TQF.3

☒ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: HIM 3309 Course Title: Research for Hotel Business

Credits: 3(2-2-5)

Program: Hotel Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2018

Section 1 General Information

1. Code and Course Title:

Course Code: HIM 3309

Course Title (English): Research for Hotel Business

Course Title (Thai): -

2. Credits: 3(2-2-5)

3. Curriculum and Course Category:

3.1 Curriculum: Hotel Management

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: Miss Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Miss Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305   Tel.: 061-7526668

E-mail: rain071_@hotmail.com; siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2   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

International College, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center
Teaching Schedule: Monday / Time 09.00- 12.00 / Room No. 402

10. Last Date for Preparing and Revising this Course:

Date: 24   Month: December   Year: 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) Be able to deliver or to complete a required task at or the appointed 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 in business according to moral concepts and judgments.

1.2 Knowledge

(1) Understand the business theories and important case studies taught.
(2) To be able to provide an analysis and provide the solution to real world problems.
(3) To be able to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

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

1.4 Interpersonal Skills and Responsibility

(1) Be able to communicate with foreigners in English.
(2) Be able to use English to solve business problem.
(3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills
  (1) Be able to use basic ICT skills and apply them to daily.
  (2) Be able to use statistics and mathematics to solve business problems.
  (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real- life experiences.

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

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students program in Hotel Management should have essence of knowledge in the concepts and principles of survey and research for tourism, as well as having an ability to apply the lessons with case studies and in actual work.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Definitions and significances of research, research problem, objectives and questions, theoretical and research conceptual framework, literature review, population and sampling, sampling techniques, types of data, data collection, data analysis, ethical consideration, and criteria in ensuring the quality of the research.

(Thai) -

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

Lecture (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)	Remedial Class (hours)
30 hours	30 hours	75 hours	Upon Request

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

3 hours / 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: 061- 7526668

3.3 Consulting via E-Mail: (1) rain071_@hotmail.com

(2) siripen.yi@ssru.ac.th

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

Facebook: Siri Yi

3.5 Consulting via Computer Network (Internet/Web board): - lecturer's website: http://www.elic.ssru.ac.th/siripen_yi/

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 at or the appointed 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 in business according to moral concepts and judgments.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time.
(2) Provide an example of integrity in classroom such as no plagiarism.
(3) Provide a case study that explains business ethics.

1.3 Assessment Strategies

(1) Checking student attendance every class
(2) Evaluate from how many students cheating in exam.
(3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be developed

- (1) Understand the business theories and important case studies taught.
- (1) To be able to provide an analysis and provide the solution to real world problems.
- (2) To be able to use business knowledge integrated with other disciplines.

2.2   Teaching Strategies

(1) Use Problem-based learning
(2) Use cooperative learning techniques
(3) Invite guest speaker who is an expert in real world business

2.3   Assessment Strategies

(1) Pop-quiz, midterm, and final exam
(2) Group project
(3) Class presentation

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 to the class
- (3) The ability to solve problems from case studies

3.2   Teaching Strategies

(1) Group presentation.
(2) Participate in real competitions such as Business Plan Writing.
(3) Problem- based learning.

3.3 Assessment Strategies

(1) Evaluate from test, midterm, and final examination.
(2) Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate with foreigners in English.
- (2) Be able to use English to solve business problem.
- (3) Initiate some new business ideas and have leadership.

4.2 Teaching Strategies

(1) Allow students with work in unfamiliar situation with new team members.

(2) Practice business manner and how to deal with customers.

(3) Use advance business English to communicate in class and with lecturers.

4.3 Assessment Strategies

(1) How students participate in teamwork.

(2) How students use advance business English in their presentation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve business problems
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences

5.2 Teaching 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.

5.3 Assessment 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 Medias	Lecturer(s)
Part I: Preparation (Unit 1-4)				
1	**Unit 1: Some Basics about Research** • What is research? And the research paradigms • Principal components of research • Linking the components together	3	• Direct instruction (course overview) • Preliminary class discussion • E- learning	Aj. Siripen Yiamjanya
2	**Unit 2: Selecting a Topic** • Interests, motivations and expectations • Interests and skills with access to information • Structured and systematic approach to selecting a topic	3	• Direct instruction • Problem- based learning • Group discussion • E- learning	Aj. Siripen Yiamjanya
3	**Unit 3: Significance of Literature Review** • Why to read the literature • Preparing for search of the literature • Reading strategies (what to read) • Effective literature review • In- text citation and ethical issues	3	• Direct instruction • Group investigation technique • E- learning	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	**Unit 4: Some Considerations on Methods and Data** • Methods mapping • The four pillars of research • Primary and secondary data • Quantitative and qualitative data and methods	3	• Direct instruction • Case studies • E- learning	Aj. Siripen Yiamjanya
Part II: Formulating a Proposal				
5	**Unit 5: Writing a Research Proposal** • What is a proposal? • Research questions and hypotheses • Key components in research proposal • What makes a good proposal?	3	• Direct instruction • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
6	**Time allocated for developing a proposal**	3	• Proposal development • Regular meeting with the lecturer for editing • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
7	**Time allocated for developing a proposal**	3		Aj. Siripen Yiamjanya
8	**……...…………………… Midterm Examination …………………………**			

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
Part III: Production/ Fieldwork				
9	**Unit 6: Data Collection** • Considering data collecting methods • Objectives versus methods • Population and sampling • Data collecting tools • Designing questions	3	• Direct instruction • Case studies • E- learning	Aj. Siripen Yiamjanya
10	**Time allocated for developing data collecting tool and questions for data collection**	3	• Developing data collecting tool • Regular meeting with the lecturer for editing	Aj. Siripen Yiamjanya
11	**Time allocated for collecting data (fieldwork)**	3	• Collecting data • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
12	**Unit 7: Data Analysis** • Data analysis and presentation • Reporting quantitative material and tabulation planning • Reporting simple descriptives • Reporting inferential statistical tests • Reporting qualitative material	3	• Direct instruction • Cooperative learning • E- learning	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
13	**Unit 8: Discussion on Findings** • Purposes of writing discussion • Linking findings with literature (interpretation and implications of findings) • Organizing the discussion	3	• Direct instruction • Case studies • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
14	**Unit 9: Structuring Research Work** • Organizing written work • Components in each chapter • Concluding chapter	3	• Direct instruction • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
15	**Unit 10: Writing References** • Different styles of references • Referencing different kinds of information and sources	3	• Direct instruction • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
16	**Make- Up Class**		• Make- Up Class	Aj. Siripen Yiamjanya
17	…………………………Final Examination…………………………… …………………Deadline Week for Final Assignment………………..…			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics** (1) Be able to deliver or to complete a required task at or the appointed 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 in business according to moral concepts and judgments.	(1) Checking student attendance (2) Checking plagiarism (3) Evaluating from students' responsibility on their contribution on project	Throughout the semester	10%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	**Knowledge** (1) Understand the business theories and important case studies taught. (2) To be able to provide an analysis and provide the solution to real world problems. (3) To be able to use business knowledge integrated with other disciplines.	(1) Evaluating from test, midterm, and final examination (2) Evaluating from group and individual works (3) Evaluating from presentation and oral tests	Throughout the semester	40% for assignments 20% for midterm examination 30% for final examination
3	**Cognitive Skills** (1) The ability to gather and summarize information, and conduct research (2) Self-study and sharing information to the class (3) The ability to solve problems from case studies	(1) Evaluating from test, midterm, and final examination (2) Using Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project	Week 6, 7, 10, 11	(Referred to number 2)

	Learning Outcome	**Assessment Activities**	**Time Schedule (Week)**	**Proportion for Assessment (%)**
4	**Interpersonal Skills and Responsibilities** (1) Be able to communicate with foreigners in English. (2) Be able to use English to solve business problem. (3) Initiate some new business ideas and have leadership.	(1) Evaluating on how students participate in teamwork (2) Evaluating from how students use advance business/ academic English in their presentation	Throughout the semester	(Referred to number 2)
5	**Numerical Analysis, Communication and Information Technology Skills** (1) Be able to use basic ICT skills and apply them to daily. (2) Be able to use statistics and mathematics to solve business problems. (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.	(1) Evaluating from group presentation and group discussion (2) Evaluating from performance of students in presenting searched information in presentation and paper writing forms	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Coles, T. et. al. (2013). *Writing dissertations and theses in tourism studies and related disciplines*. Oxon: Routledge.

Jennings, G. (2010). *Tourism research*. Milton: John Wiley & Sons.

2. Important Documents for Extra Study

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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

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

(1) Content objectives were made clear to the students.

(2) The content was organized around the objectives.

(3) The content was sufficiently integrated.

(4) The content was sufficiently integrated with the rest of the first year curriculum.

(5) The instructional materials were used effectively.

(6) The learning methods appropriately assess the students' understanding of the content.

(7) 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 i.e. Learning Management Skills		
Course Category: *Required Course*	● **Major Responsibility**									○ **Minor Responsibility**								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: *HIM 3309* Course Title: *Research for Hotel Business*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●