**Course Code :** HIH 2206 **Credit** **:** 3(3-0-6) **Cross Cultural Communication in Hotel Business**

**Semester :** 1 **Academic Year :** 2021 (2564) **Lecturer :** Ms.Nuntana Ladplee

**Lecturer Room** : 306  **Mobile :** 095-953-6924

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**Study Plan**

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| **Week** | **Monday**  **13.00-16.00** | **Topic/Outline** | **Remark** |
| 1 | 16 Aug | **Introduction** Explanation of course syllabus | **ONLINE** |
| 2 | 23 Aug | **Chapter 1** Introduction to culture | **ONLINE** |
| 3 | 30 Aug | **Chapter 2** Communication | **ON DEMAND** |
| 4 | 6 Sep | **Chapter 3** Westerner and Asian | **ONLINE** |
| 5 | 13 Sep | **Chapter 4** Culture Awareness | **ON DEMAND** |
| 6 | 20 Sep | VDO Case Study (1) | **ON DEMAND** |
| 7 | 27 Sep | **Midterm Examination (Take-Home Exam)** | Score 20 points |
| 8 | 4 Oct | **Chapter 5** Cultural Dimension | **ONLINE** |
| 9 | 11 Oct | VDO Case Study (2) | **ON DEMAND** |
| 10 | 18 Oct | **Chapter 6** Diversity in Business | **ON DEMAND** |
| 11 | 25 Oct | ***--Public Holiday--*** |  |
| 12 | 1 Nov | **Group Report**  (3-4 persons per group) | Score 20 points  **ON DEMAND** |
| 13 | 8 Nov | **Individual Presentation** (Session 1 for HM63)  International hotel or hospitality company | Score 20 points  **ONLINE** |
| 14 | 15 Nov | **Individual Presentation** (Session 2 for RB63)  International hotel or hospitality company | Score 20 points  **ONLINE** |
| 15 | 22 Nov | *--- this is to make up a missing class if needed---* |  |
|  | (TBA) | **Final Examination (Take-Home Exam)** | Score 30 points |

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

