TQF.3

✓ Bachelor's Degree

☐ Master'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):

4.1 Lecturer Responsible for Course:

    A. Sakul Jariyachamsit   Group 4-6

    A. Thanongsak Saksiriwuttho   Group 1-3

4.2 Instructional Course Lecturer(s):   None

5. Contact/Get in Touch

Room Number 305E-mail a.sakul@yahoo.com, thanongsak.sa@ssru.ac.th

6. Semester/Yearof Study

6.1 Semester: 1Year 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 29, 2018

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domainsin 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,

2.1 Learn to understand basic legal terminology and concepts.

2.2 Learn 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.

2.5 Learn 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 สังคมวัฒนธรรมและการ ท่องเที่ยว

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 IndividualAcademic 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.

2. 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

●3.1 Cognitive 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 occurduring 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.

●4.2 Teaching 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.

○**5.2 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 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	3hours	Lecture, In-Class Discussion and Game Exercises **Teaching Media**

Week	Topic/Outline	Periods	Learning Activities and Media
	-Climate - Tourism -Culture		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

Week	Topic/Outline	Periods	Learning Activities and Media
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	**Make up class**		
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	8	20
		Final Exam	16	30
3	**Cognitive Skills**	Case study	2-15	10
		Self-study	2-15	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	●	●	○	○	○	●	○	●	○	○	○	○	●	○	○