

TQF.3



Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IHH3407 Course Title : Small Accommodation Operation
and Management
Credits : 3(3-0-6)

Program: Hotel Management (International Program)
Suan Sunandha Rajabhat University

Semester : 3 Academic Year : 2021

Section 1 General Information

1. Code and Course Title :

Course Code: IHH3407

Course Title (English): Small Accommodation Operation and
Management

Course Title (Thai):

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

3. Curriculum and Course Category :

3.1 Curriculum: This course of Bachelor of Art, The
College of Hospitality Management Industry, SSRU

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.Kanyapilai K.

4.2 Instructional Course Lecturer(s):

(1)

(2)

5. Contact/Get in Touch

Room Number 306 Tel. 084-6714577 .E-mail

Kanyapilai.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2021

6.2 Number of the students enrolled

7. Pre-requisite Course (If any)

Course Code:Course Titleor None

8. Co-requisite Course (If any)

Course Code:Course Titleor None

9. Learning Location

Building Number: Nakhonpatom Education Centre Room

Number (Online Class)

10. Last Date for Preparing and Revising this Course:

Date 26 May 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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and

1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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

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Section 3 Characteristics and Operation

1. Course Outline

(English) Concept of home stay, home stay standard, overview concept of hostel, guesthouse, bed and breakfast and other budget hotels, guest care principles, activity development, local tour planning and safety low-cost facilities.

(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)
48	3+	0 hours	96 hours

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 International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 084-6714577

3.3 Consulting via E-Mail kanyapilai.ku@ssru.ac.th

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

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

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.3 Morals and Ethics to be developed

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and

- (4) Have self-discipline, be punctual, responsibility to self, profession and society

1.4 Teaching Strategies

(1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;

(2) Provide case studies that explain ethics in careers in the hospitality industry; and

(3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.5 Assessment Strategies

(1) Class attendance, class participation, and behavior in class;

(2) On-time submission of report and assignments and their quality; and

(3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching Strategies

- (1) Use problem-based learning
- (2) Use cooperative learning techniques; and
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and Final examination
- (3) Assignments

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching Strategies

- (1) Problem based learning
- (2) Cooperative learning techniques
- (3) Case studies
- (4) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

3.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and Final examination
- (3) Assignments

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously

4.2 Teaching Strategies

- (1) Group assignments
- (2) Use cooperative learning techniques
- (3) Gamification

4.3 Assessment Strategies

- (1) Students' contribution and behavior in group assignments; and
- (2) Class presentation

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching Strategies

- (1) Provide assignments that require students to use numerical analysis skills and knowledge;
- (2) Provide assignments that require students to use information technology skills and knowledge;
- (3) Use e-learning;
- (4) Use group discussion; and
- (5) Use presentation

5.3 Assessment Strategies

- (1) Assignments;
- (2) Presentation; and
- (3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

6. Other Domain

- (1)
- (2)
- (3)
- (4)
- (5)

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
1	Introduction to Concept of home stay. History of Homestay	3	<ul style="list-style-type: none"> • Pre-test to assess Student knowledge about Homestay Concept • Brain Storming Activities 	Kanyapilai K.
	Overview concept of hostel, guesthouse, bed and breakfast and other budget hotels	3	<ul style="list-style-type: none"> • Lecture • Brain Storming Activities • Activities Sheets 	Kanyapilai K.
2	Homestay standard	3	<ul style="list-style-type: none"> • Lecture • Activities Sheets • Brain Storming Activities • Group Discussion 	Kanyapilai K.
	Homestay standard (Continue) and Guest care principles	3	<ul style="list-style-type: none"> • Lecture • Listening Activities 	Kanyapilai K.
3	Activity development - local tour planning and homestay design Activity	3	<ul style="list-style-type: none"> • Lecture • Activities Sheet • Brain Storming Activities • Group Discussion 	Kanyapilai K.
	Safety low-cost facilities.	3	<ul style="list-style-type: none"> • Lecture • Activities Sheet 	Kanyapilai K.
4	Individual Presentation (Homestay products and services online research)	3	<ul style="list-style-type: none"> • Student presentation 	Kanyapilai K.
	MIDTERM EXAMINATION			Kanyapilai K.
5	Budget Hotel Management	3	<ul style="list-style-type: none"> • Lecture 	Kanyapilai K.

			<ul style="list-style-type: none"> • Activities sheet 	
Week		Periods	Learning Activities and Medias	Lecturer
	Air BNB vs Hostel	3	<ul style="list-style-type: none"> • Lecture • Activities Sheets • Corporative Learning 	Kanyapilai K.
6	Marketing for small scale hotel	3	<ul style="list-style-type: none"> • Lecture • Group Discussion • Activities Sheets 	Kanyapilai K.
	Budget hotel Trends	3	<ul style="list-style-type: none"> • Lecture • Activities Sheets • Case Study 	Kanyapilai K.
7	Farmstay Management	3	<ul style="list-style-type: none"> • Activities Sheets • Brain Storming Activities • Group Discussion 	Kanyapilai K.
	Field Research Homestay provider vs Customer Expectation	3	<ul style="list-style-type: none"> • Lecture • Group Discussion • Activities Sheets 	Kanyapilai K.
8	Student's Presentation	3	<ul style="list-style-type: none"> • Student's Presentation 	Kanyapilai K.
	Review Final Exam	3	Review Final Exam	Kanyapilai K.
*** Final Examination ***				
Total of Hours		45		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics			

	<p>1.1 Be able to deliver or to complete a required task at the 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 according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Presentation • Students' class attendance checklist <p>Students' participation</p>	Throughout 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 the solution to real business problems.</p> <p>2.3 Be able to use knowledge integrated with other disciplines.</p>	<ul style="list-style-type: none"> • Pre- test and post- test results • Individual and group papers, report and presentation • Observation and comment on class activities and E-learning participation • Midterm examination score result <p>Final examination score result/ grade</p>	Throughout semester	<p>40%</p> <p>20%</p> <p>30%</p>
3	<p>Cognitive Skills</p> <p>3.1 Be able to organize self-study and sharing information to class especially in tourism.</p>	<ul style="list-style-type: none"> • Individual and group papers, report and presentation • Observation and comment on class activities 	Throughout semester	(Referred to number 2)

	3.2 Be able to solve problems from case studies.	and E-learning participation <ul style="list-style-type: none"> • Midterm examination score result Final examination score result/ grade		
4	Interpersonal Skills and Responsibilities 4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in team works for problem solving. 4.3 Be able to show leadership skills	<ul style="list-style-type: none"> • Individual and group papers, report and presentation • Observation and comment on class activities and E-learning participation • Midterm examination score result Final examination score result/ grade	Throughout semester	(Referred to number 2)
5	Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use basic ICT skills and apply them to daily life.	<ul style="list-style-type: none"> • Individual and group papers, report and presentation • Observation and comment on class activities and E-learning participation • Midterm examination score result Final examination score result/ grade	Through out semester	(Referred to number 2)

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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Small Business Competitiveness.Homestay Training
Guide.www.sme.tools.org

Hughes, J. (2006). *Telephone English*. Macmillan Publisher Limited:
Oxford.

Leather S. (2005). *Hotel Cassanova*. Cambridge University Press:
Cambridge.

2. Important Documents for Extra Study

www.asean.org/wp-content/uploads/.../ASEAN-Homestay-Standard.pdf

CD: Telephone English

Hughes, J. (2006). *Telephone English*. Macmillan Publisher Limited:
Oxford.

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

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Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

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

Examples of question:

2. Content objectives were made clear to the students.

3. The content was organized around the objectives.
4. The content was sufficiently integrated.
5. The content was sufficiently integrated with the rest of the first year curriculum.
6. The instructional materials were used effectively.
7. The learning methods appropriately assess the students' understanding of the content.
8. 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 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

- (1) Revise and develop course structure and process every three years.
- (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				
Course Category: Bachelor of Art, The College of Hospitality Management Industry, SSRU	● Major Responsibility									○ Minor Responsibility										
Course Code IHH3407 Course Title Small Accommodation Operation and Management	○	●	○	○	●	○	○	○	○	●	○	●	○	○	●	○	○	○	○	●