

TQF.3



Bachelor's Degree

Master's Degree

## **Course Specification**

**Course Code:** IHH 3309

**Course Title:** Survey and Research for Hotel Business

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

**Program:** Airline Business,

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

**Semester: 1 Academic Year: 2022**

## Section 1 General Information

### 1. Code and Course Title :

Course Code: IHH 3309

Course Title (English): Survey and Research for Hotel Business

Title (Thai): .....

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

### 3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Hotel Management

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. Kanittha Charernnit

4.2 Instructional Course Lecturer(s): Ms. Kanittha Charernnit

### 5. Contact/Get in Touch

Room Number 304 Tel. 0815484555

E-mail: [kanittha.ch@ssru.ac.th](mailto:kanittha.ch@ssru.ac.th)

### 6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2022

6.2 Number of the students enrolled

### 7. Pre-requisite Course (If any)

Course Code: ...None..... Course Title .....None ....

### 8. Co-requisite Course (If any)

Course Code: ...None..... Course Title .....None ....

## **9. Learning Location**

**Building:** College of Hospitality Industry Management,  
Nakhon Pathom Education Center

## **10. Last Date for Preparing and Revising this Course:**

Date: 15<sup>th</sup> July, 2022

# **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 the appointed 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 in business according to moral concepts and judgments.

### **1.2 Knowledge**

(1) Understanding the airline 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 airline business knowledge integrated with other disciplines.

### **1.3 Cognitive Skills**

(1) The ability to gather and summarize information, and conduct research.

(2) Self- study and sharing information to the class,

(3) The ability to solve problems from case studies.

#### 1.4 Interpersonal Skills and Responsibility

(1) Be able to communicate in English

(2) Be able to use English to solve airline business problem regarding safety management system.

(3) Initiate some human resource management ideas and have leadership.

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to use basic ICT skills and apply them to human resource management system.

(2) Be able to use statistics and mathematics to solve business problem.

(3) Be able to use ICT in the work place and apply numerical analysis in communication human resource management system.

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

Students' engagement can be assessed by case studies including multimedia, assignment. Updated case studies exercise and activities will be adapted to the future lessons.

## Section 3 Characteristics and Operation

### 1. Course Outline

Research questions formulating, reviewing the literature, quantitative and qualitative research methods, research process, research design, designing questionnaires, data collection and analysis, the use of software program to analyze data, and research report writing

### 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/semester)	(By appointment/ Subject to individual needs)	0	96

### 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 Number304

Building: College of Hospitality Industry Management, Nakhon Pathom Education Center

3.2 Consulting via office telephone/mobile phone: 081-5484555

3.3 Consulting via E-Mail [kanittha.ch@ssru.ac.th](mailto:kanittha.ch@ssru.ac.th)

3.4 Consulting via social media (Facebook/Twitter/Line)

3.5 Consulting via Computer Network (Internet/Web board)

Website: <http://www.teacher.ssru.ac.th/kanittha>

## **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 at the appointed time.
- (2) Personal discipline, integrity, and responsibility
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains airline business ethics.

#### **1.3 Assessment Strategies**

- (1) Class attendance, class participation and behavior in class.
- (2) Students are able to apply their knowledge in practice i.e. airline safety campaign week, safety exhibition.
- (3) Evaluate from students' responsibilities on their contribution on group project.

### **2. Knowledge**

#### **2.1 Knowledge to be developed**

- (1) Understanding the airline 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 airline business knowledge integrated with other disciplines.

## **2.2 Teaching Strategies**

- (1) Use case studies analysis learning
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in the safety management in aviation business.

## **2.3 Assessment Strategies**

- (1) Test, midterm examination, and final examination.
- (2) Self–study and task assignment that sharing to the class.
- (3) The ability to solve problem, evaluate risks and create safety promotion.

# **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 to the class
- (3) The ability to solve problems from case studies.

## **3.2 Teaching Strategies**

- (1) Group presentation
- (2) Participation in competitions
- (3) Problem base learning

## **3.3 Assessment Strategies**

- (1) Evaluate individually and group project
- (2) Class activities and discussion and personal involvement

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to communicate in English
- (2) Be able to use English to solve problem regarding airline research
- (3) the ability to initiate some new idea

### **4.2 Teaching Strategies**

- (1) Allow students with work in unfamiliar situation with new team members...
- (2) Practice safety awareness and encourage / communicate with people concerned
- (3) Use proper business English to communicate in class and with lecturers.

### **4.3 Assessment Strategies**

- (1) How students participate in team work.
- (2) How student use English regards human resource management on 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 human resource management system.
- (2) Be able to use statistics and mathematics to solve business problem.
- (3) Be able to use ICT in the work place and apply numerical analysis in communication human resource management system.



## 5.2 Teaching Strategies

- (1) Use case studies and allow students to implement their knowledge of statistics and mathematics to identify and evaluate risks
- (2) Use activities e.g. recruiting, selection, reward program and training program.
- (3) Students form teams and do assigned project that required two ways communication and develop their social skills.

## 5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics and mathematics to analyze case studies
- (2) Evaluate students' ability to present their project or exhibition
- (3) Evaluate students' ability to use computer do their project.

**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	<b>Unit 1:</b> Introduction to Research Process <ul style="list-style-type: none"> <li>• Course outline and evaluation criteria</li> <li>• Basic knowledge on research</li> </ul>	3	Course Introduction: course description, teaching approach, course objectives, assessment, class schedule, assignment, class activity, and class rules	Ms. Kanittha Charernnit
2	<b>Unit 2:</b> How to find research topic <ul style="list-style-type: none"> <li>-Research question</li> <li>-Objective writing</li> <li>- Determine assumption</li> </ul>	3	<ul style="list-style-type: none"> <li>- Cooperative with Bangkok Airways, encourage students to research on the topics of in-flight meal satisfaction</li> <li>-Student-centered: Cooperative learning Discussion</li> </ul>	Ms. Kanittha Charernnit
3	<b>Unit 3:</b> Research Paper Writing Process <ul style="list-style-type: none"> <li>- APA Book Citation: Basic Structure</li> <li>-Literature Review and Method and Procedure</li> <li>-Conceptual framework</li> </ul>	3	<ul style="list-style-type: none"> <li>- Student use research knowledge to do research on other course such as airline safety, air cargo, ground service and cabin crew management</li> <li>-Discussion activity (research name)</li> </ul>	Ms. Kanittha Charernnit
4	<b>Unit 4:</b> Research Methodologies <ul style="list-style-type: none"> <li>Qualitative research</li> <li>Quantitative research</li> <li>Mixed method</li> <li>Population and sampling</li> </ul>	3	<ul style="list-style-type: none"> <li>-Lecture and group discussion</li> <li>-Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>-Self-study and E-learning through SSRUIC Teacher website</li> </ul>	Ms. Kanittha Charernnit

5	<b>Unit 5</b> How to create questionnaire <ul style="list-style-type: none"> <li>- Using Research Instruments: a Toolkit for Researchers</li> <li>- Google form using</li> <li>- In-depth interview method</li> </ul>	3	-Lecture and group discussion -Student-centered: Problem-Based learning and Cooperative learning approaches -Self-study and E-learning through SSRUIC Teacher website	Ms. Kanittha Charernnit
6	<b>Unit 6:</b> Statistic for research How to choose.	6	-Cooperative learning: -Workshop	Ms. Kanittha Charernnit
7	Mid-Term Exam	3	-Chapter 1-3 research submission	Ms. Kanittha Charernnit
8	<b>Unit 7</b> Data collection <ul style="list-style-type: none"> <li>• lecture</li> <li>• work shop</li> </ul>	3	-Passenger survey and use data to do the project of cabin crew management -Students share knowledge of research with students in other university. -Student-centered: Cooperative learning -Individual discussion	Ms. Kanittha Charernnit
9	<b>Unit 8 Class Activity</b> <ul style="list-style-type: none"> <li>• Data analyze and summary</li> </ul>	3	-Lecture and group discussion -Student-centered: Activity -Practice	Ms. Kanittha Charernnit
10	<b>Unit 9</b> Research Paper Work <ul style="list-style-type: none"> <li>• Part 1 Summarized and Wrap Up</li> </ul>	3	-Lecture and group discussion -Student-centered: Activity -Practice	Ms. Kanittha Charernnit
11	<b>Unit 10</b> Writing Chapter 4 Research results	3	-Lecture and group work -Student-centered: -Individual Workshop	Ms. Kanittha Charernnit

12	<b>Unit 11</b> Paper Research Paper Work Chapter 5 writing <ul style="list-style-type: none"><li>• Research conclusion</li></ul>	3	-Student-centered: -Individual workshop	Ms. Kanittha Charernnit
13	<b>Unit 12</b> Abstract writing	3	-Student-centered: -Workshop	Ms. Kanittha Charernnit
14	<b>Unit 13</b> How to write article	3	Workshop	Ms. Kanittha Charernnit
15	<b>Unit 14</b> Preparation for the conference	3	-Student-centered: Problem-Based learning and Cooperative learning approaches	Ms. Kanittha Charernnit
16	Research Präsentation	3	-Student-centered: -Final presentation	Ms. Kanittha Charernnit
	Final Examination	3	-Full paper submission -Select best paper on in-flight meal and send to Bangkok Airways.	Ms. Kanittha Charernnit

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b> (1) Be able to deliver or to complete a required task at the appointed 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 in business according to moral concepts and judgments.	-Attendance criteria. -Plagiarism Detector (essay checker software)	Every week	10%

2	<p><b>Knowledge</b></p> <p>(1) Basic understanding of information system theories and knowledge relevant to aviation industry</p> <p>(2) The ability to provide an analysis and provide the solution to real practice in information system</p> <p>(3) The ability to use aviation knowledge integrated with other disciplines.</p>	<p>-Written Research examinations, group assignment, Active Learning</p>	<p>Week 7 &amp; 16</p>	<p>40%.</p>
3	<p><b>Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research.</p> <p>(2) Self- study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>- Written Research examinations, group assignment, Active Learning</p>	<p>Throughout semester</p>	<p>20%</p>
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) Be able to communicate in English</p> <p>(2) Be able to use English to solve airline business problem regarding safety management system.</p> <p>(3) Initiate some airline safety management ideas and have leadership.</p>	<p>- Cooperative learning - Group discussion</p>	<p>Throughout semester</p>	<p>20%</p>
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to use basic ICT skills and apply them to human resource management system.</p> <p>(2) Be able to use statistics and mathematics to solve business problem.</p> <p>(3) Be able to use ICT in the work place and apply numerical analysis in human resource management system.</p>	<p>- Project &amp; Communication</p>	<p>Throughout semester</p>	<p>10%</p>

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

1.1 Research for Airline Business handouts

1.2 Kate L. Turabian. (2018). Manual for Writers of Research Papers, Theses, and Dissertations: Chicago Style for Students and Researchers.

1.3 Catherine Dawson. (2019). Introduction to Research Methods 5th Edition: A Practical Guide for Anyone Undertaking a Research Project. London, United Kingdom Little, Brown Book Group

### **2. Important Documents for Extra Study**

David Wilkinson. (2000). The researcher's toolkit: the complete guide to practitioner research. London ; New York : Routledge/Falmer

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

<https://innopac.wits.ac.za/search~S0?/tresearchers/tresearchers/1%2C3%2C5%2CB/frameset&FF=tresearchers+toolkit+the+complete+guide+to+practitioner+research&1%2C1%2C>

<https://www.brown.edu/research/home>

## **Section 7 Course Evaluation and Revising**

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

Student evaluation of classes

Student self-assessment of learning outcomes

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

Students' evaluation of classes

Observation of classes

### **3. Teaching Revision**

Training and Exhibition

Peer observation

Collegial sharing and reflection

### **4. Feedback for Achievement Standards**

Class and grading examine by Administrator Committee

### **5. Methodology and Planning for Course Review and Improvement**

(1) Review by head of program, course coordinators and instructors

(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		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAC3411 Course Title :Research for Airline Business	●	○	○	○	●	○	●	○	○	○	○	●	●	○	○			