



TQF.3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IBD2301

Course Title: Digital Operation Management

Credits: 3(3-0-6)

Program: Digital 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: IBD2301

Course Title (English): Digital Operation Management

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: 5 persons

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 Campus

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 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 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.

1.3 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.

1.4 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.

1.5 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.

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

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2017 academic year, students should develop their abilities as follow:

(1) To encourage students on interpersonal skills, especially initiative new business idea.

(2) To initiate learning with hands-on activity.

(3) To criticize the concept of international operation functions with the real business situation

(4) To assembly theories learnt with contemporary operation issues.

Section 3 Characteristics and Operation

1. Course Outline

International Operation functions: manufacturing and service industries, operation decision making, planning, apply and materials management, inventory, capacity, control, and scheduling.

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	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)

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 Evaluation 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 acquired

- (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 Evaluation 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-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Evaluation 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 Responsibility

4.1 Interpersonal Skills and Responsibility 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 Evaluation 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 Skills 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 Evaluation 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

Topic/Outline	Periods	Learning Activities and Medias
• Unit 1 Operations management overview	3 hrs	- Direct instruction and group discussion
• Unit 2 Operation function	3 hrs	- Keynote: E-lecture - Answer Garden: Round Robin
• Unit 3 Operations strategy	3 hrs	-Keynote: E-lecture -Google Docs: Problem based learning using Team-Assist-Individual (TAI)
• Unit 4 Operation decision making	3 hrs	-Keynote: E-lecture -Coggle.it : Active based learning using think-pair-share
• Unit 5 Planning	3 hrs	-Keynote: E-lecture -Padlet: Problem based learning: Team-pair-solo
• Unit 6 Supply and materials management	3 hrs	-Keynote: E-lecture -Quizizz
• Unit 7 Inventory	3 hrs	-Keynote: E-lecture -Six thinking hat: Collaborative problem based learning
Midterm Examination	3 hrs	- Paper test - Analysis questions - Essay
• Unit 8 Transformation Process	3 hrs	- Keynote: E-lecture -Canva: Project based learning
• Unit 9 Capacity	3 hrs	- Keynote: E-lecture -Padlet: Inquiry based learning
• Unit 10 Controlling	3 hrs	- Keynote: E-lecture -Lino: Team Game Tournament (TGT)
• Unit 11 Quality	3 hrs	-Zoom Application -Canva: project based learning
• Unit 12 Scheduling	3 hrs	- Keynote: E-lecture -Kahoot
• Unit 13 New product development	3 hrs	- Keynote: E-lecture -Coggle.it : Round robin

Topic/Outline	Periods	Learning Activities and Medias
<ul style="list-style-type: none"> Unit 14 Operation management for service providers 	3 hrs	- Keynote: E-lecture -Lino: Jigsaw problem solving
Final Examination	3 hrs	- Paper test

2. Learning Assessment Plan

Learning Outcome	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) Attendance criteria (2) Case study	Throughout semester	(1) 10 % (2) S/U
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 (3) Quiz	(1) Week 5 (2) Week 9 (3) Week 3	(1) 20 % (2) 30 % (3) 5%
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) Cooperative learning	Throughout semester	10 %

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>4. Interpersonal Skills and Responsibility</p> <p>(1) The ability to have two responsibilities; they learn for themselves and help group member to learn,</p> <p>(2) The ability to use adequate method for interpersonal communication and discussion,</p> <p>(3) The ability to create some business ideas and to have leadership skills.</p>	<p>(1) Cooperative learning</p> <p>(2) Group discussion</p>	<p>Throughout semester</p>	<p>5%</p>
<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) The ability to use business statistic methods in market analysis.</p>	<p>(1) Paper report</p> <p>(2) Group invigilation</p>	<p>Week 8</p>	<p>20 %</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Brown, T., Bassant, J. & Lamming, R. (2013). *Strategic operations management*. 3rd ed. Oxon: Routledge.

2. Important Documents for Extra Study

Barnes, D. (2008). *Operations Management: An International Perspective*. London: Cengage Learning EMEA.

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

Collins, K. (2013). *Exploring Business*. Retrieved from

<http://catalog.flatworldknowledge.com/bookhub/reader/7?cid=0#collins-ch11>

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					
Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IBP2316 Course Title: Operations Management	●	○	○	○	●	○	○	●	○	●	○	○	●	○	○