

TQF.3

□ Master’s Degree

✓ Bachelor’s Degree

**Course Specification**

Course Code: **ICS 1106**CourseTitle:**Southeast Asia Studies**

Credits:3(3-0-6)

Program: Airline Business Program in International Program International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester:………1……….Academic Year:……2018………..

**Section 1 General Information**

1. **Code and Course Title:**

Course Code:  **ICS1106**

Course Title (English): **Southeast Asia Studies**

Course Title (Thai): เอเชียตะวันออกเฉียงใต้ศึกษา

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

**3. Curriculum and Course Category:**

3.1 Curriculum: Bachelor of Airline Business

3.2 Course Category:

● General Education □Required Course

□ Elective Course □ Others …………….

**4. Lecturer Responsible for Course and Instructional Course Lecturer (s):**

4.1Lecturer Responsible for Course:

A. Sakul Jariyachamsit Group 3,4,6

A. Thanongsak Saksiriwuttho Group 1,2,5

4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number 305E-mail[a.sakul@yahoo.com](mailto:a.sakul@yahoo.com), [thanongsak.sa @ssru.ac.th](mailto:kanyapilai.ku@ssru.ac.th)

**6. Semester/Year of Study**

6.1 Semester: 1 Year of Study 2018

6.2 Number of the students enrolled

**7. Pre-requisite Course (If any)**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

Room Number 305

**10. Last Date for Preparing and Revising this Course:**

July 31, 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:

1.1Morals and Ethics

(1) To perceive importance of morality, ethics, and integrity

(2) To respect and follow rules and regulations of institution

and society

1.2 Knowledge

(1) To provide a knowledge and understanding of Southeast Asia Studies

(2) To introduce and expand upon Southeast Asia Studies to place them in a real world situation facilitating practical insights

1.3 Cognitive Skills

(1) To develop written skills, cognitive skills and the ability to work as a group

(2) To develop an appreciation of the importance of law to the tourism industry in shaping the contemporary world.

1.4 Interpersonal Skills and Responsibility

(1) To improve the analytical skills and systematic thinking applicable for everyday decision-making process

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) To improve the skills to use legal theory to interpret to the real situation

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

By the end of the semester, students are expected to learn the followings,

2.1Learn to understand basic legal terminology and concepts.

2.2Learn how to evaluate issues of legal significance in tourism industry.

2.3 Apply legal reasoning to situations and form legal conclusions.

2.4 Compare and apply various legal theories/interpretations to factual situations.

2.5Learn how to issue spot, weigh, and analyze risks, and gain a sense of comfort and familiarity with the legal system.

2.6 Enhanced English written skills

**Section 3 Characteristics and Operation**

**1. Course Outline**

Countries in Southeast Asia and AEC, its economic, social, political, and environmental situation. Southeast Asia current, historical, and future outlook, their distinctive characteristics, geography, societies and cultures, and tourism.

ประเทศสมาชิกอาเซียนเศรษฐกิจ สังคม การเมืองและสภาพแวดล้อมทางธรรมชาติ สถานการณ์ปัจจุบัน ประวัติศาสตร์และ อนาคต รวมทั้งภูมิศาสตร์ที่ตั้ง สังคมวัฒนธรรมและการท่องเที่ยว

**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) |
| 45 hours | 0 hours | 0 hours | At least 6 hours per week |

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

3.1 Self consulting at the lecturer’s office: Room Number 305 Building International College (Nakhonpathom Education Centre/SSRU)

3.2 Consulting via office telephone/mobile phone: …………….…

3.3 Consulting via E-Mail:a.sakul@yahoo.com, panisa.pa@ssru.ac.th, kanyapilai.ku@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line) ….........

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 able to deliver or to complete a required task within the appointed time, including presenting at the appointed time when conducting a tour.
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 in business according to moral concepts and judgments.

● **1.2Teaching Strategies**

1. The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student’s punctuality characteristic.
2. Bring students on field trips to cultural and historical attractions as well as local communities in order to nurture students’ respect for places and persons.
3. Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, and during extra activities and field trips.
4. Provide case studies that explain ethics in careers in tourism.

○ **1.3 Assessment Strategies**

1. Monitor students’ attendance
2. Evaluate from how much students’ level of satisfaction and change of attitudes.
3. Evaluate from how much students’ papers and presentations are accurate.
4. Evaluate from students’ responsibility on their contribution on group projects and field trips.
5. **Knowledge**

○**2.1 Knowledge to be acquired**

1. Have understanding of theories and concepts in tourism management.
2. Have understanding of case studies relevant to tourism management.
3. Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

● **2.2Teaching Strategies**

1. Use problem-based learning.
2. Use cooperative learning techniques.
3. Invite guest speaker who is an expert in real world of tourism business management.

○**2.3Assessment Strategies**

1. Evaluate from test, midterm, and final examination.
2. Evaluate from group project report, operating tour, conducting research and organizing seminar.
3. Evaluate from class presentation.
4. Evaluate from oral test and conducting tour.

**3. Cognitive Skills**

●**3.1Cognitive Skills to be developed**

1. Be able to apply theories and concepts in tourism management in case studies and real situations.
2. Be able to solve problems that may occur during managing tours.
3. Be able to solve problems that may occur during cooperative education.

●**3.2 Teaching Strategies**

1. Use problem-based learning.
2. Use cooperative learning techniques.
3. Apply Tour Business Training Project.
4. Use research and seminar teaching style.

●**3.3 Assessment Strategies**

1. Evaluate from test, midterm, and final examination.
2. Use Rubric Assessment Criteria in evaluating students’ performance in participating in Tour Business Training Project.
3. Use Rubric Assessment Criteria in evaluating students’ performance in participating in research project and seminar.

**4.Interpersonal Skills and Responsibility**

●**4.1 Interpersonal Skills and Responsibility to be developed**

1. Be able to adjust to work in team both as leader and follower.
2. Have responsibility for individual and group assignments.
3. Have ability in adjusting themselves in multi- cultural environment.

●**4.2Teaching Strategies**

1. Have group participation in class, class works, and university’s projects.
2. Use cooperative learning techniques.
3. Have field trips and research.

○**4.3 Assessment Strategies**

1. Evaluate from group project, operating tour and conducting research.
2. Evaluate from class presentation and participation.

**5.Numerical Analysis, Communication and Information Technology Skills**

● **5.1 Numerical Analysis, Communication and Information Technology Skills to be developed**

1. Have basic skill of computer to use in daily life as well as in workplace.
2. Have ability in both oral and written communication in English.
3. Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

○**5.2Teaching Strategies**

1. Have courses that train students about how to apply ICT in different functions of tourism management
2. Have group presentation, group discussion for case studies.
3. Use e- learning.
4. Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions.

● **5.3Assessment Strategies**

1. Evaluate from group presentation and group discussion.
2. Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

**6. Other Domain**

None

**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 Media** |
| 1 | * Overview the course * The improvement activity * General knowledge of Southeast | 3 hours | Lecture, Class Discussion and Pretest  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 2 | General knowledge of ASEAN   * Historical * Members * Aims and Purposes | 3 hours | Lecture and In-Class Discussion  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 3 | General knowledge of Brunei  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 4 | General knowledge of Cambodia  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3hours | Lecture, In-Class Discussion and Game Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 5 | General knowledge of East Timor  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture and In-Class Discussion  **Teaching Media**  PowerPoint Slides  Whiteboard |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Media** |
| 6 | General knowledge of Indonesia  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 7 | General knowledge of Laos  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| **8** | **Midterm Examination** |  |  |
| 9 | General knowledge of Malaysia  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 10 | General knowledge of Myanmar  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Case Studies  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 11 | General knowledge of Philippines  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Case Studies  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 12 | General knowledge of Singapore  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Media** |
| 13 | General knowledge of Thailand  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 14 | General knowledge of Thailand  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 15 | General knowledge of Vietnam  -Geography - Societies  -Historical - Language  -Climate - Tourism  -Culture - etc | 3 hours | Lecture, In-Class Discussion and Exercises  **Teaching Media**  PowerPoint Slides  Whiteboard |
| 16 | Presentation (Aviation in Southeast Asia) |  |  |
| **17** | **Final Examination** |  |  |
| **Total of Hours** | | **45**  **hours** |  |

**2. Learning Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| 1 | **Ethics and Moral** | Attendance, Punctuality | 1-15 | 10 |
| 2 | **Knowledge** | Mid-term Exam  Final Exam | 8  16 | 20  30 |
| 3 | **Cognitive Skills** | Case study  Self-study | 2-15  2-15 | 10  5 |
| 4 | **Interpersonal Skills and Responsibilities** | Group presentation | 3-7,9-14 | 15 |
| 5 | **Numerical Analysis,**  **Communication and**  **Information**  **Technology Skills** | Individual Presentation/ Assignments | 2-15 | 10 |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Bell,B. 2008 Southeast Asia, Insight Print Services (Pte) Ltd.

**2. Important Documents for Extra Study**

Atiyah, J. 2005 Southeast Asia, Roug Guides. Third edition: New York

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

http://www.wftga.org

http://www.tourism.go.th

http://thai.tourismthailand.org

http://www.tat.or.th/tat

http://www.pgathaiguide.com

http://www.geography.about.com

http://www.google.com

**Section 7 Course Evaluation and Revising**

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

For higher efficiency in teaching Southeast Asia Studies, the teaching evaluation based on students’ opinion is made by

- Interactions between lecturer and students

- Student behavior in class

- Teaching evaluation made by students

**2. Strategies for Course Evaluation by Lecturer**

Lecturer observes the class and discusses the results as follows

- The lecturer is well-prepared for class sessions

- The lecturer shows examples for easier understanding

- The lecturer can answer questions completely

**3. Teaching Revision**

Lecturer revises the teaching based on observation, classroom research and student evaluation.

**4. Feedback for Achievement Standards**

International College Administrator Committee monitors the assessment process and grading

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

To enhance the achievement of the teaching in business commercial law, there is a revision and improvement in course structure and process every three years

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **1. Morals and Ethics** | | | **2. Knowledge** | | | **3. Cognitive Skills** | | | **4. Interpersonal Skills and Responsibility** | | | **5. Numerical Analysis, Communication and Information Technology Skills** | | |
| 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| ICS 1106 Southeast Asia Studies | ● | ● | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ○ | ● | ○ | ○ |