☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code : HIM 3407
Couse Title: Creative Art and Decoration in Hotel Business
Credits**:** 3(3-0-6)

Program **:** Bachelor of Arts
In Hotel Management
(International Program)
The College of Hospitality Management
Suan Sunandha Rajabhat University

Semester : 1   Academic Year : 2023

Section 1 General Information

1. **Code and Course Title:**
   Course Code: HIM 3407
   Course Title (English):   Creative Art and Decoration in Hotel Business

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

3. **Curriculum and Course Category :**

   Bachelor of Art in Hotel Management Program (Hotel Major) International Program

   ❏ General Education   ❏ Required Course
   ☑ Elective Course   ❏ Other

4. **Lecturer Responsible for Course and Instructional Course Lecturer:**

   4.1 Lecturer Responsible for Course: Dr.Nuntana Ladplee

   4.2 Instructional Course Lecturer (s):
        (1) Dr.Nuntana Ladplee
        (2) ……….N/A……………..

5. **Contract**

   Room Number : 306   Tel. 034-964946 Ext. 330
   E-mail : nantana.la@ssru.ac.th

6. **Semester/Year of Study**

   6.1 Semester 1   Year of Study 2023

   6.2 Number of the student enrolled 2 persons

7. **Pre-requisite Course (If any)**

   None

8. **Co-requisite Course:**

   None

9. **Learning Location**

   Room 301 Building: CHM, Nakhon Pathom Campus

10. **Last Date for Preparing and Revising this Course:**

   25th June, 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 Ethics and Morals

(1) Be able to deliver or to complete a required task at or the appointed time.
(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
(3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

(1) Understanding the business theories and important case studies taught
(2) To be able to provide an analysis and provide the solution to real world problems
(3) To be able to use business knowledge integrated with other disciplines

1.3 Cognitive Skills

(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

1.4 Interpersonal Skills and Responsibilities

(1) Be able to communicate with foreigners in English
(2) Be able 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.
(2) 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.)

Assessment is revised by adding an individual project how to create a welcome drink and mini garden tray with beautiful decoration which will be used in the hotel business, and then to help them develop the creative skills. They need to put their hands on more practical works to succeed in their hospitality work in the future.

Section 3 Course Structure

1. Course Outline

Decoration; flower arrangement; table skirting; theme party decoration; hotel public areas decoration; management of hospitality properties; building; design and set up amenities in guestroom

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	Upon request	0	96

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

1 hour/ week

   3.1 Self consulting at the lecturer's office; Room number 305 CHM
   3.2 Consulting via mobile phone 095-953-6924
   3.3 Consulting via E-mail : nantana.la@ssru.ac.th,
   3.4 Consulting via Social Media : Line id : nuntanaladplee
   3.5 Consulting via Computer Network : Moodles & Google Meet(E-Learnning)

Section 4: Developing Student's Learning Outcomes

1. **Moral and Ethics**

   1.1 Moral and Ethics to be developed
   - (1) Be able to deliver or to complete a required task at or the appointed time.
   - (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold
   - (3) Be able to make decisions in business according to moral concepts and judgments.

   1.2 Teaching Strategies
   (1) The team of students will help to remind 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) Checking student attendance every class
   (2) Evaluate from how many students cheating in exam.
   (3) Evaluate from students' responsibility on their contribution on group project.

2. **Knowledge**

   2.1 Knowledge to be developed
   - (1) Understanding the business theories and important case studies taught
   - (2) To be able to provide an analysis and provide the solution to real world problems
   - (3) To be able to use business knowledge integrated with other disciplines

   2.2 Teaching Strategies
   (1) Use Problem-based learning
   (2) Use cooperative learning techniques
   (3) Invite guest speaker who is an expert in real world business

   2.3 Assessment Strategies
   (1) Use Problem-based learning
   (2) Use cooperative learning techniques
   (3) Invite guest speaker who is an expert in real world business

3. **Cognitive Skills**
   3.1 Cognitive 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.
   (3) Problem-based learning

3.3 Assessment Strategies
(1) Presentation
(2) Peer review
(3) Check list
(4) Portfolios
(5) Self Evaluation

4. **Interpersonal Skills and Responsibilities**
   4.1 Interpersonal Skills and Responsibilities to be developed
- (1) Be able to communicate with foreigners in English
- (2) Be able to use English to solve business problem
- (3) Initiate some new business ideas and have leadership
   4.2 Teaching Strategies
   (1) Allow students with work in unfamiliar situation with new team members
   (2) Practice business manner and how to deal with customers
   (3) Use advance business English to communicate in class and with lecturers
   4.3 Assessment Strategies
   (1) How students participate in teamwork
   (2) How students use advance business English in their presentation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily.
- ○ (2) Be able to use statistics and mathematics 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

5.2 Teaching Strategies
(1) Use activities such as encouraging students to show their work in an exhibition.
(2) Students will form a team and do the group projects that require two-ways communication and develop their social skills.
5.3 Assessment Strategies
(1) Evaluate their ability to present their work in at a exhibition.
(2) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark:
Symbol ● means "major responsibility"
Symbol ○ means "minor responsibility"
No Symbol means "no responsibility"

Section 5 Lesson Plan and Assessment

1. **Lesson Plan**

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
1	Introduction - Explanation of course syllabus	3	(1) Cooperative learning (2) Group Work (3) Pre-Test	Aj.Nuntana L.
2	Chapter 1 : Hotel Interior Design	3	(1) Problem-based learning (2) Cooperative learning techniques	Aj.Nuntana L.
3	Chapter 2 : Lobby as Public Area	3	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
4	Chapter 3 : Event Decoration. ***ONLINE***	3	(1) Case Study (2) Discussion (3) Problem-based learning	Aj.Nuntana L.
5	Chapter 4 : Table Skirting Practical Training Part 1 (Table Decoration)	3	(1) Performance Activity (2) Discussion	Aj.Nuntana L.
6	Practical Training Part 2 (Table Decoration)	3	(1) Performance Activity (2) Discussion	Aj.Nuntana L.
7	Practical Training Part 3 (Table Decoration)	3	(1) Performance Activity (2) Discussion	Aj.Nuntana L.
8	**Midterm Examination**			
9	*Individual* Presentation: Table Skirting Test	3	(1) Performance Test	Aj.Nuntana L.
10-11	Group work : Visit an event in QSNCC	6	(1) Group Work (2) Student Research (3) Problem-based learning	Aj.Nuntana L.
12	***Individual Presentation*** Welcome Drink & Fruit Basket	3	(1) Performance Activity (2) Discussion (3) CBL	Aj.Nuntana L.
13	Flower Arrangement Workshop *Individual* Practical Training (Workshop 1)	3	(1) Performance Test (2) Student Research	Aj.Nuntana L.
14	Flower Arrangement Workshop *-Continued-* *Group* Practical Training (Workshop 2)	3	(1) Performance Test (2) Student Research	Aj.Nuntana L.
15	*Group* **Presentation** "Event Analysis" ***ONLINE***	3	(1) Problem Solving (2) Group Work	Aj.Nuntana L.
16	Make up time (If needed)	3		Aj.Nuntana L.
17	**Final Examination**			
	Total of Hours	45		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Ethics and Morals** To have responsible in fully participate and being on time for classes.	Class attendance checklist	Throughout semester	5%
2	**Knowledge** Able to identify, analyze the subject and able to have the feedback among other students on the course materials.	Midterm Examination Final Examination	Week 8 and17	50% (20% and 30%)
3	**Cognitive Skills** Work on an individual assignment	Individual Assignment	Week 9 and13	20%
4	**Interpersonal Skills and Responsibilities** Able to participate in class and work with classmates appropriately.	Class Participation	Throughout semester	5%
5	**Numerical Analysis, Communication and Information Technology Skills** Able to demonstrate with communication skills and working as a team.	Group assignment	Throughout semester	20%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- David M. Stipanuk. 2006. ***Hospitality Facilities Management and Design*** 3rd Edition. American Hotel & Lodging Association, Central Michigan University
- Collins, D. 2001. New Hotel: ***Architecture and Design***. Conran Octopus Limited: London.
- Curtis, E. 2001. ***Hotel interior structures***. Wiley-Academy: London.

2. Important Document for extra study

- Kretschmar-Joehnk, C. and Joehnk, P.. 2009. ***Creating Hospitality Design***. Braun. Publishing AG.
- Lawson, F. 2007. Hotels & Resorts: ***Planning, Design & Refurbishment***. Elsevier Ltd.: Oxford.
- Rutes, W.A., Penner, R.H. and Adams, L.. 2001. ***Hotel Design: Planning and Development***. Elsevier Ltd.: Oxford.

3. Suggestion Information

- Designing Hotels for the 21st Century. http://www.associatedcontent.com/article/2119631/new_designing_concept_as_designers.html?cat=30.
- Haussman, G. 15.02.2011. W Concept Shattering Starwood Goals. http://www.hotelinteractive.com/article.aspx?articleID=891. Date retrieved: 08.04.2011.
- https://www.youtube.com/watch?v=DI7jIKx16CE
- https://www.youtube.com/watch?v=_wTCCNWuXz0
- https://www.youtube.com/watch?v=kvDbTQeMVGI
- https://www.youtube.com/watch?v=-XO7850CzTQ

Section 7 Course Evaluation and Revising

1. **Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

(1) Content objectives were made clear to the students.
(2) The content was organized around the objectives.
(3) Content was sufficiently integrated.
(4) Content was sufficiently integrated with the rest of the first year curriculum.
(5) The instructional materials used were effectively.
(6) The learning methods appropriate assessed the students' understanding of the content.
(7) 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 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 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.

Teaching Revision
Lecturer revises teaching / learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

Feedback for Achievement Standards
International College Administrator Committee monitor to assessment process and grading.

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

● Major Responsibility   ○Minor Responsibility

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
HIM3412 Art and Decoration in Hotel Business	O	●	O	O	●	O	O	O	●	O	●	O	O	●	O	O