



TQF.5 Course Report

Course Code : IHH 2401

Course Title : Guest Experience Management

Credits : 3 (3-0-6)

Semester /Academic Year : 2/2022 (2565)

Students : Bachelor of Arts Program in Hotel Management
(Hotel Innovation Major)

Lecturer(s) : Dr.Nuntana Ladplee

The College of Hospitality Industry Management
International Program
Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : The College of Hospitality Industry Management
International Program

Section 1: General Information

1. Course Code and Title :

IHH 2401 : Guest Experience Management

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Hotel Management (Hotel Innovation Major)

Sections: Tuesday 09.00-12.00 **Room No.** 301

4. Semester and Academic Year

Semester 2 , Academic Year 2022 (2565)

5. Venue

The College of Hospitality Industry Management (International Program),
Nakhon Pathom Campus,
Suan Sunandha Rajabhat University

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Course Syllabus & Introduction	3	3	None
Chapter 1 Theories of Hotel Guest Experiences	3	3	None
Chapter 2 Interpersonal Communication Skills	3	3	None
Chapter 3 Leadership Skills	3	3	None
Chapter 4 Teamwork Skills	3	3	None
Chapter 5 Hotel Guest Complaint Handling	3	3	None
Midterm Examination	3	3	None
Practical Training in a hotel	24	24	None
Final Examination	3	3	None
Total	<u>48</u>	<u>48</u>	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Domains of Learning outcomes	Teaching methodology and activities in class	Efficiency		Setback during teaching and Suggestions
		Yes	No	
1.Ethics and Morals 1.1 To have ethical behavior (personal responsibility and corporate responsibility) and moral reasoning 1.2 To maintain punctuality	-Students' participation in answering questions, analyzing and discussion problems in class. -Assess from student attendance in class, student behavior and hand in work assigned on time	√		Some students have a habit of plagiarism when doing the individual assignment. Therefore, lecturer needs to explain about the form of plagiarism, consequences, and how to avoid it.
2.Knowledge 2.1 To analyze the case studies by implementing the decoration and tools 2.2 To determine evidence of creative thinking 2.3 To develop problem solving and decision making skills	- Lecture use visual tools to help students understand more - Group discussion about relevant case studies - Self study by using internet or e-learning	√		Some students have limited ability to communicate in English. Thus, lecturer needs to explain some terms by using easier words.
3.Cognitive Skills 3.1 To use thought process in problem solving such as comprehension, reasoning, interpreting, analyzing and synthesizing	Individual activities sheets	√		Students need more practice in English writing skills and assign case study to analyse
4. Interpersonal Skills and Responsibilities 4.1 To examine the roles of interpersonal skills and responsibility as an aspect of work ethic	-Group discussion -Students evaluate their interpersonal skills and group responsibilities	√		Some students are so shy to speak English when discuss case study in-group. Thus, lecturer needs to encourage them to speak English.

5.Numerical Analysis, Communication and Information Technology Skills 5.1 To analyze the data, formulate cause and effect relationships and demonstrate critical thinking skill in order to make informed decisions.	-Lecture by using data and information and explain to students -Students present their group projects by using multi-media -Students use information technology to search data and information on internet	√	Most students use only power point to present their projects. Therefore, lecturer needs to encourage students to use other types of multi-media and technologies.
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4. Suggestions for Improving Teaching Methods

Students may have more practice in analysis skills therefore lecturer will assign more case study for them.

Section 3: A Summary of Teaching and Learning Result

1. **Number of students registered for the course:** 4 students
2. **Number of students at the end of the semester:** 4 students
3. **Number of students who withdrew from the course:** -
4. **Distribution of scores level (grade)**

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	3	75
82 – 85	A-	1	25
78 – 81	B+	0	0
74 – 77	B	0	0
70 – 73	B-	0	0
66 – 69	C+	0	0
62 – 65	C	0	0
58 – 61	C-	0	0
54 – 57	D+	0	0
50 – 53	D	0	0
46 – 49	D-	0	0
0 – 45	F	-	-
	I	-	-
	W	-	-

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
<p>7.1 Quantitative Assessment Standards “Validity” Assessment of a student's knowledge and skills usually results in an empirical 'indicant' i.e. a number (mark) or a grade that represents the knowledge and skills being assessed. Validity refers to the extent to which the indicant measures what it claims to measure. Also, designing assessments is critical which allow students to demonstrate their achievement of the learning outcomes.</p>	- Students' achievements can be properly measured by using this method.
<p>7.2 Presentation Presentations are usually made orally to a class on a prepared topic and may include the use of presentation aids such as PowerPoint, handouts or audiovisuals. This assessment is undertaken individually or as a group. Presentations take different forms such as role plays, facilitating group activities, debating, presenting a product, question and answer time, and formal speeches.</p>	- Students' achievements can be properly measured by using this method.
<p>7.3 Project Projects are an extended piece of work involving inquiry based activities. Some project may be small or large, undertaken by individuals or in groups and have outcomes such as a report, design, art work, working product. In addition, describing the task and its requirements clearly in writing. Allowing time in class for discussion and clarification is also needed. It must provide clear criteria for assessment when the task is set.</p>	- Students' achievements can be properly measured by using this method.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: None	Impacts on students' learning : None

2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students
None

1.2 Faculty members' opinions on the comments in 1.1
None

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods
None

2.2 Faculty members' opinions on the comments in 2.1
None

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 2 Academic year 2021 None	Results of the plan implementation <i>(In case no action was taken nor completed, reasons must be provided.)</i> None
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2. Other improvements (None)


3. Suggestions for improvement for Next Semester 2 Academic year 2023

Suggestions	Time Frame	Responsible person
None	None	

4. Suggestions of faculty member(s) responsible for the course (None)

Responsible Faculty Member/Coordinator: Aj.Nuntana Ladplee

Signature



Submission Date 24th May 2023

Chairperson/Program Director:

Signature..... Receipt Date