TQF.3

X Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IHT3414 Course Title : Consumer Behavior
Credits : 3 (3-0-6)

Program: Hospitality Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 Academic Year : 2560

Section 1 General Information

1. **Code and Course Title :**

   Course Code: IHT3414

   Course Title (English):   Consumer Behavior

   Course Title (Thai):

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

3. **Curriculum and Course Category :**

   3.1 Curriculum: Bachelor of Business Administration,

   International College, SSRU is categorized in Hospitality Management**.**

   3.2 Course Category:

   ☐ General Education   X Required Course

   ☐Elective Course   ☐ Others ……………

4. Lecturer Responsible for Course and Instructional   Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Mr. Cherif Haberih

4.2 Instructional Course Lecturer(s):

(1)

(2)

5. Contact/Get in Touch

Room Number 305 Tel. 0917313417 E-mail

antoni.annecy@gmail.com

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 60

6.2 Number of the students enrolled

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC

Room Number 404

10. Last Date for Preparing and Revising this Course:

Date 30st Month July 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 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.

1.2 Knowledge

(1) Understanding the business theories and important case studies taught

(2) To be able to provide an analysis and provide the solution to real world problems

1.3 Cognitive Skills

(1) The ability to gather and summarize information, and (2) Self-study and sharing information to the class

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

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 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 / etc.)

Self-study, Problem Based-learning, E-Learning, Field trips, Media Support, Analysis, Discussion, Cooperative Learning & Lecturing.

Section 3 Characteristics and Operation

1. Course Outline

(English) Definition, significance and principles of Consumer Behavior and marketing in hotel industry, marketing activities, demand and supply factors, SWOT analysis and environmental scanning, marketing planning process, market segmentation, targeting and positioning, service marketing mix:7Ps, and writing a marketing plan, marketing strategy, sales strategies and coordinating sales activities in a range of settings within the hotel and travel industries

(Thai)

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)
3	3	0	6

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 308 Building SSRUIC International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 0917313417

3.3 Consulting via E-Mail antoni.annecy@gmail.com

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

3.5 Consulting via Computer Network (Internet/Web board) LIVE SESSIONS

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Understand discipline of people working in Hospitality Industry and their culture

  (2) Be able to deliver or to complete a required task at or the appointed time.

- ○ (3) Be able to do the right thing according to the values,

beliefs and principles they claim to hold.

- (4)
○ (5)

1.2 Teaching Strategies

(1) Use Problem-based learning

(2) Use cooperative learning techniques

(3) Invite guest speaker who is an expert in real world business

(4)

1.3 Assessment Strategies

(1) Pop-quiz, midterm, and final exam

(2) Group projects

(3) Class Presentations

(4)

2. Knowledge

2.1 Knowledge to be developed

○ (1) Understanding 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
(4)

(5)

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

      (4)

2.3 Assessment Strategies

      (1)   Pop-quiz, midterm, and final exam

      (2)   Group projects

      (3)   Individual presentations

      (4)   Online Assessments

3. Cognitive Skills

3.1 Cognitive Skills to be developed

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

      (4)

      (5)

3.2 Teaching Strategies

      (1)   Group Presentations

      (2)   Participate in real competitions such as Business Plan Writing.

      (3)   Problem-based learning

3.3 Assessment Strategies

      (1)   How students participate in teamwork

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

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 IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life

5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics and
mathematics to solve business problems

(2)Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Assessment Strategies

(1) How students participate in teamwork

(2) How students use advance business English in their

presentation.

6. Other Domain

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	Hours	Learning Activities and Medias	Lecturer(s)
1	• Introduction to Consumer Behavior • Professional Intention • Pre-Assessment	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
2	• Skills Development • Hotel Business Industry	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
3	A study of Marketing tools in Hospitality and Hotels impacting Thai students' perception. • Class research applied to Proposal 2017	3	• Guest Speaker • Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih & Guest Speaker TBA
4	• Marketing proficiency • Business Industry • Various Department	3	• FIELD TRIP TBA • Option 1: Alliance française de Bangkok • Option 2 : The Canadian Association of	Mr. Anthony Haberih

			Bangkok	
5	• Skills Development • Conceptual Framework • Introduction • Introspection	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
6	• International Industries • Language proficiency • SWOT	3	• Guest Speaker • Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih & Guest Speaker TBA
7	• Introduction to Branding • Introduction to ASEAN Industries	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
8	Mid Assignment: Use of a new media	3	• Lecture • PBL • E-Learning application (MOODLE) • Examination Review • Group study	Mr. Anthony Haberih
9	• **Midterm Test**	3	Evaluation sheet	Mr. Anthony Haberih

10	• Decision-making Introduction to Various applications	3	• FIELD TRIP TBA • Option 1: The French Chamber of Commerce of Thailand (Bangkok)	Mr. Anthony Haberih
11	• International Branding Geographical Map Situation in Thailand and worldwide	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
12	• SME's • Various Departments Proficiency of Language skills	3	• FIELD TRIP TBA • Option 1: Bangkok Floating Market • Option 2: SOFITEL BANGKOK	Mr. Anthony Haberih
13	• Decision making • Second and Third steps Culture and Subculture approach	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih
14	• Live Performance • Writing a professional Marketing plan • Communication & Self Confidence	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE)	Mr. Anthony Haberih

15	• General Review • Extensive Vocabulary • Post-Assessment	3	• Quiz introduction • Media Support • Lecture • PBL • E-Learning application (MOODLE) • Group Study • Self-Study • Assignment review • New Technology review	Mr. Anthony Haberih
Total of Hours		45		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics**	Attendance/Discipline	1-8	10%
2	**Knowledge**	Midterm Test & Final Examination	4 &8	30% & 30%
3	**Cognitive Skills**	Assignments/Reports	4 &8	20%
4	**Interpersonal Skills and Responsibilities**	Group/Pair work	2-3-5-6	5%
5	**Numerical Analysis, Communication and Information Technology Skills**	E-Learning	3-6-7	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Savin-Baden, M. and Howell Major, C., 2004. *Foundations of problem-based learning.* London: Open University Press, pp.102-135.

Slavin, R., 1994. *Cooperative learning: Theory, research and practice.* Second Edition. Boston: Allyn and Bacon, pp.118-244.

Tan, O.S., 2003. *Problem-based learning innovation - Using problems to power learning in the 21st century.* Singapore: Thomson Learning, pp.36-64.

McArthur, J., 1998. *Books on wheels: Cooperative learning through thematic units.* Englewood: Libraries Unlimited, pp.230-358.

Iwonna Dubicka, Margaret O'Keeffe (2008). Market Leader:Pearson Longman

International Marketing by Philip Cateora, Mary Gilly and John Graham (Sep 24, 2010)

International Marketing by Philip Cateora, John Graham and Mary Gilly (Sep 28, 2012)

International Marketing by Daniel W. Baack, Eric G. Harris and Donald E. Baack (Feb 7, 2012)

2. Important Documents for Extra Study

http://en.wikipedia.org/wiki/English_language

http://www.englishclub.com/english-language-history.htm

http://www.law.harvard.edu/index.html

http://en.wikipedia.org/wiki/International_marketing

http://businesscasestudies.co.uk/business-theory/marketing/international-marketing.html

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

http://www.marketingpower.com

http://www.emeraldinsight.com/products/journals/

http://www.ebsglobal.net/programmes/international-marketing

http://www.pttplc.com/EN/Products-Services/Consumer/Services/pages/

http://adage.com/section/global-news/642

Section 7 Course Evaluation and Revising

1. **Strategies for Course Evaluation by Students**

    a. Evaluation sheet

    b. Students' attitude in class

    c. Students' participation during class

2. **Strategies for Course Evaluation by Lecturer**

  3. Examination results

4. **Teaching Revision**

  5. Classroom Research

6. **Feedback for Achievement Standards**

  7. Evaluation based on constant observation, presentations and applications

8. **Methodology and Planning for Course Review and Improvement**

    There will be a round of 15 three-hour lecture sessions in this course. Lectures will cover the core communication skills based on a professional approach applied to Tourism Industry.

F (Free)> ORAL PPP (Presentation – Practice – Performance) – Free your mind – Free your speech

F (Focus) > Lecture (Writing and Reading skills using dictate and auto-correction) –CCC (Clear – Coherent – Credible) – Stay focus & remember

F (Fun) > Role Games / Vocabulary applications, build a MIND MAP/ Extras > Use of E-Learning applications and New Technology development.

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 ie.Learning Management Skills		
Course Category Elective	● **Major Responsibility**									○ **Minor Responsibility**								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code HHM2205 Course Title Consumer Behavior in Hospitality Industry	●	●	○	●	●	○	○	●	●	●	●	●	○	●	●	●	●	○