



College of Hospitality Industry Management

TQF5 Course Report

Course Code: IAC3304

Course Title : Cross Cultural Management

Credits : 3(3-0-6)

Semester /Academic Year : 3/2020

Students : Bachelor of Arts Program in Airline Business

Lecturer(s): 1) Aj. Kanittha Charernnit

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section1: General Information

1. Course Code and Title: IAC 3304: Cross Cultural Management

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

- 1) Aj. Kanittha Charernnit
Sections: 1,2,3,4

4. Semester and Academic Year

Semester 3 Academic Year 2020

5. Venue: College of Hospitality Industry Management, Suan Sunandha Rajabhat University. Nakhonpathom Education Centre.

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<p>Introduction to Cultural Awareness in Aviation Industry</p> <ul style="list-style-type: none"> - Introduction to module - What is culture? - Importance of cultural awareness in aviation industry 	3	<ul style="list-style-type: none"> - VDO - Group arrangement and assignment for group project - PowerPoint 	Ms. Kanittha Charernnit
2	<p>Cultural Identity</p> <ul style="list-style-type: none"> - Hofstede's Cultural Dimensions - Cultural misunderstandings - Cultural bias and stereotypes 	3	<ul style="list-style-type: none"> - VDO - Group discussion: "Who are we?" - PowerPoint 	Ms. Kanittha Charernnit

	<ul style="list-style-type: none"> - Knowledge about your own culture 			
3	<p>Asia</p> <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality 	3	<ul style="list-style-type: none"> - PowerPoint - Group discussion - VDO 	Ms. Kanittha Charernnit
4	<p>Asia</p> <ul style="list-style-type: none"> - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Workshop - Individual Presentation 	Ms. Kanittha Charernnit
5	<p>Europe</p> <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality 	3	<ul style="list-style-type: none"> - Quiz1 - Cooperative learning: "Get to know the answer" - PowerPoint - Individual Presentation 	Ms. Kanittha Charernnit

6	<p>Europe</p> <ul style="list-style-type: none"> - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Group discussion - VDO - Individual Presentation 	Ms. Kanittha Charennit
7	<p>Australia</p> <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Workshop - Individual Presentation - VDO 	Ms. Kanittha Charennit
8	Mid-term Examination	3	<ul style="list-style-type: none"> - Paper-based test 	Ms. Kanittha Charennit
9	<p>North America</p> <ul style="list-style-type: none"> - Introduction 	3	<ul style="list-style-type: none"> - PowerPoint - Cooperative learning 	Ms. Kanittha Charennit

	<ul style="list-style-type: none"> - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 		<ul style="list-style-type: none"> - Individual Presentation - VDO 	
10	<p>South America</p> <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Discussion - Individual Presentation - VDO 	Ms. Kanittha Charennit
11	<p>Group Assignment Development Workshop</p>	3	<ul style="list-style-type: none"> - Presentation 	Ms. Kanittha Charennit

			- Student-centered activity	
12	<p>Africa</p> <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - Quiz2 - PowerPoint - Cooperative leaning: “Get to know the answer” - VDO 	Ms. Kanittha Charernnit
13	<p>Cross-cultural Understanding</p> <ul style="list-style-type: none"> - Intercultural communication - Conflict management - Dealing with complaints 	3	<ul style="list-style-type: none"> - PowerPoint - Discussion - VDO 	Ms. Kanittha Charernnit

14	Group Presentation	3	- “Cultural Walk Rally” activity	Ms. Kanittha Charernnit
15	Revision	3	- PowerPoint - Discussion	Ms. Kanittha Charernnit
16	Final Examination	3	- Paper-based test	Ms. Kanittha Charernnit

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
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3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics		✓	-	
2. Knowledge		✓	-	
3. Cognitive Skills		✓	-	

4. Interpersonal Skills and Responsibilities		✓	-	
5. Numerical Analysis, Communication and Information Technology Skills		✓	-	
6. Learning Management Skills		✓	-	

4. Suggestions for Improving Teaching Methods

Assign group project that students have cooperative among groups like working in a company.

Assign group discussion that enhance student's analysis skills and use the case study in current situation in addition.

Section 3 : Course Outcomes

2. Number of students at the end of semester: 102

3 Number of students who withdrew (W) : --

4. Grade distribution

Grade	No. of students	Percentage
A	39	38.23
A-	44	43.14
B+	17	16.67
B	0	0
B-	2	1.96
C+	0	0
C	0	0
C-	0	0
D	0	0
F	0	0
Incomplete (I)	0	0

5. Factors causing unusual distribution of grades (If any).

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
Group project of recruiting and selection	Students had great teamwork experiences and fun from working in a group project

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems:	Impacts on students' learning :
Learning Resources Problems:	Impacts on students' learning :

2. Administration and organization

Problems from administration	Impacts on students' learning
Problems from organization	Impacts on students' learning

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

The course is rescheduled, students have short time to do projects.

1.2 Faculty members' opinions on the comments in 1.1

Explain process to students and assign group project earlier.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

2.2 Faculty members' opinions on the comments in 2.1

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester... Academic year 1. 2. 3.	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) 1. 2. 3.
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2. Other improvements

3. Suggestions for improvement for Semester 2 Academic year 2021

Suggestions	Time Frame	Responsible person
Provide learning resource such as e-books/ text book and select contents that are applicable for airline company.	3/2020	Lecturers who teach this course

4. Suggestions of faculty member(s) responsible for the course

Responsible Faculty Member/Coordinator:

Aj. Kanittha Charernnit

Signature..... Submission Date 31st July 2021.

Chairperson/Program Director:

Signature..... Receipt Date