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TQF.3

□ Master’s Degree

√ Bachelor’s Degree

**Course Specification**

**Course Code:** ICS1105 **Course Title:** Thai Society and Culture

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

**Program:** Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

**Semester:** 3 **Academic Year:** 2017

**Section 1 General Information**

1. **Code and Course Title :**

Course Code: ICS1105

Course Title (English): Thai Society and Culture

Course Title (Thai): สังคมและวัฒนธรรมไทย

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

**3. Curriculum and Course Category :**

3.1 Curriculum: Bachelor of Arts in Tourism Management

3.2 Course Category:

√ General Education □ Required Course

□ Elective Course □ Others …………….

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

A. Sakul Jariyachamsit

**5. Contact/Get in Touch**

Room Number 305 Tel. 034 964 934

E-mail: a.sakul@yahoo.com

**6. Semester/ Year** **of Study**

6.1 Semester 3 Year of study 2017

6.2 Number of students enrolled: 32 students

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

None

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

None

**9. Learning Location**

International College, Suan Sunandha Rajabhat University,

Nakhon Pathom Education Center

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

18th May, 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. 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. Knowledge
4. Able to understand the nature of the Thai society and culture
5. Able to understand the terminology, idiom, and structure of English related to Thai society and culture
6. Able to understand the basic Thai society and culture
   1. Cognitive Skills
7. Able to demonstrate what the main idea of the course
8. Able to understand and demonstrate in daily life
9. Able to drill and apply English comprehension skills in explaining Thai society and culture
   1. Interpersonal Skills and Responsibility
10. Able to demonstrate working as a team in a professional manner
11. Able to apply morality in a teamwork
12. 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: Various aspects of Thailand: demography of people; the emergence and the founding of the nation and national identity, culture, religious rituals, traditions, festivals, entertainments, belief systems, folklore, gender roles, social stratification, social mobility and urbanism; Thailand in the context of changing economy, society, culture and environment; Thai culture and lifestyle in the changing urban environment.

Thai: การศึกษาในด้านต่างๆของประเทศไทย ข้อมูลทางประชากรศาสตร์ ประวัติศาสตร์ชาติไทย วัฒนธรรม พิธีกรรมทางศาสนา ประเพณี ระบบความเชื่อ คติชาวบ้านขนบธรรมเนียม บทบาททางเพศ ระบบสังคม สิ่งบันเทิงไทย การย้ายถิ่นฐานสู่สังคมเมือง การเปลี่ยนแปลงสู่สิ่งแวดล้อมทางเศรษฐกิจ สังคม วัฒนธรรมและสิ่งแวดล้อมสมัยใหม่

**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 | 90 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 Building International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 034 964 934

3.3 Consulting via E-Mail: a.sakul@yahoo.com

3.4 Consulting via Social Media (Facebook/Twitter/Line) -

3.5 Consulting via Computer Network (Internet/Web board)

http://www.teacher.ssru.ac.th/sakul.ja

**Section 4 Developing Student’s Learning Outcomes**

1. **Morals and Ethics**
   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. **Teaching Strategies**

(1) Direct instruction to help each other reminding about punctuality

(2) Morality in business

(3) Student research about morality in business

* 1. **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

1. **Knowledge**
   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

* 1. **Teaching Strategies**

(1) Cooperative learning

(2) Problem-based learning

(3) Direct instruction

* 1. **Assessment Strategies**

(1) Quizzes, mid-term test, and final test

(2) Group projects

(3) Cooperative learning presentations

1. **Cognitive Skills**
   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

* 1. **Teaching Strategies**

(1) Cooperative learning

(2) Problem-based learning

(3) Direct instruction

* 1. **Assessment Strategies**

(1) Cooperative learning evaluations on analytical, planning, problem solving skills

(2) Group projects

(3) Cooperative learning presentations

1. **Interpersonal Skills and Responsibilities**
   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

* 1. **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

* 1. **Assessment Strategies**

(1) Quizzes

(2) Cooperative learning evaluations

(3) Group work evaluations

1. **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

* 1. **Teaching Strategies**

(1) Direct instruction and Group work activities

(2) Group work exhibitions

(3) Cooperative learning to develop social skills

* 1. **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

1. **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** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
| **1** | Introduction to Thai society and culture | 3 | * Direct instruction * Group discussion and presentation on “What do we know?” | **A .Sakul J.** |
|  | Thai history and development | 3 | * Direct instruction * VDO of brief Thai history | **A .Sakul J.** |
| **2** | National identity  - The ways of Thai  - Thai values and norms | 3 | * Direct instruction * Group discussions on Thai values * Activity “Thai values in the four regions of Thailand” | **A .Sakul J.** |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
|  | National identity  (cont.)  - Religions, rituals, and believes | 3 | * Direct instruction * Group research on “Believes in the four regions of Thailand” | **A .Sakul J.** |
| **3** | National identity  (cont.)  - Festivals, ceremonies, and customs  - Entertainment  - Thai folklores | 3 | * Direct instruction * Activity “Thai dance” | **A .Sakul J.** |
|  | Characteristics of Thai society  - Thai people and demographics  - Economy and society | 3 | * Direct instruction * Group discussion on important communities in Thai society | **A .Sakul J.** |
| **4** | Characteristics of Thai society  - Gender roles  - Social stratification |  | * Direct instruction * Group discussion on “Who are we?” | **A .Sakul J.** |
|  | **Mid-term Examination** | 3 |  | **A .Sakul J.** |
| **5** | National Theater visit (Thai entertainment) | 3 | * Site visit * Observation of Thai entertainment | **A .Sakul J.** |
|  | Thai culture and lifestyle  - Thai manners  - Thai culture | 3 | * Direct instruction * Role playing activities on Thai manners in service organizations | **A .Sakul J.** |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
| **6** | Thai culture and lifestyle (cont.)  - Lifestyle of Thais in the four regions | 3 | * Direct instruction * Presentation on “Lifestyle of Thais in the four regions” | **A .Sakul J.** |
|  | Thai food wisdom  - Characteristics of Thai cuisine | 3 | * Direct instruction * Experimental learning on Thai ingredients * Case studies on “What is it?” | **A .Sakul J.** |
| **7** | - Thai dishes of the four regions | 3 | * Student learning activity | **A .Sakul J.** |
|  | Thai society in the modern world | 3 | * Direct instruction * Group discussion on “what have been changing?” | **A .Sakul J.** |
| **8** | The changing economy of Thailand  - Tourism and airline  business in Thailand | 3 | * Group presentation on ‘Unveil hidden gems of Thailand’ | **A .Sakul J.** |
|  | Reflection of the course |  | * Student activity * Group discussion “What have we learned?” | **A .Sakul J.** |
|  | **Final Examination** | **3** | * **Paper test** | **A .Sakul J.** |

**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 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 in business according to moral concepts and judgments. | * Attendance and 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 world problems;  2.3 Be able to organize self-study and sharing information to the class. | * Midterm and final exams * Activities * Group project | Throughout semester | 50% |
| 3 | **Cognitive Skills**  3.1 The ability to gather and summarize information, and conduct research;  3.2 Self-study and sharing information to the class;  3.3 The ability to solve problems from case studies | * Midterm and final exams * Activities * Group project | Throughout semester | 20 % |
| 4 | **Interpersonal Skills and Responsibilities**  4.1 Be able to use interpersonal English communication skills.  4.2 Be able to collaborate well in teams for problem solving.  4.3 Be able to show leadership skills. | * Midterm and final exams * Activities * Group project | Throughout semester | 10 % |
| 5 | **Numerical Analysis,**  **Communication and Information Technology Skills**   * 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.   2. Be able to use ICT skills and apply them.   Be able to use ICT in the work place and apply numerical analysis in communication. | * Midterm and final exams * Activities * Group project | Throughout semester | 10 % |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Peleggi, Maurizio. *Thailand: The Worldly Kingdom*. London: Reaktion Books, 2007.

วีณา เอี่ยมอำประไพ และ คณะ (2558) *สังคมไทยในบริบทโลก.* กรุงเทพมหานคร: มหาวิทยาลัยราชภัฏสวนสุนันทา

**2. Important Documents for Extra Study**

*สังคมและวัฒนธรรมไทย.* สาขาวิชาศิลปศาสตร์ (2544) มหาวิทยาลัยสุโขทัยธรรมาธิราช.

Roger Welty (2013) *Thai Culture and Society.* Asia Books.

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

**Keywords for searching :** Thai society, Thai culture, Thai, Thainess

**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:

* 1. Content objectives were made clear to the students.
  2. The content was organized around the objectives.
  3. Content was sufficiently integrated.
  4. Content was sufficiently integrated with the rest of the first year curriculum.
  5. The instructional materials used were effectively.
  6. The learning methods appropriate assessed the students’ understanding of the content.
  7. Overall, Students are satisfied with the quality of this course.

1. **Strategies for Course Evaluation by Lecturer** 
   1. Lecturers team observe 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 stimulated 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 in dealing with students.
      9. The lecturer makes students feel comfortable about asking question.
      10. Course assignments are interesting and stimulating.
      11. 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 | | |  |
| Course Category: General Election | **● Major Responsibility ○ Minor Responsibility** | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** |
| Course Code: ICS1105  Course Title: Thai Society and Culture | **●** | **●** | **○** | **○** | **○** | **●** | **○** | **●** | **○** | **○** | **○** | **○** | **●** | **○** | **○** |