

TQF3



<input checked="" type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Master's Degree

# College of Hospitality Industry Management

## Course Specification

Course Code: GEN0209 Course Title: Public Speaking and Presentation  
Skills in English  
Credits: 2(2-0-4)

Program: Airline Business, International Business  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
(CHM)

Semester: 2 Academic Year: 2021

## Section 1 General Information

### 1. Code and Course Title:

2. Course Code: GEN0209

3. Course Title (English): Public Speaking and Presentation Skills in English

Course Title (Thai): ทักษะการพูดและการนำเสนอในที่สาธารณะเป็น

ภาษาอังกฤษ

### 2. Credits: (2-0-4)

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts, Airline Business

Bachelor of Arts, International 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. Ong Dee Jean

4.2 Instructional Course Lecturer(s):

(1) Dr. Ong Dee Jean

(2)

### 5. Contact/Get in Touch

Room Number 305..... Tel. 093 190 5151

E-mail [dee.on@ssru.ac.th](mailto:dee.on@ssru.ac.th)

Line ID: dj7.ong

## **6. Semester/ Year of Study**

6.1 Semester: ...2..... Year of Study...2021....

6.2 Number of the students enrolled .....64...

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

Course Code: ...-.....Course Title .....-.....or none

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

Course Code: ...-.....Course Title .....-.....or none

## **9. Learning Location**

Building Number: **Online**.....

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

Date ...04 January 2022

# **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 according to moral concepts and judgments.

### 1.2 Knowledge

Knowledge to be developed

- (1) Understanding the English 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 English skills knowledge integrated with other disciplines.

### 1.3 Cognitive Skills

Cognitive Skills to be developed

- (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 Responsibilities

Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate in English
- (2) Be able to use English to present in the public.
- (3) Initiate speaking and reading ideas and have leadership personality in presentation.

### 1.5 Numerical Analysis, Communication and Information Technology Skills

Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use basic ICT skills and apply them to presentation skills.
- (2) Be able to use statistics and mathematics to solve business problem.
- (3) Be able to use ICT in the work place and apply numerical analysis in communication in English.

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

Students' engagement can be assessed by case studies including multimedia, assignment. Updated case studies exercise and activities will be adapted to the future lessons.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

The principles and practices critical to public speaking and presentation concept and model, Understanding of a number of key issues in speaking and reading, writing and preparing presentation.

### **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)
32 (hours/semester)	(By appointment/ Subject to individual needs)	0	64

### **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 Number305  
College of Hospitality Industry Management (Nakhon Pathom Education  
Center /SSRU)

3.2 Consulting via office telephone/mobile phone: 093 190 5151

3.3 Consulting via dee.on@ssru.ac.th

3.4 Consulting via Social Media Line ID: dj7.ong

3.5 Consulting via Computer Network (Internet/Web board)

Website:<http://www.teacher.ssru.ac.th/dee.on>

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

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

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

- (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 according to moral concepts and judgments.

#### **3.2 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 English and English in specific field.

### **3.3 Assessment Strategies**

- (1) Class attendance, class participation and behavior in class.
- (2) Students are able to apply their knowledge in practice i.e. explains how to read, speak, listen, and write concept.
- (3) Evaluate from students responsibilities on their contribution on group project.

## **2. Knowledge**

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

- (1) Understanding the airline English theories and important case studies taught.
- (2) To be able to provide an analysis and provide the solution to real world English.
- (3) To be able to use English knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use case studies analysis learning
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in the field of public speaking and presentation.

### **2.3 Assessment Strategies**

- (1) Test, midterm examination, and final examination.
- (2) Self–study and task assignment that sharing to the class.
- (3) The ability to solve problem, evaluate and classify each type of dialogue.

### **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 to the class
- (3) The ability to solve problems from case studies.

#### **3.2 Teaching Strategies**

- (1) Group presentation
- (2) Participation in competitions
- (3) Problem base learning

#### **3.3 Assessment Strategies**

- (1) Evaluate individually and group project
- (2) Class activities and discussion and personal involvement

### **4. Interpersonal Skills and Responsibilities**

#### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to communicate in English
- (2) Be able to use English to solve problems by using appropriate English Phrases and clauses and sentences.
- (3) Initiate English in the specific fields.

#### **4.2 Teaching Strategies**

- (1) Allow students with work in unfamiliar situation with new team members.
- (2) Practice safety awareness and encourage / communicate with people concerned
- (3) Use proper business English to communicate in class and with lecturers.



### **4.3 Assessment Strategies**

- (1) How students participate in team work.
- (2) How students use English regarding public speaking and 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 to English communication fields.
- (2) Be able to use statistics and mathematics to English presentation and speaking
- (3) Be able to use ICT in the work place and apply numerical analysis in English communication in various fields of jobs.

### **5.2 Teaching Strategies**

- (1) Use case studies and allow students to implement their knowledge of statistics and mathematics to identify and evaluate risks
- (2) Use activities e.g. English exhibition.
- (3) Students form teams and do assigned project that required two ways communication and develop their social skills.

### **5.3 Assessment Strategies**

- (1) Evaluate the correct application of statistics and mathematics to analyze case studies

- (2) Evaluate students' abilities to present their projects or exhibitions
- (3) Evaluate students' abilities to use computer do their projects.

**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	<b>Unit 1:</b> History of public speaking	2	- Lecture - Discussion	Dr. Ong Dee Jean
2	<b>Unit 1:</b> History of public speaking	2	-Self reflection	Dr. Ong Dee Jean
3	<b>Unit 2:</b> Tips for Effective Public Speaking	2	- Lecture - Discussion	Dr. Ong Dee Jean
4	<b>Unit 2:</b> Tips for Effective Public Speaking	2	-Self reflection	Dr. Ong Dee Jean
5	<b>Unit 3:</b> Tips for Effective Presentation Skills	2	- Lecture - Discussion	Dr. Ong Dee Jean
6	<b>Unit 3:</b> Tips for Effective Presentation Skills	2	-Self reflection	Dr. Ong Dee Jean
7	Self-Study Week	2	Review	Dr. Ong Dee Jean

8	Assignment 1 Submission	2	Online submission	Dr. Ong Dee Jean
9	<b>Guest Speaker</b>	2	Special talk	Dr. Ong Dee Jean
10	<b>Review</b>	2	Self-reflection	Dr. Ong Dee Jean
11	<b>Unit 5: The Art of Story-Telling</b>	2	-Lecture -Discussion	Dr. Ong Dee Jean
12	<b>Unit 5: The Art of Story-Telling</b>	2	-Self reflection	Dr. Ong Dee Jean
13	<b>Mock up Final Exam Practice</b>	2	Exercise	Dr. Ong Dee Jean
14	Assignment 2 Submission Presentation	2	Online/Class presentation	Dr. Ong Dee Jean
15	<b>Presentation</b>	2	Online/ Class presentation	Dr. Ong Dee Jean
16	<b>Make up class</b>	2	Make up class	Dr. Ong Dee Jean
17	<b>Final</b>	2	Take home exam	Dr. Ong Dee Jean

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b> (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	Attendance criteria.	Every week	10%

	business according to moral concepts and judgments.			
2	<p><b>Knowledge</b></p> <p>(1) Understanding the tourism and hospitality 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 integrate reading and speaking knowledge with other disciplines.</p>	<p>1. Test, midterm examination, and final examination.</p> <p>2. Self –study and task assignment that sharing to the class.</p>	Week 4 & 8	50%.
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 solve problems from case studies.</p>	-Case studies analysis, - communication exercise	Throughout 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 present and speaking in the public</p> <p>(3) Initiate reading, speaking, and writing skills in the job.</p>	- Cooperative learning - Group discussion	Throughout semester	10%
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to use basic ICT skills and apply them for creating power point,</p> <p>(2) Be able to use statistics and mathematics to solve business</p>	- Project & Communication	Throughout semester	10%

<p>problem.</p> <p>(3) Be able to use ICT in the work place and apply numerical analysis in using English language to present in the work place.</p>			
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## **Section 6 Learning and Teaching Resources**

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

- 1. World of English, Phillip Seargeant and Joan Swann**
- 2. Communication in Action 3, Julia A T. Wood**
- 3. Dialogue is easy. It's what you've been doing almost every day. , Josip Novakovich**
- 4. <https://www.novel-writing-help.com/writing-dialogue.html>**
- 5. <https://www.ilac.com/tips-for-giving-a-great-presentation-in-english/>**
- 6. 10 Tips for improving your public speaking skills**  
**<https://professional.dce.harvard.edu/blog/10-tips-for-improving-your-public-speaking-skills/>**

## **Section 7 Course Evaluation and Revising**

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

Student evaluation of classes

Student self-assessment of learning outcomes

### **2. Strategies for Course Evaluation by Lecturer**

Students' evaluation of classes

Observation of classes

### **3. Teaching Revision**

Training and Exhibition

Peer observation

Collegial sharing and reflection

**4. Feedback for Achievement Standards**

Class and grading examine by Administrator Committee

**5. Methodology and Planning for Course Review and Improvement**

Review by head of program, course coordinators and instructors

**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		
Course Category .....	<b>● Major Responsibility</b>											
	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAC 3408. Course Title: Tourism and Hospitality Management	●	○	○	●	○	○	●	○	○	●	○	○





