาขาวิชาศิลปศาสตร์ (2544) มหาวิทยาลัยสุโขทัยธรรมาธิราช.

Roger Welty (2013) *Thai Culture and Society*. Asia Books.

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

Keywords for searching : Thai society, Thai culture, Thai, Thainess

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**

- a. Lecturers team observe the class and discuss the results as follow:
 - i. The lecturer is well prepared for class sessions.
 - ii. The lecturer answers questions carefully and completely.
 - iii. The lecturer uses examples to make the materials easy to understand.
 - iv. The lecturer stimulated interest in the course.
 - v. The lecturer made the course material interesting.
 - vi. The lecturer is knowledgeable about the topics presented in this course.
 - vii. The lecturer treats students respectfully.

- viii. The lecturer is fair in dealing with students.
- ix. The lecturer makes students feel comfortable about asking question.
- x. Course assignments are interesting and stimulating.
- xi. 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

- a. Revise and develop course structure and process every two years.
- b. Assign different lecturers to 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			6. Other Domain ie. Learning Management Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category: General Election	● Major Responsibility									○ Minor Responsibility								
Course Code: ICS1105 Course Title: Thai Society and Culture	●	●	○	○	○	●	○	●	○	○	○	○	●	○	○			