



TQF 3

Bachelor's Degree

Master's Degree

TQF. 3 Course Specification

Course Code: IGL1104 **Course Title:** IGL1104 English Composition
for Business

Credits: 3(3-0-6)

Program: Hotel Management

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 **Academic Year:** 2017

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Section 1 General Information

(1) Code and Course Title:

English: IGL1104 English Composition for Business

Thai: IGL1104 การเขียนภาษาอังกฤษเพื่อสำหรับธุรกิจ

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Hotel Management (Major Hotel Management and Restaurant Business)

3.2 Course Category:

General Education

Required Course

Elective Course

Others

This course of Bachelor of Arts, International College, SSRU, is categorized in *Specialized Area Courses*.

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course: Mr. Thanongsak Saksiriwuttho

4.2 Instructional Course Lecturers:

(1) Mr. Thanongsak Saksiriwuttho

5. Contact/Get in touch

Room number 305

1. Mr. Thanongsak Saksiriwuttho

Tel: 081-8191687 E-mail: thanongsak.sak@ssru.ac.th

6. Semester/Year of study

6.1 Semester 2 Year of study 2017

6.2 Number of students enrolled: 60.... Students

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

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

10. Last Date for Preparing and Revising this Course:

December 15th, 2017

Section 2 Objectives and Purposes

1. Course Objectives

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) 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

1.2 Knowledge

- (1) Able to understand the nature of the airline business
- (2) Able to understand the terminology, idiom, and structure of English related to Airline Operations and Management

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply English reading, writing, speaking, and listening skills in Airline Operations and Management

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Able to understand the importance of clear communication

(2) Able to demonstrate effective communication skills in all stages of Airline Operations

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 Course Structure

1. Course Outline

English: English composition for business, business writing skills, business document, references, business correspondent, business technical terms, on-line business and official business report writing.

Thai: แนะนำเกี่ยวกับการเขียนภาษาอังกฤษสำหรับธุรกิจ, เอกสารทางธุรกิจ, การอ้างอิง, การเขียนจดหมายธุรกิจเอกสาร, การเขียนรายงาน และการเขียนรายงานเชิงธุรกิจในรูปแบบต่างๆ

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	-	90 hours	Upon request

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 304 International College Building, International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

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

3.5 Consulting via Computer Network (Internet/Web board):
University website

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 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 judgments

1.2 Teaching Strategies

- (1) Direct instruction
- (2) Discussion
- (3) Student research

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style
- (3) Measurement of original contribution

2. Knowledge

2.1 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

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Mid-term test
- (2) Final test
- (3) Cooperative learning evaluations

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

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations
- (2) Direct instruction
- (3) Quizzes

4. Interpersonal Skills and Responsibilities

4.1 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

4.2 Teaching Strategies

- (1) Cooperative learning
- (2) Group work activities

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 daily
- (2) Be able to use statistics and mathematics to solve air transport 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) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

5.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

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)

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Attendance • Quizzes • Group reports and presentations
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies.</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems.</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use basic ICT skills and apply them daily;</p> <p>5.2 Be able to use statistics and mathematics to solve air transport business problems;</p> <p>5.3 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Chapter 1: Introduction to course IGL 1104 -Essential Vocabulary term project	3	<ul style="list-style-type: none"> • Explain about class in general and grading system • Lecture • Self-study (Reading articles)
2	Chapter 2 : Nouns and Determiners -Business writing and Reading - Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
3	Chapter 3 : Pronouns and Adjective - Business Writing and Reading -Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
4	Chapter 4: Adverbs -Business writing and Reading -Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer

5	Chapter 5: Verbs and tenses -Business writing and Reading -Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
6	Chapter 6: Subject-verb agreement and Prepositions -Business writing and Reading -Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
7	Chapter 7: Sentence structure -Business writing and Reading -Exercise	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
8	Midterm Examination	3	Paper test

<p>9</p>	<p>Chapter 8: Composition Basics</p> <ul style="list-style-type: none"> - grammatical terms - parts of speech - pronouns - verbs - sentence structure - types of sentences - sentence structure errors - punctuation - capitalization spelling 	<p>3</p>	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
<p>10</p>	<p>Chapter 10: Sample Business Letters</p> <ul style="list-style-type: none"> - persuasive writing sales letters - letters of complaint - response to a complaint - letters of refusal - the press release - e-mail messages - the memorandum - the newsletter 	<p>3</p>	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
<p>11</p>	<p>Chapter 11: Proposals & Reports</p> <ul style="list-style-type: none"> - components of a proposal - components of a report sample proposals 	<p>3</p>	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer

	<ul style="list-style-type: none"> - sample reports - executive summary - introduction - letter of transmittal - body text - conclusions - recommendations 		
12	<p>Chapter 12: Visual Design</p> <ul style="list-style-type: none"> - creating a document - working with fonts - art in a document - balancing design elements - text alignment - charts and graphs 	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
13	<p>Chapter 13: Usage</p> <ul style="list-style-type: none"> - frequently confused terms - problem usage - terms often confused 	3	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
14	Vocabulary term project submission and writing test	3	<ul style="list-style-type: none"> • Lecture • Self-study • Ask and answer
15	Review for final examination	3	<ul style="list-style-type: none"> • Presentation and assignment submission
16	Final Examination	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered:

			Problem-Based learning and Cooperative learning approaches
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2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>1 Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance • Quizzes • Student behavior 	<p>Throughout semester</p>	<p>10 %</p>
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>60 %</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	Throughout semester	10 %
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class 	Throughout semester	10 %

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use basic ICT skills and apply them daily;</p> <p>5.2 Be able to use statistics and mathematics to solve air transport business problems;</p> <p>5.3 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Desmond A. Gilling , (2013). *The Essential Handbook for Business Writing*.
Greenlink Consulting, Canada

2. Important Documents for Extra Study

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

www.cambridgeenglish.org/learning-english/free.../write-and-improve/

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 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.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses 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 assignment is 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

- (1) Revise and develop course structure and process every two years.
 - (2) Assign different lecturers to teach this course to enhance students' performance.
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3. Curriculum Mapping

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility

○ Minor Responsibility

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
IGL1104 English Composition for Business	○	●	○	○	○	●	○	○	○	●	○	●	●	●	○	○

