



TQF. 3 Course Specifications

Course Title:	IAC 1204 Personality Development & Grooming
Credits:	3 (3-0-6)
Semester:	3 Academic Year: 3/2017
Learning Location:	Nakorn Pathom Education Center, International College
Students:	Bachelor of Arts in Airline Business (English Program)
Lecturer:	Ms. Kanittha Charernnit International College, Suan Sunandha Rajabhat University (SSRUIC)

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Section 1 General Information

1. Codes and Course Title: IAC 1204 Personality Development and Grooming

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

3. Curriculum and Course Category:

3.1 This course is categorized in Airline Business Free Elective Course of Bachelor of Arts, International College

3.2 Requirement Course: None

4. Lecturer (s):

Ms. Kanittha Charernnit, Ms. Rojanard Waramontri

Tel. 02 160 1192 - 96 E-mail: kanittha.ch@ssru.ac.th / rojanard.wa@ssru.ac.th

5. Year / Semester

Graduate Student Year 2560/ Semester 3

6. Prerequisite Course (if any)

None

7. Co-requisite Course: (if any)

None

8. Learning Location/Venue of study

International College, Rajabhat Suan Sunandha University, Salaya Campus

Room No: 200 - 208, 2nd Floor.

9. Last Date for Preparing and Revising this Course:

15th May 2018

Section 2 Aims and Objectives

2. Course Aims

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

- 1.1 Gain the knowledge about personality improvement in the areas includes character, behavior, and attitude.
- 1.2 Gain the knowledge about grooming in the areas includes make-up, hairdo, clothes, uniform, and garment care.
- 1.3 Be able to work in a more professional manner.
- 1.4 Understand various personality traits and why people behave differently.
- 1.5 Leverage on their positive personality traits and work on his negative personality traits.

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

The course is important to enhance the personal and professional competency of an individual at work and every situation. Grooming etiquette is closely connected with an individual's professionalism at social spaces, including workplace. Likewise, understanding personality helps an individual in a student's personal development in one's career.

Section 3 Course Structure

2. Course Outline

A learning outline of Personality Development and Grooming designed to develop students' knowledge about "Brand Image" which includes the three aspects of Character, Behavior, and Attitude. The course also provides the advanced studies about make-up, hairdo, clothes, uniform, and garment care.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – Hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
15 Hours	15 Hours	30 Hours	Upon request
Individual Academic advising per week			
<ul style="list-style-type: none">• One hour per week after class. Students may make an appointment for additional meeting time• Students contact lecture by e-mail, line application for class discussion / feedback and appointment			

3. Time Length per Week for Individual Academic Consulting and Guidance Wednesday 1-4 pm. or by appointment

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 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.

1.3 Evaluation Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

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 presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (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.

5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business 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-ways communication and develop their social skills.

5.3 Evaluation 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 such as Photoshop doing their work.

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

5.1 Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias	Lecturers
1	<ul style="list-style-type: none"> • Introduction to Personality Improvement and Grooming <ul style="list-style-type: none"> -What is Personality -The composition of Personality • Personality Test based on the Big 5 Concept 	3	<ul style="list-style-type: none"> • Direct Instruction • E-Learning • Assignment <p><u>Individual Presentation Topic:</u></p> <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
1	<ul style="list-style-type: none"> • Traits Theories of Personality • The Big Five Personality Dimensions • Positive Personality through Positive Thinking 	3	<ul style="list-style-type: none"> • Direct Instruction Student-centered: Constructivist approaches and Cooperative learning <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
2	<ul style="list-style-type: none"> • Make-Up <ul style="list-style-type: none"> - Equipment - Skin, Face, Lips, Eyes - Hair Style Ideas ** Individual Presentation 	3	<ul style="list-style-type: none"> • Lecture and Practice • Problem-Based learning and Hands – on • Role play <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide • VDO Clip 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
2	<ul style="list-style-type: none"> • Personal Image/Standard Grooming <ul style="list-style-type: none"> - Student Standard Uniform - Taking Care of Your Personal Grooming 	3	<ul style="list-style-type: none"> • Direct Instruction and Practice • Student Research • Assignment # 1 • <u>Teaching Media</u> • Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturers
3	<ul style="list-style-type: none"> • Individual Presentation 	3	<ul style="list-style-type: none"> • Shared learning dialogue • Cooperative Learning 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
3	<ul style="list-style-type: none"> • Hair do Workshop <ul style="list-style-type: none"> - Equipment - Hair accessories, rubber band, ribbon, comb etc.. - Hair spray, wax, gel etc. - Guide to Perfect Hair Style - Hair Style Ideas 	3	<ul style="list-style-type: none"> • Direct Instruction • Problem-Based learning and Hands-on • Student-centered: Constructivist approaches and Cooperative learning • Shared learning dialogue • Performance activities • Assignment # 2 <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide • VDO Clip 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
4	<ul style="list-style-type: none"> • Personal Image/Grooming <ul style="list-style-type: none"> - Personal Image/Grooming • Dressing with Intension 	3	<ul style="list-style-type: none"> • Direct Instruction and Practice • Role play • Student-centered: Constructivist approaches and Cooperative learning <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
4	Table Manner / Midterm Test	3	<ul style="list-style-type: none"> • Student-centered: Constructivist approaches and Cooperative learning 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturers
5	<ul style="list-style-type: none"> Etiquette and Manners <ul style="list-style-type: none"> - Etiquette's Principle The Principles of Introduction <ul style="list-style-type: none"> - How to Address People in English Common Courtesies <ul style="list-style-type: none"> - Basic International Courtesies Common Courtesies 	3	<ul style="list-style-type: none"> Direct Instruction and Practice Student-centered: Constructivist approaches and Cooperative learning Role play <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
5	<ul style="list-style-type: none"> Communication and Technology Presentation Skills and Public Speaking 	3	<ul style="list-style-type: none"> Direct Instruction and Practice Role play Social skill and team work Student-centered: Constructivist approaches and Cooperative learning <p>Assignment # 3</p> <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
6	<ul style="list-style-type: none"> Individual Presentation 	3	<ul style="list-style-type: none"> Student-centered: Constructivist approaches and Cooperative learning <p>Assignment # 4</p> <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
6	<ul style="list-style-type: none"> On the Job <ul style="list-style-type: none"> - Wearing Uniform - Dressing for Workplace Success - Office Issues - Workplace Relationship 	3	<ul style="list-style-type: none"> Lecture and Practice Problem-Based learning and Hands-on Role Play <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> Power Point Slide 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturers
7	<ul style="list-style-type: none"> • Make-Up Workshop 	3	<ul style="list-style-type: none"> • Problem-Based learning and Hands-on • Student-centered: Constructivist approaches and Cooperative learning • Case study <p><u>Teaching Media</u></p> <ul style="list-style-type: none"> • Power Point Slide • VDO Clip 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
7	<ul style="list-style-type: none"> • Group Presentation 	3	<ul style="list-style-type: none"> • Student-centered: Constructivist approaches and Cooperative learning • Presentation Skills and Public Speaking 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
8	<ul style="list-style-type: none"> • Wrap Up Class 	3	<ul style="list-style-type: none"> • Lecture and Practice 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
8	<ul style="list-style-type: none"> • Final Examination 	3	<ul style="list-style-type: none"> • Exam Paper 	Aj. Kanittha Charernnit / Aj. Rodjanard Waramontri
Total of Hours		48		

Section 5 Lesson Plan and Assessment

5.2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	Attendance	1-8	10%
2	Knowledge	Midterm Test	4	25%
		Final	8	25%
3	Cognitive Skills	Assignment, Report, and Presentation * Individual Presentation * Group Presentation	3,4,5,6,7,8	20%
4	Interpersonal Skills and Responsibilities	Uniform standard	1 - 8	10%
5	Numerical Analysis, Communication and Information Technology Skills	Group work, Presentation, E- Learning	3,5,6,7	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Brown, B. (2011). **Bobby Brown Makeup Manual**. Thailand: Grand Central Publishing.

Jobity, L. (2011). **Frumpy to Fabulous: Flaunting It: Your Ultimate Guide to Effortless Style**. Columbia MD: Elan Image Management, LLC.

Post, P. (2012). **EMILY Post's Essential Manners for Men Second Edition**. New York: Harper Collins Publisher.

Post, P. (2012). **EMILY Post's Etiquette 18th Edition**. New York: Harper Collins Publisher.

2. Important Documents for Extra Study

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

<http://www.johnrobertpowers.in.th/thai/index.php>

<http://www.makeup.com/>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Evaluation sheet

Behavior of students in class and uniform standard

Students' suggestion during the class

2. Strategies for Course Evaluation by Lecturer

Exam result and personal grooming

3. Teaching Revision

Classroom research

4. Feedback for Achievement Standards

Evaluation based on quizzes, paper, presentation, semester paper

5. Methodology and Planning for Course Review and Improvement

Encourage the students to do essential and external reading and submit paper and presentation on time. Find further study and information related to this course in library as well as internet.