



TQF. 3 Course Specification

Course Code:	ITM 1203
Course Title:	ASEAN Studies
Credits:	3(3-0-6)
Semester/ Academic Year:	2/ 2015
Students:	Bachelor of Arts Program in Tourism Management
Lecturer:	Miss Siripen Yiamjanya

International College, Suan Sunandha Rajabhat University

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Section 1 General Information

1. Code and Course Title : ITM 1203 ASEAN Studies

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

3. Curriculum and Course Category :

3.1 Curriculum

Bachelor of Art, Program in Tourism Management, International College, SSRU

3.2 Course Category

This course is categorized in Major Core Courses.

4. Lecturer :

Miss Siripen Yiamjanya/ Tel. 0617526668 or 086- 9007971

Email: rain071_@hotmail.com

5. Year / Semester :

Semester 2 / 2015

6. Prerequisite Course :

None

7. Co-requisite Course (if any) :

None

8. Learning Location :

International College, Suan Sunandha Rajabhat University, Nakhon Pathom
Education Center

Saturday / Time 13.00- 16.00 / Room Number 404

9. Last Date for Preparing and Revising this Course:

November, 2015

Section 2 Objectives and Purposes

1. Course Objectives

At the end of this course, the students will be able to perform in the following areas of performance:

- (1) Be able to recall background development of ASEAN Community and ASEAN Economic Community (AEC).
- (2) Be able to recall and explain important articles in the ASEAN Charter and ASEAN glossary.
- (3) Be able to explain and identify the Three Pillars of ASEAN Economic Community (AEC).
- (4) Be able to summarize important aspects in ASEAN economic and socio-cultural cooperation.
- (5) Be able to recall background development of ASEAN Free Trade Area (AFTA).
- (6) Be able to pinpoint some barriers, differences and limitation of ASEAN in practice.
- (7) Be able to recognize the impacts and challenges that the AEC has towards Thailand's directions in different dimensions.
- (8) Be able to describe some socio-cultural issues that show students' empathy and understanding towards member states of ASEAN.
- (9) Have understanding of and give respect to cultural and religious diversity of countries in ASEAN Community.
- (10) Have good attitude towards countries in ASEAN Community.
- (11) Accept and have pride of being member of ASEAN Community, with recognition/ appreciation of ASEAN identity.

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

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Core Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in ASEAN Community, its establishment, essence and implication of ASEAN Community, and have an ability to adapt themselves in daily life and at work under the ASEAN Community diverse environment in political, economic and socio-cultural dimensions. The purpose of improving this course is in accordance with the entry of ASEAN Community and requirement for our students to acknowledge, learn and understand about the ASEAN Community, as well as to emphasize its significance to our students in terms of regional connection and its contributions to be applied in their future career.

Section 3 Course Structure

1. Course Description

The definition of ASEAN Community, background of establishment, the Three Pillars, meaning and value of “One Vision, One Identity, One Community”, cultural and natural backgrounds of ASEAN countries, basic features of people living and habits, their traditions, religions and beliefs. Roles and importance of tourism in ASEAN’s economy, the main principles of inter- and intra-regional tourist flows forming and development in the regional economical, social, political and natural conditions.

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

Lecture	Practice/ Field Work/ Internship	Self Study	Remedial Class
45hours	0 hour	90 hours	Upon Request

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

3 hours, every Saturday

Section 4 Developing Students’ Learning Outcomes

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals 1.1 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.	<ul style="list-style-type: none"> • PBL • Discussion- based learning • Context- based learning and debate 	<ul style="list-style-type: none"> • Monitoring students’ attendance • Evaluating from how much students’ papers and presentation are accurate • Evaluating from students’ responsibility on their contribution on group project

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
<p>2. Knowledge</p> <p>2.1 Be able to explain the concepts and issues in ASEAN studies.</p> <p>2.2 Be able to give general information and knowledge of ASEAN.</p>	<ul style="list-style-type: none"> • Pre- test and post- test • KWL • PBL • Individual and group study • Role- play • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>3. Cognitive Skills</p> <p>3.1 Be able to pinpoint some barriers, differences and limitation of ASEAN in practice.</p>	<ul style="list-style-type: none"> • PBL • Discussion- based learning • Context- based learning and debate • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format.</p> <p>4.3 Be able to adjust in multi-cultural environment.</p>	<ul style="list-style-type: none"> • PBL • Discussion- based learning • Context- based learning and debate • Individual and group study • Role- play • E- learning 	<ul style="list-style-type: none"> • Evaluating from group project • Evaluating from class presentation and participation
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to express in English about ASEAN both by oral and written communication.</p> <p>5.2 Be able to give power point presentation and present by formal English language for specific purposes in ASEAN Studies.</p>	<ul style="list-style-type: none"> • PBL • Discussion- based learning • Context- based learning and debate • Individual and group study • Role- play • E- learning 	<ul style="list-style-type: none"> • Evaluating from group presentation and group discussion • Evaluating from performance of students in presenting searched information in presentation and paper writing forms

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
1	Unit 1: Development of ASEAN <ul style="list-style-type: none"> • Background of establishment • General fact and figure • Backgrounds of ASEAN countries • Basic features of people living and habits 	3	<ul style="list-style-type: none"> • Pre- test • KWL • Direct instruction • Individual and group study • E- learning
2	Unit 2: The ASEAN Charter <ul style="list-style-type: none"> • Introduction • Purposes and Principles (Article 1- 2) • Summary of the ASEAN Charter 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Individual and group study • E- learning
3	Unit 3: ASEAN Structure <ul style="list-style-type: none"> • Introduction of ASEAN structure • ASEAN meetings • ASEAN Glossary 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Individual and group study • E- learning
4	Unit 4: ASEAN Economic Community <ul style="list-style-type: none"> • Background • Vision (<i>One Vision, One Identity, One Community</i>) • Objectives • The Three Pillars: meaning and importance 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Individual and group study • E- learning
5	Unit 5: First Pillar: ASEAN Political-Security Community (APSC Blueprint) <ul style="list-style-type: none"> • Introduction • Characteristics and elements of the APSC • Implementation and review of the APSC Blueprint 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Context- based learning and debate • Individual and group study • E- learning

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
6	Unit 6: Second Pillar: ASEAN Economic Community (AEC Blueprint) <ul style="list-style-type: none"> • Introduction • Characteristics and elements of the AEC • Implementation and review of the AEC Blueprint 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Context- based learning and debate • Individual and group study • E- learning
7	Unit 7: Third Pillar: ASEAN Socio-Cultural Community (ASCC Blueprint) <ul style="list-style-type: none"> • Introduction of ASEAN traditions, religions and beliefs • Characteristics and elements of the ASCC • Implementation and review of the ASCC Blueprint 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Context- based learning and debate • Individual and group study • E- learning
8 Midterm Examination		
9	Unit 8: Introduction to Economic Cooperation <ul style="list-style-type: none"> • ASEAN Free Trade Area (AFTA) • ASEAN Investment Area (AIA) • ASEAN Framework Agreement on Services (AFAS) • e-ASEAN Framework Agreement • ASEAN Highway Network Project 	3	<ul style="list-style-type: none"> • KWL • Direct instruction • Context- based learning • Individual and group study • Role- play • E- learning
10	Unit 9: Tourism and ASEAN Development of Economy, Socio-Culture, Politics and Natural Condition <ul style="list-style-type: none"> • Introduction of tourism between ASEAN countries and statistics • Roles and importance of tourism in ASEAN • Principles of inter- and intra-regional tourist flows and regional development • ASEAN Tourism Agreement • ASEAN Tourism Forum (ATF) 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Discussion- based learning • Context- based learning • Individual and group study • Role- play • E- learning

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
11	Unit 10: Introduction to Socio-Cultural Cooperation <ul style="list-style-type: none"> • Human Development • Social Welfare and Protection • Social Justice and Rights • Environmental Sustainability • Building an ASEAN Identity • Narrowing the Development Gap 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Context- based learning and debate • Individual and group study • Role- play • E- learning
12	Unit 11: Barriers, Differences and Limitation of ASEAN <ul style="list-style-type: none"> • Socio- cultural • Economic • Political • Geographical 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Individual and group study • E- learning
13	Unit 12: ASEAN in Globalization <ul style="list-style-type: none"> • ASEAN impacts to Thailand • Thailand and direction towards ASEAN Community • Thailand's benefits from AEC • Challenges 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Individual and group study • E- learning
14	Final Presentation	3	<ul style="list-style-type: none"> • Students' presentation and discussion
15	Review	3	<ul style="list-style-type: none"> • Review
16	Make-up Class	3	<ul style="list-style-type: none"> • Make- up class
17	<p style="text-align: center;">.....Final Examination.....</p> <p style="text-align: center;">.....Deadline Week for Final Assignment</p>		
Total Hours		45	

2. Learning Assessment Plan

No.	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
1	1. Ethics and Morals 1.2 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.	<ul style="list-style-type: none"> • Monitoring students' attendance • Evaluating from how much students' papers and presentation are accurate • Evaluating from students' responsibility on their contribution on group project 	Throughout semester	10%
2	2. Knowledge 2.1 Be able to explain the concepts and issues in ASEAN studies. 2.2 Be able to give general information and knowledge of ASEAN.	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Throughout semester	20% 30% 30% 10% for Enrichment Assignment
3	3. Cognitive Skills 3.1 Be able to pinpoint some barriers, differences and limitation of ASEAN in practice.	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Week 5, 6, 7, 9, 10, 11	(Referred to number 2)
4	4. Interpersonal Skills and Responsibilities 4.1 Be able to adjust to work in team both as leader and follower. 4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format. 4.3 Be able to adjust in multi-cultural environment.	<ul style="list-style-type: none"> • Evaluating from group project • Evaluating from class presentation and participation 	Throughout semester	(Referred to number 2)

No.	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
5	<p>5. Numerical Analysis, Communication and Information Technology Skill</p> <p>5.1 Be able to express in English about ASEAN both by oral and written communication.</p> <p>5.2 Be able to give power point presentation and present by formal English language for specific purposes in ASEAN Studies.</p>	<ul style="list-style-type: none"> Evaluating from group presentation and group discussion Evaluating from performance of students in presenting searched information in presentation and paper writing forms 	Throughout semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbooks and Main Documents

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2. Important Documents for Extra Study

Google.com- Search for the following:

- ASEAN One Vision, One Identity, One Community;
- ASEAN Community in Global Community of Nations;
- ASEAN Charter;
- ASEAN Tourism Marketing Strategy (ATMS) 2012 – 2015;
- EXPERIENCE MEKONG Greater Mekong Sub-region Tourism Marketing Strategy and Action Plan 2015–2020

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

<http://www.asean.org>

<http://www.asean-tourism.com>

<http://www.waseantourism.com>

<http://www.mekongeeconomics.com>

Section 7 Course Evaluation and Improvement

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.