TQF.3

☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IHT3405 Course Title :   Meeting and Convention Management
Credits :   3(3-0-6)

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

Semester :   2 Academic Year :   2016

Section 1 General Information

1. Code and Course Title :

Course Code: IHT3405

Course Title (English):   Meeting and Convention Management

Course Title (Thai):   การจัดการประชุมและสัมมนา

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 305 Tel. 084-6714577 .E-mail

Kanyapilai.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2016

6.2 Number of the students enrolled: 34 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:
4th August 2016

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 self-discipline, be punctual, responsibility to self, profession and society

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

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

(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills

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

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

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

……………………………………………………………………..

Section 3 Characteristics and Operation

1. Course Outline

(English) Types of meeting and convention; roles and responsibilities of meeting planners, site selection, meeting facilities and technology; pre-meeting activities, on-site activities and post-meeting evaluation.

(Thai)……………………………………………………………

……………………………………………………………………

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 Medias	Lecturer(s)
1	**INTRODUCTION CONFERENCE AND MEETING MANAGEMENT**	3	- Explain about class in general and grading system - Pretest - Lecture	Aj.Kanyapilai
2	**UNIT 1: THE CONVENTION AND MEETINGS INDUSTRY: AN OVERVIEW** - Introduction - Service Sector Economic Impact - Types of Facilities That Hold Meetings and Conventions - Convention Centers - University and College Campuses - Types of Meeting Planners - Meeting Industry Reports - Additional 2005 Meetings Market Report Highlights - Trends and Practices - Review Questions	3	- PowerPoint presentation - Lecture	Aj.Kanyapilai
3	**UNIT 2: THE ROLE OF CONVENTION BUREAUS AND OTHER DESTINATION MARKETING ORGANIZATIONS** - Convention and Visitors Bureaus	3	- PowerPoint presentation - Lecture	Aj.Kanyapilai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
	- Leads Programs - The Mission of Convention and Visitors Bureaus - International Association of Convention and Visitors - Bureaus (IACVB) - Summary Review Questions	3	-	
4	**UNIT 3: MARKETING AND ADVERTISING STRATEGIES** - Introduction - The Four Ps of Marketing—the Marketing Mix - The Marketing Plan	3	- PowerPoint presentation - Lecture - Assignment 1	Aj.Kanyapil ai
5	**UNIT 3: MARKETING AND ADVERTISING STRATEGIES** - Advertising to the Group Meeting Planner - Distinguishing the Advertisement - Summary - Review Questions	3	- PowerPoint presentation - Lecture - Quiz 1	Aj.Kanyapil ai
6	**UNIT 4: CONVENTION SALES NEGOTIATIONS AND CONTRACTS** - Introduction - Procedures - Other Forms of a Proposal - Contracts -	3	- PowerPoint presentation - Lecture - Video	Aj.Kanyapil ai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
7	**UNIT 4: CONVENTION SALES NEGOTIATIONS AND CONTRACTS** - Differences between a Tentative Proposal and a Final - Contract - Room Blocks - Negotiation - Attrition - Summary - Review Questions	3	- PowerPoint presentation - Lecture - Case study	Aj.Kanyapil ai
8	Midterm Examination			
9	**UNIT 5: FOOD AND BEVERAGE FUNCTION PLANNING** - Introduction - Function and Menu Planning - Banquet Menu Pricing - Types of Beverage Setups - Wines - Beverage Controls and Procedures	3	- PowerPoint presentation - Lecture - *Group Assignment*	Aj.Kanyapil ai
10	**UNIT 5: FOOD AND BEVERAGE FUNCTION PLANNING** - Banquet Event Orders (BEO) or Function Sheets - Sponsors - Methods of Control and Tracking - Guarantees - The Seller's Perspective - Head Table Planning	3	- PowerPoint presentation - Lecture	Aj.Kanyapil ai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
	- Catering Guidelines and Policies - Labor and Union Issues - Gratuities and Tipping - Summary - Review Questions	3	-	
11	**Hotel Inspections**	3	- Hotel Inspections at the hotel	Aj.Kanyapil ai
12	**UNIT 6: MEETING ROOM AND CONVENTION PLANNING** - Introduction - The First Step - Types of Function Rooms - Function Room Assignments - Meeting Room Design and Specifications - Computer Technology Improvements - Summary - Review Questions	3	- PowerPoint presentation - Lecture - Quiz 2	Aj.Kanyapil ai
13	**UNIT 7: ON-SITE EVENT PLANNING: SERVICING THE EVENT** - Introduction - Accounting and Billing Procedures - Gratuities for Hotel Service Employees Staff - Billing and Gratuity Guidelines for Corporate and	3	- PowerPoint presentation - Lecture	Aj.Kanyapil ai

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
	- No association Groups			
	- Post convention Review - Preconvention Meeting - The Banquet Event Order (BEO) - Computerized Group Sales and Event Forms - Post event Follow-up and Questionnaires - Guest Group Room Block Reporting - Summary - Review Questions		-	
14	**UNIT 8: EXHIBITION AND TRADE SHOW INDUSTRY OVERVIEW** - Introduction - Exhibitions - Booths - Floor Plans and Diagrams - Who Does What in Planning an Exhibition Trade Show? - Review Questions	3	- PowerPoint presentation - Lecture	Aj.Kanyapil ai
15	**UNIT 9: INDUSTRY TRENDS AND RESOURCES** - New and Emerging Trends	3	- Presentation - Lecture	Aj.Kanyapil ai
	Make up Class	3	- Lecture and reviews	Aj.Kanyapil ai
16	Final Examination			

Total of Hours	45	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics** 1.1 Be able to deliver or to 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. 1.3 Be able to make decisions according to moral concepts and judgments.	• Presentation • Students' class attendance checklist Students' participation	Throughout semester	10 %
2	**Knowledge** 2.1 Be able to identify the proper theories and describe important case studies. 2.2 Be able to provide an analysis and provide the solution to real business problems.	• Pre- test and post- test results • Individual and group papers, report and presentation • Observation and comment on class activities and E- learning participation	Throughout semester	40% 20% 30%

	2.3 Be able to use knowledge integrated with other disciplines.	• Midterm examination score result Final examination score result/ grade		
3	**Cognitive Skills** 3.1 Be able to organize self-study and sharing information to class especially in tourism. 3.2 Be 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 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	• 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**	• Individual and group papers, report and		

and Information Technology Skills 5.1Be able to use basic ICT skills and apply them to daily life.	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

Pat Golden- Romero, 2007.*Hotel convention Sales, Services and Operations*. United Kingdom:Elsevier Inc.

Dinnis L. Foster, 1993.*Sales and Marketing for Hotels, Motels and Resorts.* **United States of America**: Mc Graw Hill.

Philip Kotler, 2012.*Marketing Management*.Essex: Pearson Education Limited.

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	●	●	●		●	●	●	●	●	●	●	●	●	●	○	●			