



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

Course Code: ICS 1102 Course Title: Man and Global Society

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1, Academic Year: 2017

## Section 1 General Information

### 1. Code and Course Title:

Course Code: ICS 1102

Course Title (English): Man and Global Society

Course Title (Thai): มนุษย์กับสังคมโลก

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

### 3. Curriculum and Course Category:

3.1 Curriculum: Tourism 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: 1 Year of Study: 2017

6.2 Number of the students enrolled: 30

#### **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: Tuesday / Time 09.00- 12.00 / **Room No.**

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

Date: 7

Month: August

Year: 2017

## 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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

#### 1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

#### 1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and

- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

#### 1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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

According to TQF (Thailand Quality Framework: HEEd.) with the standards of professional knowledge and experience for General Education Courses in Social Science and Humanities, undergraduate students program in Tourism Management Program should have essence of knowledge of human and the society at a global level and current issues happening in the global society in different dimensions, as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with

the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping.

## Section 3 Characteristics and Operation

### 1. Course Outline

*(English)*

Introduction to anthropology and sociology, socialization, social institutions, nature and development of world cultures and civilization, social, environmental, technological and cultural changes

*(Thai)*

ความรู้เบื้องต้นเกี่ยวกับมานุษยวิทยาและสังคมวิทยา ความเป็นสังคม สถาบันทางสังคม ธรรมชาติ การพัฒนาทางวัฒนธรรมของโลกและอารยธรรม สังคม สิ่งแวดล้อม การเปลี่ยนแปลงทางเทคโนโลยีและ วัฒนธรรม

### 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 hour	90 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.teacher.ssru.ac.th/siripen\\_yi/](http://www.teacher.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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.
- (2) Have positive attitudes towards service careers;
  - (3) Be able to lead and follow group members, work in team and be a role model for others.
  - (4) Have self-discipline, be punctual, responsibility to self, profession and society.

#### **1.2 Teaching Strategies**

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments.
- (2) Provide case studies that explain ethics in careers in the tourism industry.
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

### **1.3 Assessment Strategies**

- (1) Class attendance, class participation, and behavior in class.
- (2) On-time submission of report and assignments and their quality.
- (3) Students' contribution on group assignments.

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning strategies.
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

### **2.3 Assessment Strategies**

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments



### **3. Cognitive Skills**

#### **3.1 Cognitive Skills to be developed**

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

#### **3.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning strategies.
- (3) Use case studies.
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

#### **3.3 Assessment Strategies**

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

### **4. Interpersonal Skills and Responsibilities**

#### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

## **4.2 Teaching Strategies**

- (1) Group assignments
- (2) Use cooperative learning strategie
- (3) Field trips

## **4.3 Assessment Strategies**

- (1) Students' contribution and behavior in group assignments
- (2) Class presentation

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

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

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.
- (2) Be able to communicate with foreigners effectively in the appropriate contexts.
- (3) Be able to use technology to communicate and present effectively.
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

## **5.2 Teaching Strategies**

- (1) Provide assignments that require students to use numerical analysis skills and knowledge.
- (2) Provide assignments that require students to use information technology skills and knowledge.
- (3) Use e-learning.
- (4) Use group discussions.
- (5) Use oral presentation for practicing communication skill.

### 5.3 Assessment Strategies

- (1) Assignments
- (2) Project report and presentation
- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class
- (4) Midterm and final examinations

### 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)
1	<b>Unit 1: Introduction to Man and Global Society Course</b> <ul style="list-style-type: none"> <li>• Introduction to Man and Global Society</li> <li>• Evolution of global society</li> <li>• Globalization's meaning and concept in the modern context</li> <li>• Introduction to impacts of globalization</li> </ul>	3	<ul style="list-style-type: none"> <li>• Pre- test</li> <li>• KWL</li> <li>• Direct instruction</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
2	<b>Unit 2: Civilization and Westernization</b> <ul style="list-style-type: none"> <li>• The concept of civilization</li> <li>• The concept of westernization</li> <li>• Roles and impacts of westernization to the world society</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• E- learning</li> <li>• <i>Group presentation next class on the topic "Civilization"</i></li> <li>• <i>Individual paper on the VDO titled "Home"</i></li> </ul>	Aj. Siripen Yiamjanya
3	Students' Presentation	3	<ul style="list-style-type: none"> <li>• Students have a group presentation.</li> </ul>	Aj. Siripen Yiamjanya
4	<b>Unit 3: Human and Its Environments</b> <ul style="list-style-type: none"> <li>• Relationship between nature and humans</li> <li>• Natural and cultural landscape</li> <li>• Invasion of humanity to natural environment</li> </ul>	3	<ul style="list-style-type: none"> <li>• KWL</li> <li>• Direct instruction</li> <li>• Cooperative learning: discussion and Group investigation</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
5	<b>Unit 4: Environmental Changes and Impacts</b> <ul style="list-style-type: none"> <li>• Environmental impacts and pollutions</li> <li>• Energy and natural resources crisis</li> <li>• Food supply and the global food shortage</li> <li>• Human adaptation</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Cooperative learning: discussion</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
6	<b>Unit 5: Globalization and the Age of Information &amp; Technology</b> <ul style="list-style-type: none"> <li>• Effects of Gutenberg's invention</li> <li>• Effects of information technology</li> <li>• Propagandizing and information reproduced</li> <li>• From the age of 1.0 to 4.0</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Cooperative learning: group study, discussion and presentation</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
7	<b>Unit 6: The Global Village and Cultural Diffusion</b> <ul style="list-style-type: none"> <li>• Definition of the global village</li> <li>• Definition of cultural diffusion</li> <li>• Mass media influences on the world society</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning</li> <li>• Discussion</li> <li>• <i>Individual study and paper</i></li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
8	<b>Midterm Examination</b>	3	<ul style="list-style-type: none"> <li>• Midterm Examination</li> </ul>	Aj. Siripen Yiamjanya
9	<b>Unit 7: Social Conflicts</b> <ul style="list-style-type: none"> <li>• Civilization and social conflicts</li> <li>• Sources of social conflicts</li> <li>• Major current social conflicts</li> <li>• The consequences of social unrest</li> <li>• Human rights issue</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning</li> <li>• Discussion</li> <li>• <i>Individual study and oral test</i></li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
10	Individual study: watching the VDO “Food Inc.”	3	<ul style="list-style-type: none"> <li>• <i>Individual paper</i></li> </ul>	Aj. Siripen Yiamjanya
11	<b>Unit 8: The Society of Ageing Population</b> <ul style="list-style-type: none"> <li>• Definition of ageing population, demographic and ageing society</li> <li>• Impacts of ageing society</li> <li>• Opportunities and challenges of aging society</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning</li> <li>• Discussion</li> <li>• Group study</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
12	<b>Unit 9: Genders and Society</b> <ul style="list-style-type: none"> <li>• Roles of men and women</li> <li>• Gender equality</li> <li>• Women movements</li> <li>• Third gender issue</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Group study</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
13	<b>Unit 10: Green and Sustainability</b> <ul style="list-style-type: none"> <li>• Consumerism and materialism</li> <li>• Emergence of sustainability concept</li> <li>• Influences of green and sustainability concept on humanity</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning</li> <li>• Discussion</li> <li>• Group study</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya
14	<b>Unit 11: The Shift to Creative Society</b> <ul style="list-style-type: none"> <li>• Changes in local and national identity</li> <li>• Localization and the concept of knowledge- based society</li> <li>• Creative economy -based society</li> <li>• Remaking livable society</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning</li> <li>• Discussion</li> <li>• Group study</li> <li>• E- learning</li> </ul>	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
15	<b>Final Presentation</b>	3	<ul style="list-style-type: none"> <li>Students' presentation and discussion</li> </ul>	Aj. Siripen Yiamjanya
16	<b>Make- up Class and Review</b>	3	<ul style="list-style-type: none"> <li>Make- up class and review</li> </ul>	Aj. Siripen Yiamjanya
17	<p>.....<b>Final Examination</b>.....</p> <p>.....<b>Deadline Week for Final Assignment</b>.....</p>			

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b>	1.1 Class attendance, class participation, and behavior in class 1.2 On-time submission of report and assignments and their quality 1.3 Students' contribution on group assignments	Throughout the semester	10%
2	<b>Knowledge</b>	2.1 Quizzes 2.2 Midterm and final examination 2.3 Assignments	Throughout the semester	40% for assignments  20% for midterm examination  30% for final examination

	<b>Learning Outcome</b>	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<b>Cognitive Skills</b>	3.1 Quizzes 3.2 Midterm and final examination 3.3 Assignments	Throughout the semester	(Referred to number 2)
4	<b>Interpersonal Skills and Responsibilities</b>	4.1 Students' contribution and behavior in group assignments 4.2 Class presentation	Throughout the semester	(Referred to number 2)
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>	5.1 Assignments 5.2 Project report and presentation 5.3 Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class. 5.4 Midterm and final examinations	Throughout the semester	(Referred to number 2)



## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

- ดรุณี แก้วม่วงและคณะ. (2546). วิถีโลก (Global Society and Living) เอกสารประกอบการเรียนการ  
หมวดวิชาการศึกษาทั่วไป. สำนักงานสภาสถาบันราชภัฏ
- Barnett, C. (2008). *Geographies of Globalisation: A Demanding World*.  
London: SAGE Publications Ltd.
- Bucher, R.D.. (2000). *Diversity Consciousness: opening our minds to people,  
cultures, and opportunities*. New Jersey: Prentice Hall.
- Feather, J. (2004). *The Information Society: a study of continuity and change*.  
London: Facet Publishing.
- Fellmann, J.D. et al. (2007). *Human Geography: Landscapes of Human  
Activities*. New York: McGraw-Hill.
- Turner, J.H. et al. (2002). *The Emergence of Sociological Theory*. CA:  
Wadsworth Thomson Learning.

### 2. Important Documents for Extra Study

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

- Documentary VDO “Home”
- Documentary VDO “Food, Inc.”

## 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**

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	4	1	2	3	1	2	3	1	2	1	2	3	4
Course Category: <i>General Education Course</i>	● Major Responsibility										○ Minor Responsibility					
Course Code: <i>ICS 1102</i> Course Title: <i>Man and Global Society</i>	●	●	○	○	○	●	○	○	●	○	●	○	●	●	○	○