



College of Hospitality Industry Management

Course Specification

Course Code: IHM 1201 Course Title : Introduction to Hotel
Development and Innovation
Credits : 3(3-0-6)

Program: Hotel Innovation Management (International Program)
The College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Semester : 1 Academic Year : 2022

Section 1 General Information

1. Code and Course Title :

Course Code: IHM1201

Course Title (English): Introduction to Hotel Development &
Innovation

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 305 Tel. 084-6714577 .E-mail

Kanyapilai.ku@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:Course Titleor None

8. Co-requisite Course (If any)

Course Code:Course Titleor None

9. Learning Location

Building Number: Nakhonpatom Education Centre Room
Number ...and Bangkok(SSRU)

10. Last Date for Preparing and Revising this Course:

Date 3rd August 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) Historical overview and evolution of hotel industry, demand and supply in hotel industry, benefits and impacts of hotel industry, types of lodging, organizational structure and various departments of hotel business, concepts, management styles of business operation and maintain hotel industry knowledge.

(Thai) ประวัติโดยภาพรวม และวิวัฒนาการของอุตสาหกรรมด้านโรงแรม อุปสงค์และอุปทาน ประโยชน์และผลกระทบจากอุตสาหกรรมโรงแรม ประเภทของธุรกิจที่พัก โครงสร้างองค์กร และความหลากหลายของแผนกในธุรกิจด้านโรงแรม รูปแบบ การบริหารการจัดการธุรกิจ การดำเนินการ และคงความรู้ด้านอุตสาหกรรมโรงแรม

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) Field trips

4.3 Assessment Strategies

- (1) Students' contributinal 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

Wee k	Topic/ Outline	Perio ds	Learning Activities and Medias	Lecturer
1	Introduction to English for Hotel <ul style="list-style-type: none"> ● English Pre-test ● Class Introductions , Review course reference sheet 	3	<ul style="list-style-type: none"> ● Pre-test to assess Student English level ● Group Activity to investigate Vocabulary in the Hotel Business 	Kanyapilai K.
2	Definition of Hospitality Industry & Evolution	3	<ul style="list-style-type: none"> ● Lecture ● Activities Sheets ● Discussion 	Kanyapilai K.
3	Definition of Hospitality Industry & Evolution (Cont)	3	<ul style="list-style-type: none"> ● Lecture Online ● Media 	Kanyapilai K..
4	The Impact of Hospitality	3	<ul style="list-style-type: none"> ● Lecture Online ● Listening Practice 	Kanyapilai K..
5	Type of Lodging Business	3	<ul style="list-style-type: none"> ● Lecture Online 	Kanyapilai K.
6	Hotel Operation	3	<ul style="list-style-type: none"> ● Lecture Online ● Activities Sheet ● Discussion 	Kanamon S

7	Hotel Operation (Continue)	3	<ul style="list-style-type: none"> ● Lecture ● Listening Activities 	Kanyapilai K.
8Midterm Examination.....			Kanyapilai K.
Wee k	Topic/ Outline	Perio ds	Learning Activities and Medias	Lecturer
9	Room Division	3	<ul style="list-style-type: none"> ● Online 	Kanyapilai K.
10	Accommodation Sector & Room Type	3	<ul style="list-style-type: none"> ● Lecture Online ● Self Presentation skill 	Kanyapilai K.
11	Case Study Green Hotel	3	<ul style="list-style-type: none"> ● Online (On demand) ● Reading a case study 	Kanyapilai K.
12	Restaurant Business and Operation	3	<ul style="list-style-type: none"> ● Lecture Online ● Activities sheet ● Class discussion 	Kanyapilai K.
13	Individual Presentation	3	<ul style="list-style-type: none"> ● Lecture Online ● Activities sheet 	Kanyapilai K.
14	Thai Hotels and AEC	3	<ul style="list-style-type: none"> ● Lecture ● Activities sheet ● Class discussion 	Kanyapilai K.
15	Student Presentation	3	<ul style="list-style-type: none"> ● Online 	Kanyapilai K.
16	Final Review	3	<ul style="list-style-type: none"> ● Online 	Kanyapilai K.
17	*** Final Examination ***			
Total of Hours		48		Kanyapilai K.

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <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 	Throughout semester	<p>40%</p> <p>20%</p> <p>30%</p>

		Final examination score result/ grade		
3	<p>Cognitive Skills 3.1 Be able to organize self-study and sharing information to class especially in tourism. 3.2 Be able to solve problems from case studies.</p>	<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)
4	<p>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</p>	<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	<p>Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use</p>	<ul style="list-style-type: none"> ● Individual and group papers, report and presentation ● Observation and comment on 	Through out semester	(Referred to number 2)

	basic ICT skills and apply them to daily life.	class activities and E-learning participation ● Midterm examination score result Final examination score result/ grade		
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

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

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

2. Important Documents for Extra Study

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 Industry Management, SSRU	<input type="checkbox"/> Major Responsibility									<input type="checkbox"/> Minor Responsibility								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IHM1201 Course Title Introduction to Hotel Development and Innovation	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>			