

TQF.3

Bachelor's Degree

Master's Degree



Course Specification

Course Code: IAC 3304

Course Title : Cross Cultural Management

Credits : 3 (3-0-6)

Program: Bachelor of Arts in Airline Business
College of Hospitality Industry Management

Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 3

Academic Year : 2022

Section 1 General Information

1. Code and Course Title:

Course Code: IAC 3304

Course Title (English): Cross Cultural Management

Course Title (Thai): การบริหารจัดการด้านวัฒนธรรม

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

3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management,
Bachelor of Arts in 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:

Ms. Kanittha Charennit

5. Contact/Get in Touch

Room Number: 304 Tel: 034 964 934

E-mail: Kanittha.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester 3: Year of Study 2022

6.2 Number of the students enrolled: 1 class (26 students/ class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Rajabhat Suan Sunandha
University, Nakorn Pathom Campus

10. Last Date for Preparing and Revising this Course:

15th April 2023

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) Academic honesty
- (2) Personal discipline, integrity, and responsibility

1.2 Knowledge

- (1) Basic understanding of other cultures and cultural theories and knowledge relevant to aviation industry

1.3 Cognitive Skills

- (1) Development of analytical and critical thinking skills

1.4 Interpersonal Skills and Responsibility

- (1) Ability to work individually and as a part of team

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Development of communication and information technology skills
- (2) Ability to communicate in English

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

This course will encourage students to be aware of own culture and the differences in regard to other cultures in everyday decision-making process. The knowledge and fundamental theories are expected to be applied in aviation industry cases and context.

Section 3 Characteristics and Operation

1. Course Outline

Conflict management, dealing with complaints. Focus culture from regional (ASEAN) and other international countries. Types and characteristics of personalities & behaviour of demographic in each region, The Dos and Don'ts etiquettes

การศึกษาเกี่ยวกับการจัดการความขัดแย้ง การรับมือกับการร้องเรียน มุ่งเน้นเกี่ยวกับความเข้าใจในวัฒนธรรมในถิ่น (อาเซียน) และในระดับนานาชาติ ชนิด และ ลักษณะเฉพาะของบุคลิกภาพและพฤติกรรม ของประชากรในเขตต่างๆ มรรยาท สิ่งที่ไม่พึงกระทำและไม่พึงกระทำ

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	3+ (if any)	0	96

3. Time Length per Week for Individual Academic Consulting and Guidance

- Self consulting at the lecturer's office:
Room Number 304 Mon 12.00-13.00 College of Hospitality
Industry Management, Nakhon Pathom Education Center
- Consulting via E-Mail:
Kanittha.ch@ssru.ac.th

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Academic honesty
- (2) Personal discipline, integrity, and responsibility

1.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- (1) Basic understanding of other cultures and cultural theories and knowledge relevant to aviation industry

2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Development of analytical and critical thinking skills

3.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Ability to work individually and as a part of team

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Development of communication and information technology skills
- (2) Ability to communicate in English

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Co-operative learning

5.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to Cultural Awareness in Aviation Industry <ul style="list-style-type: none"> - Introduction to module - What is culture? - Importance of cultural awareness in aviation industry 	3	<ul style="list-style-type: none"> - VDO - Group arrangement and assignment for group project - PowerPoint 	Ms. Kanittha Charernnit
2	Cultural Identity <ul style="list-style-type: none"> - Hofstede's Cultural Dimensions - Cultural misunderstandings - Cultural bias and stereotypes - Knowledge about your own culture 	3	<ul style="list-style-type: none"> - VDO - Group discussion: "Who are we?" - PowerPoint 	Ms. Kanittha Charernnit
3	Asia <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality 	3	<ul style="list-style-type: none"> - PowerPoint - Group discussion - VDO 	Ms. Kanittha Charernnit
4	Asia <ul style="list-style-type: none"> - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Workshop - Individual Presentation 	Ms. Kanittha Charernnit

5	Europe <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality 	3	<ul style="list-style-type: none"> - Quiz1 - Cooperative learning: “Get to know the answer” - PowerPoint - Individual Presentation 	Ms. Kanittha Charernnit
6	Europe <ul style="list-style-type: none"> - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Group discussion - VDO - Individual Presentation 	Ms. Kanittha Charernnit
7	Australia <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Workshop - Individual Presentation - VDO 	Ms. Kanittha Charernnit
8	Mid-term Examination	3	<ul style="list-style-type: none"> - Paper-based test 	Ms. Kanittha Charernnit
9	North America <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - PowerPoint - Cooperative learning - Individual Presentation - VDO 	Ms. Kanittha Charernnit
10	South America <ul style="list-style-type: none"> - Introduction - Personality and 	3	<ul style="list-style-type: none"> - PowerPoint - Discussion - Individual 	Ms. Kanittha Charernnit

	<ul style="list-style-type: none"> behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 		<ul style="list-style-type: none"> Presentation - VDO 	
11	Group Assignment Development Workshop	3	<ul style="list-style-type: none"> - Presentation - Student-centered activity 	Ms. Kanittha Charernnit
12	Africa <ul style="list-style-type: none"> - Introduction - Personality and behavior - Etiquette and formality - Communication and languages - Traditions and religions - Food 	3	<ul style="list-style-type: none"> - Quiz2 - PowerPoint - Cooperative leaning: “Get to know the answer” - VDO 	Ms. Kanittha Charernnit
13	Cross-cultural Understanding <ul style="list-style-type: none"> - Intercultural communication - Conflict management - Dealing with complaints 	3	<ul style="list-style-type: none"> - PowerPoint - Discussion - VDO 	Ms. Kanittha Charernnit
14	Group Presentation	3	<ul style="list-style-type: none"> - “Cultural Walk Rally” activity 	Ms. Kanittha Charernnit
15	Revision	3	<ul style="list-style-type: none"> - PowerPoint - Discussion 	Ms. Kanittha Charernnit
16	Final Examination	3	<ul style="list-style-type: none"> - Paper-based test 	Ms. Kanittha Charernnit

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics - Academic honesty - Personal discipline, integrity, and responsibility	Written examinations, group assignment	1-16	10%
2	Knowledge - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	1-16	40%
3	Cognitive Skills - Development of analytical and critical thinking skills	Written examinations, group assignment	1-16	20%
4	Interpersonal Skills and Responsibilities - Ability to work individually and as a part of team	Written examinations, group assignment	1-16	20%
5	Numerical Analysis, Communication and Information Technology Skills - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	1-16	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Clegg, S., Kornberger, M. and Pitsis, T. (2005) *Managing and Organisations: An Introduction to Theory and Practice*. London: Sage

2. Important Documents for Extra Study

International Air Transport Association (2013). *Airline customer service*. 3rd ed. Motreal: International Air Transport Association.

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

<https://www.geert-hofstede.com/>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Student evaluation and suggestions for improvement to the course

2. Strategies for Course Evaluation by Lecturer

Examinations, assignments, and group discussion results

3. Teaching Revision

Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

Review by self, students, and Division Standards Committee

5. Methodology and Planning for Course Review and Improvement

Review by self, students, and Division Standards Committee

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 i.e. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Elective course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAC 3304 Course Title: Cross Cultural Management	●			●			●			●			●			●		