TQF3

☐ Bachelor's Degree

☐ Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: DIB1202 Course Title :   Introduction to management
Credits :   3(3-0-6)

Program: International Business
College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM)

Semester : 2 Academic Year :   2021

Section 1 General Information

1. Code and Course Title :

Course Code: DIB1202

Course Title (English): Introduction to management

Course Title (Thai): การจัดการเบื้องต้น

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in Digital International Business (International Program), Revised in 2018.

3.2 Course Category:

☐ General Education   ☑ Major Course

☐ Elective Course   ☐ Others …………….

4. Lecturer Responsible for Course and Instructional Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Mr. Kongsak Boonarchatong

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number   401   E-mail kongsak.bo@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2   Year of Study 2021

6.2 Number of the students enrolled: 13 students

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

4. Lecturer Responsible for Course and Instructional

Course Lecturer (S) :

4.1 Lecturer Responsible for Course: Mr. Kongsak Boonarchatong

4.2 Instructional Course Lecturer(s):

5. Contact/Get in Touch

Room Number 401

E-mail: Kongsak.bo@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1   Year of Study: 2021

6.2 Chinese IB 63   Number of the students enrolled: 23

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management Building (Nakhonpathom Campus/SSRU)

10. Last Date for Preparing and Revising this Course:

2nd January 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) The ability to deliver or to complete a required task at or the appointed time,

(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

(3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

(1) The ability to identify the business theories and describe important case studies,

(2) The ability to provide an analysis and provide the solution to real world problems,

(3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

(1) The ability to gather and summarize information,

(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) The ability to communicate in English and discuss in business issues

(2) The ability to use English to solve business problem,

(3) Initiate some new business 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 daily life and in business,

(2) The ability to use statistics data to solve business problems,

(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

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

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2018 academic year, students should develop their abilities as follow:

(1) The need to increase analysis ability;

(2) The need to encourage team work;

(3) The need to revise assessment technique and focus more on cooperative learning practice.

Therefore, the purpose for developing course content is that students need to increase their analysis abilities as well as the change of learning technique to be more on cooperative learning. Thus, learning process will be revised in more practical ways, such as assigning cooperative activities for team work development.

Section 3 Characteristics and Operation

1. Course Outline

Introduction to macroeconomic theory, gross domestic product,economic growth, unemployment, inflation, money market, foreign exchange market, fiscal and monetary policy.

ความรู้เบื้องต้นเกี่ยวกับทฤษฎีเศรษฐศาสตร์มหภาค ผลิตภัณฑ์มวลรวมในประเทศ การเติบโตทางเศรษฐกิจ การว่างงาน อัตราเงินเฟ้อ ตลาดเงิน ตลาดแลกเปลี่ยนเงินตราต่างประเทศ นโยบายการคลังและการเงิน

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	-	96 hours / week	3+ (if any)

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week) office hour 3hr/week

3.1 Self consulting at the lecturer's office: Room Number 401 Building College of Hospitality Industry Management (Nakhonpathom Campus/SSRU): 3 hours / week

3.2 Consulting via office telephone/mobile phone:

3.3 Consulting via E-Mail: kongsak.bo@ssru.ac.th

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

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

Teacher Website

http://www.elic.ssru.ac.th/kongsak_bo/

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- ● (1) The ability to deliver or to complete a required task at or the appointed time,
- ○ (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,
- ○ (3) The ability to make business decisions according to moral concepts and judgments.

1.2 Teaching Strategies

(1)   The team of students reminds 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 business ethics.

1.3 Assessment Strategies

(1)   Check student attendance every class,

(2)   Evaluate from number of students who cheat during the examinations,

(3)   Evaluate students' responsibility on their participation in group projects.

2. Knowledge

2.1 Knowledge to be developed

- ● (1) The ability to understand business theories and solve case studies,
- ● (2) The ability to analyze and solve real practical problems and issues,
- ○ (3) The ability to apply business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1)   Use problem-based learning,

(2)   Use cooperative learning techniques,

(3)   Invite guest speakers who are expert in real business and business regulation.

2.3 Assessment Strategies

(1)   Pop-quiz, midterm, and final examination,

(2)   A group projects,

(3)   Class presentations.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

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

● (2) Self-studying and sharing information with others,

● (3) The ability to find original solution and their own method.

3.2 Teaching Strategies

(1) Group and individual research and presentations,

(2) Participate in real intergroup and interpersonal competitions,

(3) Problem-based learning.

3.3 Assessment Strategies

(1) Evaluate individual and group research and studies,

(2) Evaluate in class activities and personal involvement,

(3) Class presentations and discussion.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

● (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,

○ (2) The ability to use adequate method for interpersonal communication and discussion,

○ (3) The ability to create some business ideas and to have leadership skills.

4.2 Teaching Strategies

(1) Implement student center learning method and problem-based learning.

(2) Encourage students to work together in small groups,

(3) Implement business manner practices and social skills,

4.3 Assessment Strategies

(1) Assess students' participation in teamwork,

(2) Observe students business manner and social skills,

(3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- ○   (1) The ability to use basic ICT skills and apply them to daily life,
- ○   (2) The ability to use statistics data to solve business problems,
- ○   (3) The ability to use business statistic methods in market analysis.

5.2 Teaching Strategies

(1)   Use case studies that allow students to implement their knowledge of statistics to solve business problems,

(2)   Encourage students to use statistics and ICT in research and projects conduction,

(3)   Encourage students to actively use ICT and social media in daily life.

5.3 Assessment Strategies

(1)   Evaluate the correct application of statistics to solve problems,

(2)   Evaluate effectiveness of ICT usage in research and presentations,

(3)   Evaluate their ability to use software and application in their work and studies.

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	• Introduction to Principles of Management • Orientation	3	• Pretest • Direct instruction and group discussion • Student center: cooperative learning (round robin)	Mr.Kongsak
2	*General Principles in Organization* • Definition • Organization Objective • Types of Organization • Organization Life Cycle	3	• Direct instruction and group discussion • Student center: cooperative learning (round table)	Mr.Kongsak
3	*The Principles of Management* • Definition • Management Functions • Level of Management • Roles of Management • Management Types & Skills	3	• Direct instruction and group discussion • Student center: cooperative learning (think-pair-share)	Mr.Kongsak
4	*Concepts & Theories in Management* • Management Approaches • Classical Approach • Administration Theory	3	• Direct instruction and group discussion • Student center: cooperative learning (game tournament)	Mr.Kongsak
5	*Concepts & Theories in Management (Continued)*	3	• Direct instruction and group discussion	Mr.Kongsak

	• Neo-Classic Theory of Organization. • Modern Approach • Contingency Theory		• Student center: cooperative learning (jigsaw activity)	
6	*Planning* • Definition • Factors Related to Planning • Nature of Planning • Steps in Planning Process • Types of Planning • Advantages of Planning • Limitation of Planning	3	• Direct instruction and group discussion • Reading and answering practice • Quiz on the e-learning website	Mr.Kongsak
7	*Organizing* • Definition • Factors Related to Organizing • Steps in Organizing Process • Advantages of Organizing	3	• Direct instruction and group discussion • Student center: cooperative learning (think-pair-share) • Quiz on the e-learning website	Mr.Kongsak
8	*Midterm examination*	3	• Online test	Mr.Kongsak
9	*Human Resource Management(HRM)* • Definition • Limitation of HRM • Factors Related to HRM • Advantages of HRM	3	• Direct instruction and group discussion • Student center: cooperative learning (round robin)	Mr.Kongsak
10	• *Human Resource Management(HRM)*Definition • Types of Leading • Motivating	3	• Direct instruction and group discussion • Student center: cooperative learning (think-pair-share) • Quiz on the e-learning website	Mr.Kongsak
11	*Leading (Continued)* • Leadership Theory	3	• Direct instruction and group discussion	Mr.Kongsak

			• Student center: cooperative learning (round table)	
	• Communication		• Student center: cooperative learning (round table)	
12	*Controlling* • Definition • Types of Controlling • Control System	3	• Direct instruction and group discussion • Student center: cooperative learning (rotating feedback)	Mr.Kongsak
13	*Organization Development* • Definition • Organization Development Process • Factors Related to HRM Organization Development	3	• Direct instruction and group discussion • Student center: cooperative learning (role playing)	Mr.Kongsak
14	*Management Ethics* • Definition • Business Ethics • Level of Ethics • Corporate Governance • Social Responsibility	3	• Direct instruction and group discussion • Student center: cooperative learning (rally robin)	Mr.Kongsak
15	• ***Group Project***	3	• Oral Presentation • Report	Mr.Kongsak
16	*Make up class* • Examination Review	3	• Group discussion • Post test	Mr.Kongsak
17	***Final Examination***	3	• Online test	Mr.Kongsak

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Morals and Ethics (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold, (3) The ability to make business decisions according to moral concepts and judgments.	(1) Group activities (2) Classroom attendance	Throughout semester	(1) S/U (2) 10%
2. Knowledge (1) The ability to understand business theories and solve case studies, (2) The ability to analyze and solve real practical problems and issues, (3) The ability to apply business knowledge integrated with other disciplines.	(1) Mid-term examination (2) Final examination	(1) Week 8 (2) Week 17	(1) 20% (2) 30%
3. Cognitive Skills (1) The ability to gather and summarize information, and conduct research, (2) Self-studying and sharing information with others, (3) The ability to find original solution and their own method.	(1) Group discussion (2) Cooperative learning	(1) Throughout Semester (2) Throughout semester	(1) S/U (2) 10%

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4. Interpersonal Skills and Responsibility (1) The ability to have two responsibilities; they learn for themselves and help group member to learn, (2) The ability to use adequate method for interpersonal communication and discussion, (3) The ability to create some business ideas and to have leadership skills.	(1) Group activities	(1) Throughout semester	(1) 10%
5. Numerical Analysis, Communication and Information Technology Skills (1) The ability to use basic ICT skills and apply them to daily life, (2) The ability to use statistics data to solve business problems, (3) The ability to use business statistic methods in market analysis.	(1) Report paper and presentation (2) Group discussion	(1) Week 15 (2) Throughout semester	(1) 20% (2) S/U

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Charles W. L. Hill, Steven L. Mcshane (2013). **Principles of Management** (international ed.). McGraw-Hill

2. Important Documents for Extra Study

Michael Armstrong (2012). **A Handbook of Management Techniques** (5th ed.). Kogan

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

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) Learning methods and assessment

(4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses 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 stimulated 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 in dealing with students.

(9) The lecturer makes students feel comfortable about asking question.

(10)   Course assignments are interesting and stimulating.

(11)   The lecturer's use of technology enhanced learning in the

classroom.

2.2 The Dean or 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 question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

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		
Course Category ………..	● **Major Responsibility**								○ **Minor Responsibility**						
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code ………….. Course Title ……………	●	○	○	●	●	○	○	●	●	●	○	○	○	○	○