



TQF.5 Course Report

Course Code : IHM 1203

Course Title : Service Psychology

Credits : 3 (3-0-6)

Semester /Academic Year : 3/2022 (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 :

IHM 1203 : Service Psychology

2. Pre-requisite (if any) : None

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

Hotel Management (Hotel Innovation Major)

Sections: Tuesday 9.00-12.00 & 13.00-16.00

Room No. 301

4. Semester and Academic Year

Semester 3 , 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

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%) |
|--|-----------------------------------|------------------------------|--|
| Introduction to the course Chapter 1: Importance of Service Psychology | 6 | 6 | None |
| Chapter 2: Emotional Labor Chapter 3: Handling Guest's Complaint (Quiz 5 points) | 6 | 6 | None |
| Chapter 4: Applying Psychology to Hotel Workplace | 6 | 6 | None |
| Midterm Examination (20 points) | 3 | 3 | None |
| Chapter 5: Satisfactory Service (Quiz 5 points) | 6 | 6 | None |
| Chapter 6: Customer Service Experiences (Quiz 10 points) Guest Speaker By Ms.Varida Na Songkla | 6 | 6 | None |
| Individual Assignment (20 points) | 6 | 6 | None |
| Final Examination (30 points) | 3 | 3 | None |
| Total | 45 | 45 | |

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. |
|--|--|---|---|

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

| Student's score as percentage | Grade | Total | Percentage |
|-------------------------------|-------|-------|------------|
| 86 – 100 | A | 2 | 33.33 |
| 82 – 85 | A- | 0 | 0 |
| 78 – 81 | B+ | 1 | 16.67 |
| 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 | 3 | 50 |

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 3 Academic year 2021 | Results of the plan implementation <i>(In case no action was taken nor completed, reasons must be provided.)</i> |
| None | None |

2. Other improvements (None)

3. Suggestions for improvement for Next Semester 3 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 4th August, 2023

Chairperson/Program Director:

Signature..... Receipt Date