



College of Hospitality Industry Management

TQF.5 Course Report

Course Code : HHM 2206

Course Title : Cross Culture Communication in
Hospitality Industry

Credits : 3 (3-0-6)

Semester /Academic Year : 1/2021

Students : Bachelor of Arts Program in Hotel Management
(Hotel Management and Restaurant Business Majors)

Lecturer(s) : Dr.Nuntana Ladplee

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: Nakhon Pathom Campus, College of Hospitality Industry Management, International Program

Section 1: General Information

1. **Course code and title:** HHM 2206: Cross Culture Communication in Hospitality Industry

2. **Pre-requisite:** None

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

Hotel Management (Hotel Management and Restaurant Business Majors)

Sections: Thursday 13.00-16.00 **Room No.** 309

4. **Semester/academic year:** Semester 1 / 2021

5. **Venue :** Nakhon Pathom Campus,
College of Hospitality Industry Management,
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%)
Introduction - Explanation of course syllabus	3	3	None
Chapter 1 : Culture Shock Stages	3	3	None
Chapter 2 : Importance to Cross Cultural Communication and Cultural Differences	3	3	None
Chapter 3 : Intercultural Diversity in Asia	3	3	None
Learning ASEAN Cross Culture (Outside Class)	6	6	None
Chapter 4 : Cultural Awareness in Hospitality Workplaces	3	3	None
Chapter 5 : Cultural Dimensions	3	3	
Midterm Examination	3	3	None
Chapter 6 : Organization Culture	3	3	None
Individual Presentation (Part 1)	3	3	None
Individual Presentation (Part 2)	3	3	None
Group Presentation	3	3	None
Case Study	6	6	None
VDO Group presentation	3	3	None
	48	48	

2. Teaching that couldn't be taught as planned

Topics that couldn't be taught (if any)	Effects to learning outcomes	Provide any suggestions
None	None	None

3. Efficiency of 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	
<p>1. Ethics and Morals</p> <p>1.1 To have ethic behavior (personal responsibility and corporate responsibility) and moral reasoning</p> <p>1.2 To maintain punctuality</p>	<p>Students' participation in answering questions, analyzing and discussion problems in class.</p> <p>- Assess from student attendance in class, student behavior and hand in work assigned on time</p>	√		<p>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.</p>
<p>2. Knowledge</p> <p>2.1 To analyze the case studies by implementing the spa service strategies and tools</p> <p>2.2 To determine evidence of creative thinking in marketing areas</p> <p>2.3 To develop problem solving and decision making skills</p>	<p>1) Lecture</p> <p>2) Group discussion about relevant case studies</p> <p>3) Self study by using internet or e-learning</p>	√		<p>Some students have limited ability to communicate in English. Thus, lecturer needs to explain some terms by using easier words.</p>
<p>3. Cognitive Skills</p> <p>3.1 To use thought process in problem solving such as comprehension, reasoning, interpreting, analyzing and synthesizing</p>	<p>Individual activities sheets</p>	√		<p>Students need more practice in English writing skills.</p>
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 To examine the roles of interpersonal skills and responsibility as an aspect of work ethic</p>	<p>1) Group discussion</p> <p>2) Students evaluate their interpersonal skills and group responsibilities</p>	√		<p>Some students are so shy to speak English when discuss case study in-group. Thus, lecturer needs to encourage them to speak English.</p>

<p>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.</p>	<p>1) Lecture by using data and information and explain to students 2) Students present their group projects by using multi-media 3) Students use information technology to search data and information on internet</p>		<p>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.</p>
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4. Suggestions for Improving Teaching Methods

The lecturer may create more activities both in and outside the classroom for students to see different cultures because seeing/watching/doing methods will help to improve learning skill of students which better than listening method only. Because the nature of this course is concentrated on many theories, this may affect students not enjoy the class.

Section 3: A Summary of Teaching and Learning Result

1. Number of students registered for the course:

7 students (HI63) + 7 students (RC63)

2. Number of students at the end of the semester:

7 students (HI63) + 7 students (RC63)

3. Number of students who withdrew from the course: -

4. Distribution of scores level (grade)

HI63

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	2	28.57
82 – 85	A-	3	42.86
78 – 81	B+	0	0.00
74 – 77	B	0	0.00
70 – 73	B-	0	0.00
66 – 69	C+	1	14.29
62 – 65	C	0	0.00
58 – 61	C-	0	0.00
54 – 57	D+	0	0.00
50 – 53	D	0	0.00
46 – 49	D-	0	0.00
0 – 45	F	0	0.00
	I	1	14.29
	W	0	0.00

RC63

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	4	57.14
82 – 85	A-	0	0.00
78 – 81	B+	2	28.57
74 – 77	B	1	14.29
70 – 73	B-	0	0.00
66 – 69	C+	0	0.00
62 – 65	C	0	0.00
58 – 61	C-	0	0.00
54 – 57	D+	0	0.00
50 – 53	D	0	0.00
46 – 49	D-	0	0.00
0 – 45	F	0	0.00
	I	0	0.00
	W	0	0.00

5. Factors influencing unusual scores level: None

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> <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>	<p>- Students' achievements can be properly measured by using this method.</p> <p>- Students' achievements can be properly measured by using this method.</p>

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

None	None
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2. Other improvements (None)

3. Suggestions for improvement for Next Semester 1 Academic year 2022

Suggestions	Time Frame	Responsible person
None		

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

Responsible Faculty Member/Coordinator: Aj.Nuntana Ladplee

Signature 

Submission Date 19th December, 2021

Chairperson/Program Director:

Signature..... Receipt Date