☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IHM2208

Course Title: Information Technology for Hotel

Credits: 3(3-0-6)

Programs: Hotel Management

Semester: 2   **Academic Year:** 2021

College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM, SSRU)

Section 1 - General Information

1. Course code and course title

Course code: IHM2208

Course title (English): Information Technology for Hotel

ชื่อวิชา (ภาษาไทย): เทคโนโลยีสารสนเทศสำหรับการโรงแรม

2. Credits

3(3-0-6)

3. Curriculum and course category

Curriculums: B.A. (Hotel Management)

Course Category:

☐ General Education   ☑ Required Course

☐ Elective Course   ☐ Others: …………….

4. Lecturer

Lecturer responsible for this course: Dr.Pongrapee Kaewsaiha

Instructional course lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Room Number: 401   Tel.: 081-446-4238   Email: pongrapee.ka@ssru.ac.th

6. Semester/Academic year

Semester: 2   Academic Year: 2021

Number of enrolled students: TBA

7. Pre-requisite course

None

8. Co-requisite course

None

9. Learning center

CHM Building, Nakhon-Pathom Campus, Computer Lab

10. Last date for preparing and revising this course

January 2022

Section 2 - Aims and Objectives

1. Course aims

At the end of this course students will reach the desired learning outcomes based on five domains, as mentioned in the curriculum specification (TQF2), as follows:

1.1 Morals and ethics

1.1.1 Learning outcomes to be developed

1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and conflicts.

2) Have positive attitudes towards service careers.

3) Be able to lead and follow group members, work in team and be a role model for others.

4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.1.2 Teaching strategies

1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments.
2) Provide case studies that explain ethics in careers in the hospitality industry.
3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.1.3 Assessment & evaluation strategies

1) Class attendance, class participation, and behavior in class

2) On-time submission of report and assignments and their quality

3) Students' contribution on group assignments

1.2 Knowledge

1.2.1 Learning outcomes to be developed

1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally.

2) Have integrated knowledge in other related disciplines.

3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.2.2 Teaching strategies

1) Use problem-based learning.

2) Use cooperative learning techniques.

3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

1.2.3 Assessment & evaluation strategies

1) Quizzes

2) Midterm and final examination

3) Assignments

1.3 Cognitive skills

1.3.1 Learning outcomes to be developed

1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.

2) Be able to apply both theoretical and practical knowledge into real-life problem.

3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.3.2 Teaching strategies

1) Problem-based learning

2) Cooperative learning techniques

3) Case studies

4) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

1.3.3 Assessment strategies

1) Quizzes

2) Midterm and final examination

3) Assignments

1.4 Interpersonal skills and responsibility

1.4.1 Learning outcomes to be developed

1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems

2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.4.2 Teaching strategies

1) Group assignments

2) Use cooperative learning techniques

3) Field trips

   1.4.3 Assessment & evaluation strategies

   1) Students' contribution and behavior in group assignments

   2) Class presentation

 1.5 Numerical analysis, communication, and information technology skills

   1.5.1 Learning outcomes to be developed

   1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively

   2) Be able to communicate with foreigners effectively in the appropriate contexts

   3) Be able to use technology to communicate and present effectively

   4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data

   1.5.2 Teaching strategies

   1) Provide assignments that require students to use numerical analysis skills and knowledge

   2) Provide assignments that require students to use information technology skills and knowledge

   3) Use e-learning

   4) Use group discussions

   5) Use presentation

   1.5.3 Assessment & evaluation strategies

   1) Assignments

   2) Presentation

   3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class

2. Objectives for developing/revising course (Content/Learning Process/Assessment/ etc.)

According to TQF (Thailand Quality Framework: H.Ed.) for General Education courses, undergraduate students should have opportunity to master learning in nature of person, think logically, good communication, realize morals and ethics, realize Thai cultural value and global cultural value. Finally, students can apply knowledge in daily life for quality of life.

Section 3 - Characteristics and Operations

1. Course description

(English)

- Concepts, theories, and guidelines in the application of information technology system for the management and operation of hospitality businesses
- Benefits and impacts of the application of information technology in the business
- Using information technology in a secure and ethical manner
- The use of Global Distribution System (GDS) and Property Management System (PMS) in hotel, and restaurant businesses
- Access and retrieve computer-based data, and produce document reports worksheets on a computer

(Thai)

- แนวคิด ทฤษฎี และแนวทางในการประยุกต์ใช้ระบบสารสนเทศเพื่อการจัดการและการดำเนินงานของธุรกิจโรงแรม
- ประโยชน์และผลกระทบของการประยุกต์ใช้เทคโนโลยีสารสนเทศในธุรกิจ
- การใช้เทคโนโลยีสารสนเทศอย่างปลอดภัยและมีจริยธรรม
- การใช้ระบบจัดจำหน่ายทั่วโลก (GDS) และระบบบริหารจัดการทรัพย์สิน (PMS) ในธุรกิจโรงแรมและภัตตาคาร
- การเข้าถึงและเรียกใช้ข้อมูลคอมพิวเตอร์และจัดทำแผ่นงานรายงานเอกสารบนเครื่องคอมพิวเตอร์

2. Time length per semester (Lecture/Practice/Self-study hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
3 hours/week		6 hours	-

3. Individual consulting and guidance

Self-consulting at the lecturer's office:

Room Number 401, CHM Building, Nakhon-Pathom Campus

Mon., 9 AM – 4 PM

Consulting via office telephone/mobile phone:

081-446-4238

Consulting via email:

pongrapee.ka@ssru.ac.th

Consulting via social media platform (Facebook/Twitter/Line):

Line OpenChat

Consulting via LMS:

Moodle LMS

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF2), as follows:

1. Morals and ethics

1.1 Learning outcomes to be developed

- ○ 1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.
- ○ 2) Have positive attitudes towards service careers.
- ○ 3) Be able to lead and follow group members, work in team and be a role model for others.
- ● 4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching strategies

1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments.

2) Provide case studies that explain ethics in careers in the hospitality industry.

3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Assessment & evaluation strategies

1) Class attendance

2) Class participation

3) Behavior in class

2. Knowledge

2.1 Learning outcomes to be developed

- ○ 1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally.
- ● 2) Have integrated knowledge in other related disciplines.
- ○ 3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching strategies

1) Assign coursework based on recent issues.

2) Work with research data and conduct a simple survey

3) Use problem-based learning.

2.3 Assessment & evaluation strategies

 1) Quiz

 2) Examination

3. Cognitive skills

3.1 Learning outcomes to be developed

○ 1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.

○ 2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.

● 3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching strategies

 1) Practice the use of industry-specific programs and applications.
 2) Use problem-based learning.

3.3 Assessment & evaluation strategies

 1) Assignment rubrics

 2) Examination

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

● 1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.

● 2) Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching strategies

 1) Assign group works
 2) Use cooperative learning techniques

4.3 Assessment & evaluation strategies

 1) Observation
 2) Self- and peer assessment

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

○ 1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.

- ○ 2) Be able to communicate with foreigners effectively in the appropriate contexts.
- ● 3) Be able to use technology to communicate and present effectively.
- ● 4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching strategies

1) Provide assignments that require students to use numerical analysis skills and knowledge.
2) Use class presentation.

5.3 Assessment & evaluation strategies

1) Assignment rubrics

2) System logs

3) Examination

Remark: The symbol ● means "major responsibility."

The symbol ○ means "minor responsibility."

No symbol means "no responsibility."

Section 5 - Lesson Plan and Assessment

1. Lesson plan

Week	Topic/Outline	Hours	Learning Activities	Lecturer
1	**Course Introduction** - Assessment and evaluation agreement - Questionnaire: Fundamental IT Skills - Working with research data	3	1. Introduce students to the course. Make an agreement on assessment and evaluation. 2. Introduce the LMS. Solve any technical problem if necessary. 3. Students complete the questionnaire asking about their fundamental IT and computing skills. The result will be used to modify teaching methods and materials to meet students' base knowledge. 4. Students read the research article about IT skills that hospitality professionals expect from new graduates. 5. Discuss important IT skills that the industry expects from graduates. 6. Use an online quiz to measure students' understanding.	Dr. Pongrapee
2	**IT Trends in Hospitality Industry**	3	1. Have students read several articles about IT trends in hospitality industry. 2. Use real-time and online quiz to measure students' understanding. 3. Discuss the opportunity and limitation of implementing such those technologies. 4. Assign an individual or group assignment.	Dr. Pongrapee
3-5	**Online Customer Survey**	9	Assign a simple online customer survey about information technology used in the hospitality industry. Each group collect data from customers (or potential customers) of a hotel or restaurant. The aims are to determine the perceived benefits and concerns of customers using such a system and determine how likely they are going to use the proposed system if available.	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
6-7	**Information Systems** in **Hospitality Industry** - POS - PMS - OTA - GDS	6	1. Describe concepts of POS used in food services and practice the creation of sales report. 2. Describe concepts of GDS, OTA, and PMS using slides and handouts. Discuss advantages and disadvantages of each system. 3. Use an online quiz to measure student understandings.	Dr. Pongrapee
8	**Mid-term Examination**	3		Dr. Pongrapee
9	**Group Presentation**	3	Students present customer survey results.	Dr. Pongrapee
10-12	**Hand-on Activity**	9	Students perform property management tasks using a spreadsheet program and commercial PMS.	Dr. Pongrapee
13-15	**Information System Design and Development**	9	Students work in groups to design a smart hotel or restaurant using technology presented in the course. Each group display a diagram showing how things work together (i.e., POS, door locks, elevator, mobile application, kitchen printer, and inventory management system). This can be done either based on the actual system or completely as a conceptual design. Each group presents how the system works. The other groups provide qualitative responses.	Dr. Pongrapee
16	**Make-up Class**			
17	**Final Examination**	3		

Note: Lesson plan might be affected by the COVID-19 pandemic.

2. Learning assessment plan

Learning Outcomes	Assessment Activities	Schedule (Week)	Proportion for Assessment (%)
1.1, 1.2, 1.3, 1.4,	1) Attendance record 2) Classroom observation (on-site) 3) System log (online/on-demand)	All	10
2.1, 2.2, 2.3	1) Quiz 2) Examination	1, 2, 6, 7 8, 17	10 20, 30
3.1, 3.2, 3.3 4.1, 4.2, 5.1, 5.2, 5.3, 5.4	1) Individual Assessment 2) Group Assignment	10-12 3-5, 13-15	10 20

Section 6 - Learning and Teaching Resources

1. Textbook and main documents

- Course materials provided by the lecturer
- Research articles

2. Important documents for extra study

- Online lesson provided by the teacher
- Video presentations from YouTube

3. Suggested information (Printing Materials/Website/CD/Others)

Information retrieved from search engines (e.g., Google) and online videos

Section 7 - Course Evaluation and Revising

1. Strategies for course evaluation by students

1) Conduct a survey to collect information from students. The topics include:
   - Course aims and objectives
   - Course materials
   - Learning methods and assessment
   - Advisory method
2) Observe students' behavior in the classroom.
3) Interview students.

2. Strategies for course evaluation by the lecturer

The lecturer observes the class and collects immediate feedback from students.

3. Teaching revision

The lecturer revises teaching and learning process based on the results from the questionnaire results.

4. Feedback for achievement standards

CHM administrator committees monitor the assessment process and grading.

5. Methodology and planning for course review and improvement

1) Revise and develop course structure and process every three years.
2) Assign different lecturers to teach this course to enhance students' vision.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
IHM2208 Information Technology for Hotel	○	○	○	●	○	●	○	○	○	●	●	●	○	○	●	●

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Expected learning outcomes are combined for multiple-group instruction.