TQF.3

Bachelor’s Degree

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**Course Specification**

Course Title IHH2301

Hotel Business Planning and Development

Credits : 3 (3-0-6)

Bachelor of Arts in Hotel management

(International Program)

Suan Sunandha Rajabhat University

Semester : 2 Academic Year : 2023

**Section 1 General Information**

**1. Code and Course Title:**

Course Code: IHH2301

Course Title (English): Hotel Business Planning and Development

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

**3. Curriculum and Course Category :**

This course is in Bachelor of Art in Hotel Management Program (Hotel Innovation Major), International Program, SSRU is categorized in :

❏ 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

Room Number : 306 Tel. 034-964946 Ext. 330

E-mail : nantana.la@ssru.ac.th

4.2 Instructional Course Lecturer (s):

(1) Aj.Nuntana Ladplee

(2) ……….N/A……………..

**5. Semester/Year of Study**

5.1 Semester 2 Year of Study 2023

5.2 Number of the student enrolled 2 persons

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

None

**7. Co-requisite Course:**

None

**8. Learning Location**

Room 3642, College of Hospitality Industry Management

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

2 November, 2023

**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. 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 ideasand 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.)**

Teaching method is revised by combining online, on demand and on site classes to the lesson plan because it is the current rule of the University and compulsory standard. This teaching method will support to the university to lead to the digital university mission.

**Section 3 Course Structure**

**1. Course Outline**

**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)** |
| 45 | Upon request | 0 | 90 |

**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 306

3.2 Consulting via mobile phone 095-953-6924

3.3 Consulting via E-mail : [nantana.la@ssru.ac.th](mailto:nantana.la@ssru.ac.th)

3.4 Consulting via Social Media : Line id : nuntanaladplee

3.5 Consulting via Computer Network : Moodles (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. **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. **Assessment Strategies**
4. Checking student attendance every class
5. Evaluate from how many students cheating in exam.
6. Evaluate from students’ responsibility on their contribution on group project.
7. **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
  1. **Teaching Strategies**

(1) Use Problem-based learning

(2) Use cooperative learning techniques

(3) Invite guest speaker who is an expert in real world business

* 1. **Assessment Strategies**

1. Use Problem-based learning
2. Use cooperative learning techniques
3. Invite guest speaker who is an expert in real world business
4. **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
  1. **Teaching Strategies**

1. Group Presentations
2. Participate in real competitions.
3. Problem-based learning
   1. **Assessment Strategies**
4. Presentation
5. Peer review
6. Check list
7. Portfolios
8. Self Evaluation
9. **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 ideasand have leadership
  1. **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** | **Remark** |
| 1 | ***Public Holiday (Father Day)*** |  |
| 2 | **Introduction** : Course syllabus & Study plan | **ON DEMAND** |
| 3 | **Chapter 1** Historyof Hospitality Industry | **ONLINE** |
| 4 | **Chapter 2** Accommodation Sector “Hotel” | **ONLINE** |
| 5 | **Chapter 3** Hotel and Resort Development with Biodiversity | **ON SITE** |
| 6 | **Chapter 4** Urban Hotel | **ON SITE** |
| 7 | **Chapter 5** Pre-Opening Stage for Hotel Business | **ON DEMAND** |
| 8 | **Chapter 6** Types of Tourist | **ON DEMAND** |
| 9 | **Midterm Examination** | **ON SITE**  Score 20 points |
| 10 | **Individual Report** “Tourist Analysis” | **ON DEMAND**  Score 15 points |
| 11 | **Individual Report Topic “The Renovated Hotel in Thailand”** | **ON DEMAND**  Score 15 points |
| 12 | **Case study** for Hotel Planning and Development | **ON DEMAND** |
| 13 | **Workshop** “Cost Planning & Comparison for Room Supplies” | **ON SITE** |
| 14 | **Group Presentation**  “Cost Planning & Comparison for Hotel Room Supplies” | **ON SITE**  Score 10 points |
| 15 | Overall Review for Hotel Business Planning and Development | **ON SITE** |
| 16 | *--- This is to make up a missing class, if needed ---* |  |
| 17 | **Final examination** | **ONLINE**  Score 30 points |

|  |  |  |
| --- | --- | --- |
|  | **Assessment Activities** | **Proportion for Assessment 100%** |
| 1 | Class Attendance/ Participation/Discipline | 10% |
| 2 | Individual Assignment/Homework/Activity | 30% |
| 3 | Group Assignment | 10% |
| 4 | Midterm Examination | 20% |
| 5 | Final Examination | 30% |

1. **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 | 10% |
| 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 and 17 | 60%  (20%, 40%) |
| 3 | **Cognitive Skills**  Work on an individual assignment | Individual Assignment | Throughout semester | 10% |
| 4 | **Interpersonal Skills and**  **Responsibilities**  Able to participate in class and work with classmates appropriately. | Class participation | Throughout semester | 10% |
| 5 | **Numerical Analysis,**  **Communication and Information Technology Skills**  Able to demonstrate with communication skills and working as a team. | Group assignment | Throughout semester | 10% |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Hotel Management Business Book : How to Start, Write a Business Plan, Market, Get Government Grants for Your Hotel Business

Author: Brian Mahoney

Format: Trade Paperback

Language: English

Topic: Industries / Hospitality, Travel & Tourism

Publication Year: 2016

**2. Important Documents for Extra Study**

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

**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.
8. **Strategies for Course Evaluation by Lecturer**

2.1 Lecturers team observe 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 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 assignment 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.

**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**

The College Administrator Committee monitor to assessment process and Grading.

**5. Methodology and Planning for Course Review and Improvement**

(1) Revise and develop course structure and process every two years.

(2) Assign different works for teaching this course to enhance students’ performance.

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