



TQF.3

Bachelor's Degree

Master's Degree

## **Course Specification**

Course Code: GEN0104

Course Title: Self Development

Credits: 3 (3-0-6)

Program: Airline Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester 2, Academic Year 2020

## Section 1 General Information

### 1. Code and Course Title:

Course Code: GEN0104  
Course Title (English): Self-Development  
Course Title (Thai): การพัฒนาตน

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

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts,  
Program 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: Dr.Kanokrat Kunasaraphan

4.2 Instructional Course Lecturer(s):

Dr.Boonthong Boontawee  
Assoc.Prof.Chaweewan Kaewsaiha

### 5. Contact/Get in Touch

- (1) Name: Dr.Boonthong Boontawee  
Room Number: 305                      Tel. 081-946-7225  
E-mail: boonthong.bo@ssru.ac.th
- (2) Name: Assoc.Prof.Chaweewan Kaewsaiha  
Room Number: 305                      Tel. 081-484-4361  
E-mail: chaweewan.ka@ssru.ac.th

### 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2020

6.2 Number of the students enrolled:

Airline Business (62 G.3) 26  
Airline Business (62 G.4) 27

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

None

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

None

## **9. Learning Location**

Building Number: SSRUIC

Tuesday 9.00-12.00 Room no. 204 (AB62 G.3)

Wednesday 9.00-12.00 (Room no. 402 (AB62 G.4)

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

18 December 2020

# **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 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 careers according to moral concepts and judgments.

## 1.2 Knowledge

(1) Be able to identify the business services and activities and describe important case studies.

(2) Be able to provide an analysis and provide the solution to compromise with the real world problems.

(3) Be able to use business career 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 analyze and solve problems from case studies.

## 1.4 Interpersonal Skills and Responsibility

(1) Be able to communicate in English and another language.

(2) Be able to use English to solve business and management problem.

(3) Initiate some new type of 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 and management 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.)**

According to TQF (Thailand Quality Framework: H.Ed.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students program in Hotel Management, Tourism Management, International Business, and Digital Entrepreneurship Management Program should have essence of knowledge in the concepts and principles of human behaviors, the insight into oneself and others, the pride of oneself, concept and theories of self-development, process and procedure of self-development, the creation of interpersonal relationship, skills of emotional quotient management, the prevention of risking one's life behavior, and living one's valuable and happy life as well as having an ability to apply the lessons with case studies and in actual work.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

(English) Basic principles of human behaviors, the insight into oneself and others, the pride of oneself, concept and theories of self-development, process and procedure of self-development, the creation of interpersonal relationship, skills of emotional quotient management, the prevention of risking one's life behavior, and living one's valuable and happy life

### **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	-	-	90

### **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 Dr.Boonthong Boontawee

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

College of Hospitality Industry Management (Nakhonpathom Campus, SSRU)

Consulting via office telephone/mobile phone: 081-946-7225

Consulting via E-Mail: boonthong.bo@ssru.ac.th

Consulting via Social Media (Line): Boonthong Boontawee

3.2 Assoc.Prof.Chaweewan Kaewsaiha

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

College of Hospitality Industry Management (Nakhonpathom  
Campus, SSRU)

Consulting via office telephone/mobile phone: 081-484-4361

Consulting via E-Mail: chaweewan.ka@ssru.ac.th

Consulting via Computer Network (Internet/Web board) Teacher  
website: [www.elic.ssru.ac.th/chaweewan\\_ka](http://www.elic.ssru.ac.th/chaweewan_ka)

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

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

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

- (1) Be able to deliver or to complete a required task at 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.

#### **4.2 Teaching Strategies**

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains business ethics.

#### **4.3 Assessment Strategies**

- (1) Check student attendance every class.
- (2) Students are able to apply their knowledge in practical.
- (3) Evaluate from students' responsibility on their contribution on group project.

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Be able to identify the business services and activities and describe important case studies.
- (2) To be able to provide an analysis and provide the solution to real world problems.
- (3) Be able to use business career knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speakers who are experts in real world business.

### **2.3 Assessment Strategies**

- (1) Test, midterm examination, and final examination
- (2) A group project report
- (3) Class Presentation



### **3. Cognitive Skills**

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

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

#### **3.2 Teaching Strategies**

- (1) Group Presentation
- (2) Participate in competition
- (3) Problem-based learning

#### **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) Be able to communicate with foreigners in English and another language.
- (2) Be able to use English to solve business and management problems.
- (3) Initiate some new type of business ideas and have leadership.

#### **4.2 Teaching Strategies**

- (4) Allow students with work in unfamiliar situation with new team member.

(5) Practice business and management manner and how to deal with customer.

(6) Use advance business English to communicate in class and with lecturers.

#### **4.3 Assessment Strategies**

(1) How students participate in teamwork

(2) How students use advance business English in their presentation

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

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

- (1) Be able to use basic ICT skills and apply them.
- (2) Be able to use statistics and mathematics to solve business and management 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.

#### **5.2 Teaching Strategies**

(1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve problems.

(2) Use activities such as encouraging students to show their work in an exhibition.

- (3) Students will form a team and do the group projects that require two-way communication and develop their social skills.

### **5.3 Assessment Strategies**

- (1) Evaluate the correct application of statistics and mathematics to solve problems.
- (2) Evaluate their ability to present their work in at an exhibition.
- (3) Evaluate their ability to use software computer doing their work.

## **6. Other Domain**

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**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>Course Specification and Personal Behavior Checklist</li> </ul>	3 hrs online	<ul style="list-style-type: none"> <li>Course Introduction Video (uploaded onto lecturer's website)</li> <li>Line Group (Interaction between a lecturer (Dr. Boonthong) and students (Q &amp; A))</li> <li>Personal Behavior Checklist (Google Form)</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
2	<p><b>Unit 1: Basic Principles of Human Behavior</b></p> <ul style="list-style-type: none"> <li>Part 1 Physical Growth</li> </ul>	3 hrs online	<ul style="list-style-type: none"> <li>Direct Instruction (Google Meet)</li> <li>Activity for Physical Health (YouTube)</li> <li>Physical Health Survey (Google Form)</li> <li>Line Group (Interaction between a lecturer (Dr. Boonthong) and students (Q &amp; A))</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
3	<b>Unit 1: Basic Principles of Human Behavior</b> Part 2 Mental Growth	3 hrs Blended learning	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Brain Gym and discussion</li> <li>• Line Group (Interaction between a lecturer (Dr. Boonthong) and students (Q &amp; A))</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
4	<b>Unit 1: Basic Principles of Human Behavior</b> Part 3 Social Activities	3 hrs Blended learning	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• E- learning</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
5	<b>Unit 2: Concepts and Theories of Self-Development</b> <ul style="list-style-type: none"> <li>• Personality</li> <li>• Theory: Sigmund Freud (1856-1939)</li> <li>• Freud's Three-Part Personality Structure Id Ego Superego</li> <li>• Freud's Three levels of awareness</li> <li>• Theory: Abraham MasLow (1908-1970)</li> </ul>	3 hrs online	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
6	<b>Unit 3: Process and Procedure of Self-Development</b> <ul style="list-style-type: none"> <li>• Self-Development</li> </ul>	3 hrs	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
	<ul style="list-style-type: none"> <li>• SMART Goal</li> </ul>			
7	<b>Revision</b> Midterm exam guidelines	3 hrs	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Excercise</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
8	<b>Midterm Examination</b>			
9	<b>Unit 4: Interpersonal Relationships</b> <ul style="list-style-type: none"> <li>• Stages and Types</li> <li>• Factors Affecting Relationships</li> <li>• Roles of Communication in Relationship</li> <li>• Interpersonal Relationships at Workplace</li> </ul>	3 hrs	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
10	<b>Unit 5: Emotional Quotient Management</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Motivation: Need, Drives, and incentives</li> <li>• Motivation process</li> <li>• Motivation in workplace</li> <li>• The three model of employee motivation at workplace</li> </ul>	3 hrs	<ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
11	<b>Unit 5: Emotional Quotient Management (cont.)</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Types of Affect</li> </ul>	3 hrs	<ul style="list-style-type: none"> <li>• Exercise</li> <li>• Self- Study</li> <li>• Case study discussion</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
	<ul style="list-style-type: none"> <li>• Emotions, Basic Emotions, and the Dimensions of Affect</li> <li>• Model of Emotions as Combinations of Arousal and Pleasure</li> <li>• Emotion as A Process</li> <li>• The Emotional Responses</li> <li>• Bodily sensation Associated with Different Emotions</li> <li>• How Culture Impacts Emotion Expression</li> </ul>			
12	<p><b>Unit 6: Risk Factors and Protective Factors for Life</b></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Types of Mental Illnesses/Disorders</li> <li>• Treatment and Therapies</li> </ul>	3 hrs online	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Self-study</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
13	<p><b>Unit 7: Valuable and Happy Life</b></p> <ul style="list-style-type: none"> <li>• The Importance of Self Awareness</li> <li>• Personality and Social Style</li> <li>• Assertive vs. Responsive Behavior</li> <li>• Four Quadrants: The Social Styles</li> <li>• Social Styles and customer service</li> </ul>	3 hrs	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
	<ul style="list-style-type: none"> <li>Identify a Customer's Social Style</li> </ul>			
14	<b>Unit 8: Valuable and Happy Life (cont.)</b> <ul style="list-style-type: none"> <li>Fixed and Growth Mindset</li> <li>Resources used in Development of Mindsets and Behaviors</li> </ul>	3 hrs Blended learning	<ul style="list-style-type: none"> <li>E-learning</li> <li>Case study discussion</li> <li>Exercise</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
15	Final Project Presentation and Submission	3 hrs	<ul style="list-style-type: none"> <li>Online submission and presentation</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
16	<b>Revision</b> Final Exam guidelines	3 hrs	<ul style="list-style-type: none"> <li>Discussion</li> </ul>	Dr.Boonthong & Assoc.Prof. Chaweewan
17	<b>Final Examination</b>			

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b> (1) Be able to deliver or to complete a	(1) Check student attendance every class. (2) Students are able to apply	Throughout the semester	10%



	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
	<p>required task at 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) The ability to make decisions in tourism business according to moral concepts and judgments.</p>	<p>their knowledge in practical.</p> <p>(3) Evaluate from students' responsibility on their contribution on group project.</p>		
2	<p><b>Knowledge</b></p> <p>(1) Be able to identify the air transport business services and activities and describe important case studies.</p> <p>(2) Be able to provide an analysis and provide the solution to compromise with the real world problems.</p> <p>(3) Be able to use business career knowledge integrated with other disciplines.</p>	<p>(1) Test, midterm examination, and final examination</p> <p>(2) A group project report</p> <p>(3) Class Presentation.</p>	<p>Midterm Exam: week 8</p> <p>Final Exam: week 17</p>	<p>20%</p> <p>30%</p>

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<p><b>Cognitive Skills</b></p> <p>(1)The ability to gather and summarize information, and conduct research.</p> <p>(2)Self-study and sharing information to the class.</p> <p>(3)The ability to analyze and solve problems from case studies.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Quiz I and II throughout the semester	20%
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1)Be able to communicate in English.</p> <p>(2)Be able to use English to solve business career problems.</p> <p>(3)Initiate some new type of business service ideas and have leadership.</p>	<p>(1) How students participate in teamwork</p> <p>(2) How students use advance business English in their presentation</p>	Throughout the semester	15%
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p>	<p>(1) Evaluate the correct application of statics and mathematics</p>	Throughout the semester	5%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
	<p>(1) Be able to use basic ICT skills and apply them to daily.</p> <p>(2) Be able to use statistics and mathematics to solve business career problems.</p> <p>(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>to solve problems.</p> <p>(2) Evaluate their ability to present their work in at a exhibition.</p> <p>(3) Evaluate their ability to use software computer such as Amadeus doing their work.</p>		

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

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

Bayer, M. (2019). *Best Self: Be You, Only Better*. NY: Harper Collins Publishers.

Feist, G. J., & Rosenberg, E. L. (2012). *Psychology: perpectives and connections*. 2<sup>nd</sup> ed. New York: McGraw Hill.

Mc.Raven, W. H. (2014). *Make Your Bed: Little Things that can Change...and maybe the World*. Penguin.

Walinga, J. (2012). *Introduction to psychology: 1st Canadian Edition* adapted from Charles Stangor's textbook, *Introduction to Psychology*. Retrieved from <https://opentextbc.ca/introductiontopsychology/front-matter/about-the-book/>

Supplementary handouts provided by lecturers

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

International Air Transport Association (2013). *Airline customer service*. 3<sup>rd</sup> ed. Montreal: International Air Transport Association.

Solomom, M., & Humler, H. (2019). *The heart of hospitality: great hotel and restaurant leaders share their secrets*. N.Y. SelectBooks.

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

<http://www.psychology.com>

## **Section 7 Course Evaluations and Revising**

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

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) The learning methods and assessment

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

### **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 dean / 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**

- 5.1 Revise and develop course structure and process every three years.
- 5.2 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		
	1	2	3	4	1	2	3	1	2	1	2	3	1	2	3
GEN0104 Self-Development	●	●	○	○	○	●	●	●	○	○	○	●	○	●	○

**2. Teaching Timetable**

Tuesday 9.00-12.00 Room no. 204 (AB62 G.3)

Wednesday 9.00-12.00 (Room no. 402 AB62 G.4)