TQF.3

☑ Bachelor's Degree

☐ Master's Degree

# Course Specification

Course Code: IHM1202  Course Title : English Communication for Hotel Industry
Credits : 3(3-0-6)

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

Semester : 2 Academic Year : 2020

# Section 1  General Information

## 1. Code and Course Title :

Course Code:  IHM1202

Course Title (English):  English Communication for Hotel Industry

Course Title (Thai):  ภาษาอังกฤษเพื่อการสื่อสารในอุตสาหกรรมการโรงแรม

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

## 3. Curriculum and Course Category :

3.1 Curriculum:  This course of Bachelor of Business Administration, 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: …………….…………..

4.2 Instructional Course Lecturer(s):

(1) ……………………………

(2) ……………………………

## 5. Contact/Get in Touch

Room Number  408 Tel. 084-6714577 .E-mail

Kanyapilai.ku@ssru.ac.th

## 6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2020

6.2 Number of the students enrolled: 19 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 403

## 10. Last Date for Preparing and Revising this Course:
26th 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) Have positive attitudes towards service careers

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;

1.3 Cognitive Skills

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

1.4 Interpersonal Skills and Responsibility

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

1.5 Numerical Analysis, Communication and Information Technology Skills

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

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

……………………………………………………………………..

# Section 3  Characteristics and Operation

## 1. Course Outline

(English) Technique, vocabulary and expressions required in hospitality business, English structure, general communication skills, and guest communication, English practical situations, accommodations, taking food order, guest reception, guest services, telephone communication and respond to guests' questions or requests in a timely manner to develop good relations with guests.

**(Thai)** เทคนิค คำศัพท์ และการแสดงความต้องการในธุรกิจงานบริการ, โครงสร้างภาษาอังกฤษ, ทักษะการสื่อสารทั่วไป และการสื่อสารกับผู้เข้าพักในโรงแรม การฝึกภาษาอังกฤษในสถานการณ์ต่างๆ ที่พัก การรับเมนูอาหาร การต้อนรับ การใช้โทรศัพท์ในการสื่อสารและตอบรับความต้องการของแขก หรือ การมี มารยาท เพื่อพัฒนาสัมพันธไมตรีกับแขกอย่างเหมาะสม

## 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 | Hours | Learning Activities and Media | Lecturer(s) |
|---|---|---|---|---|
| 1 | Introduction<br>• *Pre-Test speaking and conversation* | 3 hours | Lecture | Kanyapilai K. |
| 2 | **Unit 1: Phone Inquiries** | 3 hours | Lecture / Group discussion | Kanyapilai K. |
| 3 | **Unit2: Drivers, Doormen, and Bellhops**<br>• *Gesture and Manner*<br>**Greeting and Explaining** | 3 hours | Lecture / Group discussion | Kanyapilai K. |
| 4 | **Unit 3: Reception** | 3 hours | Lecture / Case Study<br>Assignment (1) | Kanyapilai K. |
| 5 | **Unit 4: Amenities** | 3 hours | Lecture / Case study<br>Speaking Test | Kanyapilai K. |
| 6 | **Unit 5: Request for services** | 3 hours | Lecture / Case study<br>Quiz (1) | Kanyapilai K. |
| 7 | **Unit 6: Directions** | 3 hours | Group Presentation | Kanyapilai K. |
| 8 | **Midterm** | 3 hours | | Kanyapilai K. |
| 9 | **Unit 7: Tour Planning** | 3 hours | Lecture /Practice Activity | Kanyapilai K. |
| 10 | **Unit 8: Handling Complaints** | 3 hours | Lecture / Group discussion | Kanyapilai K. |
| 11 | **Unit 9: Restaurant /Bar**<br>- *Taking an order*<br>- *Menu recommendation* | 3 hours | Lecture / Group discussion | Kanyapilai K. |
| 12 | **Unit 10: Business Center/Event Planning**<br>- *Respond to guests' questions or* | 3 hours | Lecture / Case Study<br>Assignment (1) | Kanyapilai K. |

| 13 | **Unit 11: Small talk** <br><br> • *Conversation on Phone in restaurant* <br> • *Room Service* | 3 hours | Lecture / Case study <br> Speaking Test | Kanyapilai K. |
|----|----|----|----|----|
| 14 | **Unit 12: Paying the Bill** <br> *Information update* | 3 hours | Lecture / Case study <br> Quiz (2) | Kanyapilai K. |
| 15 | **Group Project Presentation** | 3 hours | Students | Kanyapilai K. |
| 16 | **Final Exam Review** | 3 hours | Questions Responding | |
| 17 | **Final exam** | | | |

## 2. Learning Assessment Plan

| | **Learning Outcome** | **Assessment Activities** | **Time Schedule (Week)** | **Proportion for Assessment (%)** |
|----|----|----|----|----|
| 1 | **Morals and Ethics** <br> 1.1Be able to deliver or to complete a required task at the appointed time. <br> 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold. <br> 1.3Be able to | • Presentation <br> • Students' class attendance checklist <br> Students' participation | Throughout semester | 10 % |

| | | | | |
|---|---|---|---|---|
| | make decisions according to moral concepts and judgments. | | | |
| 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 class especially in tourism. 3.2Be able to solve problems from case studies. | • 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) |
| 4 | **Interpersonal Skills and** | • Individual and | Throughout semester | (Referred to number 2) |

| | | group papers, report and presentation | | |
|---|---|---|---|---|
| | **Responsibilities** 4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in team works for problem solving. 4.3 Be able to show leadership skills | • Observation and comment on class activities and E- learning participation • Midterm examination score result Final examination score result/ grade | | |
| 5 | **Numerical Analysis, Communication and Information Technology Skills** 5.1 Be 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

- **Anker, Susan, 2010.*Real Writing with reading.*5<sup>th</sup>ed.New York:**Bedford/ St.Martin's.

- Murphy, Raymond and Helen Naylor, 2007.*Essential Grammar in Use:*
  *Supplementary Exercises with Answers*.**2<sup>nd</sup> ed.**Cambridge:
Cambridge University Press.
- Francis O' Hara, 2004. Be My Guest English for Hotel Industry.4thed.Cambridge University Press. Murphy, Raymond and Helen Naylor, 2007.Essential Grammar in Use: Supplementary Exercises with Answers.2nd ed.Cambridge: Cambridge University Press.

**2.Important Documents for Extra Study**


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

**Keywords for searching:**

English for Hospitality Business, Hospitality, Tourism

**Website** : http://www.englishformyjob.com/ell_hotelindustry.html
http://www.youtube.com/watch?v=wyqfYJX23lg


# 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 IHM 1202 Course Title: English Communicative for Hotel Industry | ○ | ● | ○ | ○ | ● | ● | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ● | ○ | | | |