



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IAC 3304

Course Title : Cross Cultural Management

Credits : 3 (3-0-6)

Program: Bachelor of Arts in Airline Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1

Academic Year : 2018

Section 1 General Information

1. Code and Course Title :

Course Code: IAC 3304

Course Title (English): Cross Cultural Management

Course Title (Thai): การจัดการข้ามวัฒนธรรม

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

3. Curriculum and Course Category :

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline Business program

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:

Mr.Kongsak Boonarchatong

5. Contact/Get in Touch

Mr. Kongsak Boonarchatong

Room: Office 2

Tel: 034 964 934 ext.134

E-mail: kongsak.bo@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2018

6.2 Number of the students enrolled: 3 classes (28 students/ class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Rajabhat Suan Sunandha University, Salaya Campus

10. Last Date for Preparing and Revising this Course:

31th July 2018

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) Academic honesty
- (2) Personal discipline, integrity, and responsibility

1.2 Knowledge

- (1) Basic understanding of other cultures and cultural theories and knowledge relevant to aviation industry

1.3 Cognitive Skills

- (1) Development of analytical and critical thinking skills

1.4 Interpersonal Skills and Responsibility

- (1) Ability to work individually and as a part of team

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Development of communication and information technology skills
- (2) Ability to communicate in English

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

This course will encourage students to be aware of own culture and the differences in regard to other cultures in everyday decision making process. The knowledge and fundamental theories are expected to be applied in aviation industry cases and context.

Section 3 Characteristics and Operation

1. Course Outline

Conflict management, dealing with complaints. Focus culture from regional (ASEAN) and other international countries. Types and characteristics of personalities & behaviour of demographic in each region, The Dos and Don'ts etiquettes

การจัดการกับข้อขัดแย้งและข้อร้องเรียนจากลูกค้า เน้นศึกษาวัฒนธรรมที่แตกต่างกันในแต่ละชาติ โดยเฉพาะภาคอาเซียน ชนิดและบุคลิกลักษณะของคน ความประพฤติที่แสดงออกของประชากรในแต่ละภูมิภาค มารยาทที่ประพฤติและไม่ควรประพฤติในแต่ละวัฒนธรรม

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+ (if any)	0	96

3. Time Length per Week for Individual Academic Consulting and Guidance

- Self consulting at the lecturer's office:
Room Office 2 Tuesday 12.00-13.00 International College,
Nakhonpathom Education Center
- Consulting via E-Mail:
Kongsak.bo@ssru.ac.th

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Academic honesty
- (2) Personal discipline, integrity, and responsibility
- (3) The ability to do the right thing according to values

1.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- (1) Basic understanding of information system theories and knowledge relevant to aviation industry
- (2) The ability to provide an analysis and provide the solution to real practice in information system
- (3) The ability to use aviation knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Development of analytical of work
- (2) Self-study and sharing information from case studies
- (3) The ability to solve problems from case studies

3.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) The ability to communicate in English
- (2) The ability to solve problem in English
- (3) The ability to initiate some new idea

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Ability on Information technology skills
- (2) Ability to calculate on mathematic for business skills
- (3) Ability to use ICT skills and apply them to daily life

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

5.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to Cultural Awareness in Aviation Industry <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 	Mr Kongsak Boonarchatong
2	Cultural Identity <ul style="list-style-type: none"> - Cultural Dimensions - Cultural misunderstandings - Cultural bias and stereotypes 	3	<ul style="list-style-type: none"> - VDO - Group discussion: "Who are we?" - PowerPoint 	Mr Kongsak Boonarchatong
3	Asia <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Foods 	3	<ul style="list-style-type: none"> - PowerPoint - Group discussion - VDO 	Mr Kongsak Boonarchatong
4	Asia <ul style="list-style-type: none"> - Communication and languages - Traditions and religions - Do and Do not - 	3	<ul style="list-style-type: none"> - PowerPoint - Workshop - Individual Presentation 	Mr Kongsak Boonarchatong

5	Cultural Difference - National & Organizational Culture - Hofstede's Cultural Dimensions	3	- PowerPoint - Workshop - Individual Presentation	Mr Kongsak Boonarchatong
6	Europe - Introduction - Personality and behavior - Etiquette and formality	3	- Quiz - Cooperative learning: "Get to know the answer" - PowerPoint	Mr Kongsak Boonarchatong
7	Europe - Communication and languages - Traditions and religions - Food	3	- PowerPoint - Group discussion - VDO	Mr Kongsak Boonarchatong
8	Mid-term Examination	3	- Paper-based test	Mr Kongsak Boonarchatong
9	Complaints - Reasons - The importance	3	- PowerPoint - Group discussion - VDO	Mr Kongsak Boonarchatong
10	Handling Complaints - Aviation situation	3	- PowerPoint - Workshop - Individual Presentation	Mr Kongsak Boonarchatong
11	International Day - Exhibition - Performance	3	- Exhibition - Performance	Mr Kongsak Boonarchatong
12	Communication - Formal and Informal Communication	3	- VDO - Group arrangement	Mr Kongsak Boonarchatong
13	Conflict Management - Diversity	3	- VDO - PowerPoint - Group discussion	Mr Kongsak Boonarchatong
14	Group Presentation	3	- Group presentation	Mr Kongsak Boonarchatong
15	Revision	3	Revision	Mr Kongsak Boonarchatong
16	Final Examination	3	- Paper-based test	Mr Kongsak Boonarchatong

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics - Academic honesty - Personal discipline, integrity, and responsibility	Written examinations, group assignment	1-17	10%
2	Knowledge - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	1-17	40%
3	Cognitive Skills - Development of analytical and critical thinking skills	Written examinations, group assignment	1-17	20%
4	Interpersonal Skills and Responsibilities - Ability to work individually and as a part of team	Written examinations, group assignment	1-17	20%
5	Numerical Analysis, Communication and Information Technology Skills - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	1-17	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Clegg, S., Kornberger, M. and Pitsis, T. (2005) *Managing and Organisations: An Introduction to Theory and Practice*. London: Sage

2. Important Documents for Extra Study

International Air Transport Association (2013). *Airline customer service*. 3rd ed. Motreal: International Air Transport Association.

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

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Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Student evaluation and suggestions for improvement to the course

2. Strategies for Course Evaluation by Lecturer

Examinations, assignments, and group discussion results

3. Teaching Revision

Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

Review by self, students, and Division Standards Committee

5. Methodology and Planning for Course Review and Improvement

Review by self, students, and Division Standards Committee

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		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Elective course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IGS 1101 Course Title: Introduction to Psychology	●	●	●	●	●	○	●	●	●	●	●	○	●	●	●	●	○	○