



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IAL 1203

Course Title: Personality Improvement and Grooming

Credits: 3 (2-2-5)

Program: Tourism Management

International College Suan Sunandha Rajabhat University (SSRUIC)

Semester: 2 Academic Year: 2017

Section 1 General Information

1. Code and Course Title :

Course Code: IAL 1203
Course Title (English): Personality Improvement and Grooming
Course Title (Thai): การพัฒนาบุคลิกภาพ มารยาท และการแต่งตัว

2. Credits : 3 (2-2-5)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Tourism Management, International College

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: Ms.Yanika Chuentako

4.2 Instructional Course Lecturer(s): Ms.Yanika Chuentako

5. Contact/Get in Touch

Room Number 305 Tel. 092-745-5979

E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2017

6.2 Number of the students enrolled 17

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC Room Number 408

10. Last Date for Preparing and Revising this Course:

Date 15 Month December 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) Able to demonstrate on time performance and morality in all area
- (2) Able to leverage positive personality traits and work on their negative personality traits
- (3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

- (1) To understand the importance of personality Improvement, Manners and Grooming
- (2) To understand the structure of Personal and how to deal with difference Personality
- (3) To gain knowledge about personality improvement in the areas includes character, behavior, and attitude
- (4) To understand the knowledge about grooming in the areas includes make-up, hairdo, clothes, uniform, and garment care

1.3 Cognitive Skills

- (1) Able to demonstrate Good Personality and Good Grooming
- (2) Able to understand and demonstrate in daily life
- (3) Able to understand various traits and why people behave differently.

1.4 Interpersonal Skills and Responsibility

- (1) Able to work in a more professional manner
- (2) Able to demonstrate working as a team in a professional manner
- (3) Able to apply morality in a teamwork
- (4) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in personality improvement and grooming with emphasis on practical and real life experiences, use basic ICT skills and apply daily.

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

The course is important to enhance the personal and professional competency of an individual at work and very situation. Grooming etiquette is closely connected with an individual's professionalism at social spaces, including workplace. Likewise, understanding helps an individual in a student's personal development in one's career.

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 Characteristics and Operation

1. Course Outline

(English) Ethic and Moral, Service minded and Responsibilities, Apply makeup, select cosmetics and color. Hairstyle and treatment. Skin care and treatment. Fashion and clothing. Develop a professional look, posture, etiquette, dialogue and discipline for airline staff.

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)
48 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 305 Building SSRUIC International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail: yanika.ch@ssru.ac.th

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

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

Teacher website: www.teacher.ssru.ac.th/yanika_ch

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 judgment

1.2 Teaching Strategies

- (1) Direct instruction
- (2) Discussion
- (3) Student research
- (4) Self-study

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
- (4) Self-study

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
- (4) Self-study

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 communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

4.3 Assessment Strategies

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

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in personality improvement and grooming with emphasis on practical and real life experiences, use basic ICT skills and apply daily

5.2 Teaching Strategies

- (1) Direct instruction
- (2) Group work activities

5.3 Assessment Strategies

- (1) Quizzes
- (2) Group work evaluations

6. Other Domain

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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	Topic 1 Introduction to Personality Improvement and Grooming <ul style="list-style-type: none"> ● What is Personality ● The composition of Personality 	3 hrs	<ul style="list-style-type: none"> ● Direct Instruction ● Group discussion ● E-learning 	Ms. Yanika
2	Topic 2 Theories of Personality <ul style="list-style-type: none"> ● The Big Five Personality Dimension ● Positive Personality through Positive Thinking 	3 hrs	<ul style="list-style-type: none"> ● Direct Instruction ● PBL ● E-learning 	Ms. Yanika
3	Topic 3 Personality Improvement <ul style="list-style-type: none"> ● Internal Personality Improvement ● External Personality Improvement 	3 hrs	<ul style="list-style-type: none"> ● Direct Instruction ● PBL ● Cooperative learning 	Ms. Yanika
4	Topic 4 Personal Image/Standard	3 hrs	<ul style="list-style-type: none"> ● Direct Instruction ● Cooperative 	Ms. Yanika

	Grooming <ul style="list-style-type: none"> • Student Standard Uniform • Taking care of your personal grooming 		<ul style="list-style-type: none"> learning • Exercise 	
5	Topic 5 Body Posture of Confidence <ul style="list-style-type: none"> • Personality Development Appearance and Visual Poise 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Cooperative learning • Exercise 	Ms. Yanika
6	Topic 6 Facial Make up Workshop <ul style="list-style-type: none"> • Skin color and natural selection • Steps for applying make-up 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
7	Topic 5 Hairstyle Workshop <ul style="list-style-type: none"> • Basics of creating hairstyle for casual and professional attire 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
8	Midterm Examination			
9	Workshop with SHISEIDO Thailand	3 hrs	<ul style="list-style-type: none"> • Workshop at SHISEIDO Company 	SHISEIDO Thailand
10	Topic 9 Dressing for Workplace Success <ul style="list-style-type: none"> • Men's Clothing and Grooming • Dressing and Grooming for woman 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
11	Topic 10 Wardrobe Management <ul style="list-style-type: none"> • Taking care of your wardrobe • Garment Care 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
12	Topic 11 Grooming your resume	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • PBL • Cooperative learning 	Ms. Yanika

13	Topic 12 Communication and Technology <ul style="list-style-type: none"> • In-Person Communication • Telephone Communication • Social networking • Voice & Vocabulary 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
14	Topic 13 Etiquette and Manners <ul style="list-style-type: none"> • Etiquette's Principle • Why Etiquette Matters • The Principles of Introduction 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
15	Topic 13 Social Graces <ul style="list-style-type: none"> • Introduction techniques use of business cards • Invitations, responses and denials in various events. • MannerEtiquette to welcome guests. • Etiquette in the meeting room, dining table, party, etc. 	3 hrs	<ul style="list-style-type: none"> • Direct Instruction • Group discussion • PBL • Cooperative learning 	Ms. Yanika
16	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment	Time Schedule	Proportion for
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		Activities	(Week)	Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 Be able to deliver or complete the required task on 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 according to moral concepts and judgment</p>	Attendance/ Discipline	Throughout the semester	10%
2	<p>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 solutions to real world problems</p> <p>2.3 Be able to organize self-study and share information with the class</p>	Midterm & Final Examinations	8/17	20% and 30 %
3	<p>Cognitive Skills</p> <p>3.1 The ability to</p>	Assignments	Throughout the semester	20%

	gather and summarize information, and conduct research 3.2 Self-study and sharing information with the class 3.3 The ability to solve problems with case studies			
4	Interpersonal Skills and Responsibilities 4.1 Be able to use interpersonal communication skills 4.2 Be able to collaborate in terms and solve problems 4.3 Demonstrate leadership	Group/Pair work	Throughout the semester	15%
5	Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use IT to search for new knowledge and apply numerical analysis in personality improvement and grooming with emphasis on practical and real life experiences, use basic ICT skills and apply daily	E-Learning	Throughout the semester	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Jobity, N. (2011). *Frumpy to fabulous: flaunting it: your ultimate guide to effortless style*. Columbia, MD: Elan Image Management.

Personality improvement. (1964). Olympia, WA: State Board for Vocational Education.

Post, P. (2014). *Emily Posts the etiquette advantage in business: personal skills for professional success*. New York, NY: William Morrow.

2. Important Documents for Extra Study

Norton, S. (2000). *Instant make-up: the complete guide to looking good*. London: Southwater.

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

Makeup.com. (n.d.). Retrieved December 21, 2017, from <https://www.makeup.com>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum.

The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) The learning methods and assessment

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

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

5.1 Revise and develop course structure and process every three years.

5.2 Assign different lecturers teach this course to enhance students' performance

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		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category Elective Course	● Major Responsibility									○ Minor Responsibility								
Course Code IAL 1203 Course Title Personality Improvement and Grooming	●	●	○	●	●	○	●	●	●	●	●	○	●	○	○	-	-	-