TQF.3

☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: HHM 2207 Course Title :   Personality Development for Hospitality Industry
Credits :   3(3-0-6)

Program: Hotel Management
International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester :   1 Academic Year :   2020

Section 1 General Information

1. Code and Course Title :

Course Code: HHM2207

Course Title (English):   Personality Development for Hospitality

Industry

Course Title (Thai):   การพัฒนาบุคลิกภาพสำหรับ

อุตสาหกรรมด้านบริการ

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

3. Curriculum and Course Category :

3.1 Curriculum: This course of Bachelor of Art, International College, SSRU

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.Kanyapilai K.

4.2 Instructional Course Lecturer(s):

(1) …………………………….

(2) …………………………….

5. Contact/Get in Touch

Room Number 306 Tel. 084-6714577 .E-mail Kanyapilai.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2020

6.2 Number of the students enrolled: 20 students

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: Nakhonpatom Education Centre Room Number …

10. Last Date for Preparing and Revising this Course:
8th August 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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes

(2) Have positive attitudes towards service careers;

(3) Be able to lead and follow group members, work in team and be a role model for others; and

(4) Have self-discipline, be punctual, responsibility to self, profession and society

1.2 Knowledge

(1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;

(2) Have integrated knowledge in other related disciplines; and

(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

(1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

(2) Be able to apply both theoretical and practical knowledge into real-life problem; and

(3) Be able to apply innovation and knowledge from other

related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

(1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

(2) Be able to communicate with foreigners effectively in the appropriate contexts;

(3) Be able to use technology to communicate and present effectively; and

(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

(2) Be able to communicate with foreigners effectively in the appropriate contexts;

(3) Be able to use technology to communicate and present effectively; and

(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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

…………………………………………………………………………..

Section 3 Characteristics and Operation

1. Course Outline

(English) Definitions and scope of personality, importance of personality for working in the hospitality industry, human relations and behavior modification for working in the organization, personality development for working in the hospitality industry.

(Thai) ความหมายและขอบเขตของบุคลิกภาพ, ความสำคัญของบุคลิกภาพกับงาน ให้บริการ, ความสัมพันธ์ของมนุษย์กับการปรับเปลี่ยนพฤติกรรมในการทำงานในองค์กร และการพัฒนาบุคลิกภาพสำหรับการทำงานในอุตสาหกรรมการบริการ

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)
48	3+	0 hours	96 hours

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 305 Building International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 084-6714577

3.3 Consulting via E-Mail kanyapilai.ku@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line) Line Id: Kanyapilai

3.5 Consulting via Computer Network (Internet/Web board)……..

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

○ (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;

○ (2) Have positive attitudes towards service careers;

○ (3) Be able to lead and follow group members, work in team and be a role model for others; and

● (4) Have self-discipline, be punctual, responsibility to self, profession and society

1.2 Teaching Strategies

(1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;

(2) Provide case studies that explain ethics in careers in the hospitality industry; and

(3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Assessment Strategies

(1) Class attendance, class participation, and behavior in class;

(2) On-time submission of report and assignments and their quality; and

(3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;

- (2) Have integrated knowledge in other related disciplines; and

- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.1 Teaching Strategies

(1) Use problem-based learning

(2) Use cooperative learning techniques; and

(3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.2 Assessment Strategies

(1) Quizzes

(2) Midterm and Final examination

(3) Assignments

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts

  as well as be able to solve problems systematically and find

  out proper solutions to the problems;

- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and

- (3) Be able to apply innovation and knowledge from other

related academic fields in developing working skills.

3.2 Teaching Strategies

    (1)   Problem based learning

    (2)   Cooperative learning techniques

    (3)   Case studies

    (4)   Invite guest speakers who are experts in the field of hospitality management to give special lectures.

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) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and

○ (2) Be responsible for the improvement of self-academic learning and the profession continuously

4.2 Teaching Strategies

    (1)   Group Assignments

    (2)   Use cooperative learning techniques

    (3)   Field trips

4.3 Assessment Strategies

    (1)   Students' contribution and behavior in group

    (2)   Class presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- ● (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- ○ (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- ○ (3) Be able to use technology to communicate and present effectively; and
- ○ (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching Strategies

(1) Provide assignments that require students to use numerical analysis skills and knowledge;

(2) Provide assignments that require students to use information technology skills and knowledge;

(3) Use e-learning;

(4) Use group discussion; and

(5) Use presentation

5.3 Assessment Strategies

(1) Assignments;

(2) Presentation; and

(3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

6. Other Domain

(1) ……………………………………………………………

(2) ……………….…………………………………………

(3) ……………………………………………………………

(4) ……………………………………………………………

(5) ……………………………………………………………

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	**Introduction to Personality Development Class** **Unit1: Personality** • Concept and definition of personality Social and self concepts of personality	3hrs	- Explain about class in general and grading system - Lecture - Photo shooting1 (Before- After	Kanyapilai K.
2	**Unit 1: Personality (cont)** • Can personality be developed? Traits & patterns of personality	3hrs	- PowerPoint presentation - Lecture	Kanyapilai K.
3	**Unit 2: Perception** • Visual perception • Self perception Social perception	3hrs	- PowerPoint presentation - Lecture	Kanyapilai K.

4	**Unit 3: Physical Appearance** • Definition of physical appearance • Importance of physical appearance How to describe a person's physical appearance	3hrs	- PowerPoint presentation - Lecture - Group discussion - Quiz 1	Kanyapilai K.
5	**Unit 3: Physical Appearance (cont)** • Dress right for your body type	3hrs	- PowerPoint presentation - Lecture - Group discussion - Quiz 1	Kanyapilai K.
6	**Unit 3: Physical Appearance (cont)** • Hairdo and make up	3hrs	- PowerPoint presentation - Lecture - Group discussion - Quiz 1	Kanyapilai K.
7	**Unit 4: Attitude** • definition of attitude • positive attitude • negative attitude	3hrs	- PowerPoint presentation - Lecture - VDO Group discussion	Kanyapilai K.
8	Midterm	……	……………..	Kanyapilai K.
9	**Unit5: Interpersonal skills** • definition of interpersonal skill	3hrs	- PowerPoint presentation	Kanyapilai K.

			- Lecture - Listening Game *Individual Assignment*	
	• verbal and non-verbal communication listening skill			
10	**Unit 6: Social skills** • definition of social skill • beginning social skills Table manner	3hrs	- PowerPoint presentation - Lecture Quiz 3	Kanyapilai K.
11	**Hotel Inspections**	3hrs	Hotel Inspections	
12	**Unit 7: Personality and career choice** • Personality Type Personality Test	3hrs	- PowerPoint presentation - Lecture Personality Test	Kanyapilai K.
13	**Unit 7: Personality and career choice (cont)** • Common Careers for Personality Types Investigative personality careers	3hrs	- PowerPoint presentation - Lecture - Photo shooting (Before- After)	Kanyapilai K.
14	**Individual Presentation (1)**	3hrs	Presentation (Online)	Kanyapilai K.
15	**Individual Presentation (2)**	3hrs	Presentation (Online)	Kanyapilai K.
16	Review Before Final	3hrs	Review	Kanyapilai K.
17	Final Examination	3hrs		
	Total	48		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics** 1.1Be able to deliver or to	• Presentation • Students' class	Throughout semester	10 %

	complete a required task at the appointed time. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold. 1.3Be able to make decisions according to moral concepts and judgments.	attendance checklist Students' participation		
2	**Knowledge** 2.1Be able to identify the proper theories and describe important case studies. 2.2Be able to provide an analysis and provide the solution to real business problems. 2.3 Be able to use knowledge integrated with other disciplines.	• Pre- test and post- test results • Individual and group papers, report and presentation • Observation and comment on class activities and E- learning participation • Midterm examination score result Final examination score result/ grade	Throughout semester	40% 20% 30%
3	**Cognitive Skills** 3.1Be able to organize self-study and sharing information to	• Individual and group papers, report and presentation • Observation	Throughout semester	(Referred to number 2)

	class especially in tourism. 3.2Be able to solve problems from case studies.	and comment on class activities and E- learning participation • Midterm examination score result Final examination score result/ grade		
4	**Interpersonal Skills and Responsibilities** 4.1Be able to use interpersonal English communication skills. 4.2Be able to collaborate well in team works for problem solving. 4.3Be able to show leadership skills	• Individual and group papers, report and presentation • Observation and comment on class activities and E- learning participation • Midterm examination score result Final examination score result/ grade	Throughout semester	(Referred to number 2)
5	**Numerical Analysis, Communication and Information Technology Skills** 5.1Be able to use basic ICT skills and apply them to daily life.	• Individual and group papers, report and presentation • Observation and comment on class activities and E- learning participation • Midterm examination score result Final examination score result/ grade	Through out semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Michael E. Lamb and Marc H. Bornstein, 2011. *Social and Personality Development.*   National Institute of Child Health and Human Development and Michael E.   Lamb, University of Cambridge.**

Pavlina Steve, 2009. *Personal Development for Smart People: The Conscious Pursuit of   Personal Growth. United States:* Hay House Inc.

2. Important Documents for Extra Study

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

Section 7 Course Evaluation and Revising

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

1. Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

2. Content objectives were made clear to the students.

3. The content was organized around the objectives.

4. The content was sufficiently integrated.

5. The content was sufficiently integrated with the rest of the first year curriculum.

6. The instructional materials were used effectively.

7. The learning methods appropriately assess the students' understanding of the content.

8. Overall, students are satisfied with the quality of this course.

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 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 monitors the assessment process and grading.

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

(1) Revise and develop course structure and process every three years.

(2) Assign different lecturers 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		
Course Category: Bachelor of Art, International College, SSRU	● **Major Responsibility**													○ **Minor Responsibility**					
	1	2	3	4	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code HHM 2207 Course Title: Personality Development for Hospitality Industry	O	O	O	●	●	O	O	O	●	O	●	O	●	O	O	O	O	O	O