



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: GEN0111

Course Title: Building Leadership

Credits: 3(3-0-6)

Programs: Airline Business

Semester: 1

Academic Year: 2020

**International College, Suan Sunandha Rajabhat University
(SSRUIC)**

Section 1 General Information

1. Code and Course Title:

Course Code: GEN0111

Course Title (English): Building Leadership

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Business Administration in International Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others

4. Lecturer

4.1 Lecturer responsible for this course: Ms.Phinyar Chaisongkram

4.2 Instructional course lecturers: Ms.Phinyar Chaisongkram

5. Contact

Ms. Phinyar Chaisongkram

Room Number: 305 Tel.: 084-450-5963 e-Mail: phinyar.ch@ssru.ac.th

6. Semester/Academic year

6.1 Semester: 1 Academic Year: 2020

6.2 Number of the students enrolled: **TBA**

7. Pre-requisite course

None

8. Co-requisite course

None

9. Learning center

International College Building, Nakhon-Pathom Education Center

10. Last date for preparing and revising this course

July 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) Able to demonstrate on-time performance
- (2) Able to demonstrate morality in all areas
- (3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

- (1) Able to understand the nature of leadership
- (2) Able to understand the terminology, idiom, and structure of English related to

leadership

- (3) Able to understand the basic leadership

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply English comprehension skills in explaining leadership

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner
- (2) Able to apply morality in a teamwork
- (3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

- (2) Be able to use the statistics to solve the problem
- (3) Be able to understand and apply to use the system for search for the information

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

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline

English: Theories, concept, practical rules, basic characteristic of responsibilities, controlling, decision making, communication, motivation, leadership, social responsibilities, the application of various situation for leadership development.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

| Lecture Onsite (hours) | Lecture Online (hours) | Remedial Class (hours) | Practice/ Field Work/ Internship (hours) | Self Study (hours/Weeks) |
|---------------------------|---------------------------|---------------------------|--|-----------------------------|
| 33 hours | 15 hours | - | - | 3+ (if any) |

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, International College Building, Nakhon-Pathom Education Center.
Mon. and Thu., 9 AM – 4 PM

3.2 Consulting via office telephone/mobile phone:

084-450-5963

3.3 Consulting via e-mail:

phinyar.ch@ssru.ac.th

3.4 Consulting via social media (Facebook/Twitter/Line):

Ling group created for this course

3.5 Consulting via computer network (Internet/Web board):

Moodle LMS or another website provided by the lecturer

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or complete the required task on time
- (2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold
- (3) Be able to make decisions according to moral concepts and judgements

1.2 Teaching Strategies

- (1) Direct instruction to help each other reminding about punctuality
- (2) Morality in business
- (3) Student research about morality in business

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style to apply in daily life
- (3) Measurement of original contribution from the activities

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Quizzes, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information with the class
- (3) The ability to solve problems with case studies

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Cooperative learning with new situations and group members
- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

4.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
- (2) Be able to use the statistics to solve the problem
- (3) Be able to understand and apply to use the system for ticketing, checking in passengers

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities
- (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

5.3 Assessment Strategies

- (1) On-line quizzes, pop quizzes and Group work evaluations
- (2) Be able to communicate clearly via exhibitions
- (3) Be able to access the computer system to help finding the solutions

6. Other Domain

None

Remark: Symbol ● means ‘major responsibility’
Symbol ○ means ‘minor responsibility’
No symbol means ‘no responsibility’

Section 5 Lesson Plan and Assessment

1. Lesson Plan

| Week | Topic/Outline | Hours | Learning Activities and Medias | Notes |
|------|--|-------|--|--------|
| 1 | Chapter 1: Introduction to leadership - What is leadership? - Leadership characteristics | 3 | <ul style="list-style-type: none"> Welcome students to the course. Announce course outlines, define grading criteria, suggest some useful external resources and services and introduce the Learning Management System (LMS) used in this course Describe history of leadership, leadership characteristics. Group discussion and presentation on “Is a leader born or made?” | Onsite |
| 2 | Chapter 2: Leadership theories and concepts - Leadership history / theories - Case study of successful leader | 3 | <ul style="list-style-type: none"> Direct instruction / describe leadership history, theories of leadership Provide a case study of successful leader Group discussion and presentation on “Great Leader in the world” Use an online quiz to evaluate student understandings. | Online |
| 3 | Chapter 3: Characteristics and responsibilities of leaders - Characteristics of leaders - Roles and responsibilities of leaders | 3 | <ul style="list-style-type: none"> Direct instruction / describe characteristics of leaders, roles and responsibilities of leaders Discussion on topic “Who is a good leader?” Use an online quiz to evaluate student understandings. | Online |
| 4 | Chapter 4: Communication and leadership - Leadership styles - Effective communication | 3 | <ul style="list-style-type: none"> Direct instruction / describe how many types of leadership styles, how to communicate effectively Group research on “communication styles” Group discussion and presentation on “Communication in service industry” | Onsite |
| 5-6 | Chapter 5: Decision making skill - Leader and decision making - Factors in decision making | 6 | <ul style="list-style-type: none"> Direct instruction / describe important of decision-making skill for leader and factors in decision making Case study, analyze and discuss on “decision making process” Use an online quiz to evaluate student understandings. | Onsite |
| 7 | Mid-term Examination | 3 | <ul style="list-style-type: none"> Paper test | Onsite |

| Week | Topic/Outline | Hours | Learning Activities and Medias | Notes |
|-------|---|-------|--|--------|
| 8-9 | Chapter 6: Ethics and Social responsibilities - Ethical leadership behaviors - Evaluating the ethics of a decision - Leadership & social responsibility | 6 | <ul style="list-style-type: none"> • Direct instruction / describe ethical behaviors of leader, Guidelines for evaluating the ethics of a decision and role of leader in social responsibility • Research on “Ethical Organizational Culture” • Research on “CSR project” • Use an online quiz to evaluate student understandings. | Online |
| 10 | Chapter 7: Motivation - Transformational leadership - Levels of leadership - Leadership and motivation | 3 | <ul style="list-style-type: none"> • Direct instruction / describe what is transformational leadership, how many levels of level of leadership • Group discussion on “What drive us?” | Onsite |
| 11-13 | Chapter 8: Personal leadership plan - On the path to great leadership - Inclusive leadership - Personal leadership plan | 9 | <ul style="list-style-type: none"> • Direct instruction / describe path to be a great leader, what is inclusive leadership, how to create personal leadership plan • Students implement personal strategies for surviving and thriving amidst change, then analyze and discuss students’ person leadership plan | Onsite |
| 14 | Chapter 9: Leadership in business context - Leaders in airline industry | 3 | <ul style="list-style-type: none"> • Direct instruction • Case study on airline industry | Onsite |
| 15 | Presentation | 3 | <ul style="list-style-type: none"> • Project presentation | Onsite |
| 16 | Class Make up / Final Exam Recap | 3 | | Online |
| 17 | Final Examination | 3 | <ul style="list-style-type: none"> • Paper test | Onsite |

2. Learning Assessment Plan

| | Learning Outcome | Assessment Activities | Time Schedule | Proportion for Assessment (%) |
|---|---|--|---|--------------------------------------|
| 1 | <p>Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p> | <ul style="list-style-type: none"> • Attendance and participation • Cheat prevention • Assessment for projects and submissions. | Throughout semester | 10 % |
| 2 | <p>Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p> | <ul style="list-style-type: none"> • Midterm and final exams • Activities • Group project | <ul style="list-style-type: none"> • Week 7 and 17 • Throughout semester • Week 15 | 55 % |
| 3 | <p>Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p> | <ul style="list-style-type: none"> • Midterm and final exams • Activities • Group project | <ul style="list-style-type: none"> • Week 7 and 17 • Throughout semester • Week 15 | 20 % |

| | Learning Outcome | Assessment Activities | Time Schedule | Proportion for Assessment (%) |
|---|--|--|---|--------------------------------------|
| 4 | <p>Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p> | <ul style="list-style-type: none"> • Midterm and final exams • Activities • Group project | <ul style="list-style-type: none"> • Week 7 and 17 • Throughout semester • Week 15 | 5 % |
| 5 | <p>Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p> <p>5.2 Be able to use ICT skills and apply them.</p> <p>Be able to use ICT in the work place and apply numerical analysis in communication.</p> | <ul style="list-style-type: none"> • Midterm and final exams • Activities • Group project | <ul style="list-style-type: none"> • Week 7 and 17 • Throughout semester • Week 15 | 10 % |

Section 6 Learning and Teaching Resources

1. Textbook and main documents

Course materials provided by the lecturer.

2. Important documents for extra study

YouTube videos and extra reading from web pages

3. Suggested information (Printing Materials/Website/CD/Others)

Information retrieved from search engines (e.g. Google) and YouTube videos

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

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

- a. Content objectives were made clear to the students.
- b. The content was organized around the objectives.
- c. Content was sufficiently integrated.
- d. Content was sufficiently integrated with the rest of the first year curriculum.
- e. The instructional materials used were effectively.
- f. The learning methods appropriate assessed the students' understanding of the content.
- g. Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

- a. Lecturers team observe the class and discuss the results as follow:
 - i. The lecturer is well prepared for class sessions.
 - ii. The lecturer answers questions carefully and completely.
 - iii. The lecturer uses examples to make the materials easy to understand.
 - iv. The lecturer stimulated interest in the course.
 - v. The lecturer made the course material interesting.
 - vi. The lecturer is knowledgeable about the topics presented in this course.
 - vii. The lecturer treats students respectfully.
 - viii. The lecturer is fair in dealing with students.
 - ix. The lecturer makes students feel comfortable about asking question.
 - x. Course assignments are interesting and stimulating.
 - xi. The lecturer's use of technology enhanced 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 monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

- a. Revise and develop course structure and process every two years.
- b. Assign different lecturers to 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 | | |
|---|------------------------|---|---|--------------|---|---|---------------------|---|---|--|---|---|--|---|---|--|---|---|
| | ● Major Responsibility | | | | | | | | | ○ Minor Responsibility | | | | | | | | |
| Course Category: General Election | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| Course Code: GEN0111 Course Title: Building Leadership | ● | ● | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ○ | ● | ○ | ○ | | | |