Course Specification

University	Suan Dusit University
Campus/Faculty/Program	Faculty of Humanities and Social Sciences
	English Program

1. General Information

1.1 Course code and title

Course code: 1552656   Course title: ภาษาอังกฤษเพื่ออุตสาหกรรมบริการ

English for Hospitality Industry

1.2 Number of Credits

3 (3-0-6) credits

1.3 Program and Course Type

1) Program : English Program

2) Course type : Elective course

1.4 Course Coordinator and Course Lecturers

1) Course coordinator: Olivia Patricia Laurena

2) Course lecturers: Olivia Patricia Laurena

1.5 Semester and Student Year Level

Semester 1 Academic Year 2561 / Years 2, 3 & 4

1.6 Prerequisite Courses (if any)

- None -

1.7 Co-requisite Courses (if any)

- None -

1.8 Location (Campus, building and room number)

- TBD -

1.9 Date of Course Modification

16th July 2018

2. Aims and Objectives

2.1 Course Objectives

1) Morals and Ethics

Develop problem-solving skills in order to apply the knowledge learned in a moral and ethical approach; show respect and understanding and exhibit open-mindedness toward other people and the world in order to become well-rounded members of the society

2) Knowledge

Acquire the knowledge on various concepts, theories and principles of the English language relevant to the academic discipline and specialized field of study; devise effective problem-solving skills to achieve self-directedness and lifelong learning skills

3) Cognitive Skills

Develop logical, rational and critical thinking skills to be able to understand apply the knowledge learned for performing professional tasks and adapting to a multicultural professional environment

4) Interpersonal Skills and Responsibilities

Have the initiative to help others, exhibit leadership and cooperative skills to be able to work well with others and collectively solve problems through the use of information and communication technology (ICT) tools

5) Analytical, Communicative and IT Skills

Demonstrate computer and basic mathematical skills; be able to criticize discriminate different types of information obtained from various resources and its veracity and validity; develop lifelong learning skills by using ICT tools available

2.2 Purpose for course development and modification

To modify and improve the course through the addition of teaching methods that promote active learning. These methods will help ensure that the aims and objectives of the course will be achieved.

3. Course Management

3.1 Course Description

(ภาษาไทย) คำศัพท์ วลี และสำนวนในการสนทนาเพื่อการบริการลูกค้าในอุตสาหกรรมบริการใน สถานการณ์ต่างๆ ได้แก่ การทักทาย และการต้อนรับลูกค้า การปฏิบัติตามคำร้องขอ การให้ ความช่วยเหลือ และการให้คำแนะนำกับลูกค้า แนวความคิดพื้นฐานเพื่อการทำงานบริการใน แผนกต่างๆ และในหลายตำแหน่งงานโดยมีการเชื่อมโยงการใช้ภาษาและเทคนิคการสื่อสารเข้า กับความเข้าใจในอาชีพด้านการบริการ

(English) Vocabulary, phrases and expressions in conversations for guest service situations in the hospitality industry; greeting and receiving guests, dealing with guest requests, offering help and advice; the fundamental concepts of hospitality in different service departments and various job positions in the service industry; the combination of language used with communicative techniques for understanding in hospitality careers

3.2 Teaching hours per semester

Lecture Hours	Additional Teaching Hours	Training and Fieldwork	Self- study Hours
45 hours	-	-	90 hours

3.3 Consultation hours

1) Group and/or individual consultations may be arranged for 3 hours per week.
2) Consultations may also be done through email and social media messaging for convenience.

4. Student Learning Development

Teaching and Assessment

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
Morals and Ethics 1. **Exhibit a sense of responsibility towards learning and accomplishing assigned tasks.** 2. Be able to acquire and apply the knowledge morally and ethically 3. **Be open-minded and respectful of and able to work harmoniously with others** 4. Show sympathy and understanding of others and the diverse cultural and societal practices 5. **Develop problem solving skills with great consideration of moral, ethical and social values**	Promote **cooperative learning** that can help develop problem-solving skills by prioritizing activities that are done by groups to let students learn to share equal responsibility in accomplishing tasks.	Students will be observed for their work behavior by the lecturer and will also be evaluated by their peers	2 – 15	10%
Knowledge 1. **Be cognizant of the principles and theories involving the English language**	Employ **simulation** and **interactive demonstrations** in presenting theories and principles of correspondence and the	Written formative and summative assessments (individual and group speaking exercises, short tests, midterms and final exam) will be given to the students	2 – 16	60%

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
2. Demonstrate metacognitive skills in research and development to achieve self-directed and lifelong learning skills 3. Devise effective problem-solving skills through the application of the knowledge of the English language **4. Integrate the knowledge of the English language in different fields of study associated with strengthening 21st century skills**	practical application of these concepts			
Cognitive Skills 1. Have the ability to search for, evaluate, analyze and synthesize information to arrive at logical conclusions that can help in solving problems **2. Have the ability to integrate the English language skills and concepts in performing professional tasks** **3. Use innovation to develop communication and lifelong learning skills through the collaborative construction of knowledge**	Organize activities that use the problem-based learning method to allow students to think logically and learn in a more constructive approach	Students will be observed for their work behaviour by the lecturer as well as their peers and will also be assessed through speaking tests and exercises, individual and group research assignments	2 – 16	60%

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
4. Have the ability to apply the knowledge learned to be able to adapt to the society and in a multicultural environment.				
<u>Interpersonal Skills and Responsibility</u> **1. Have the initiative to help others and work collaboratively to solve problems** 2. Be able to think logically in analyzing and solving issues by employing their knowledge of the English language and technological innovations. 3. Show responsibility in learning to achieve personal and professional development **4. Possess leadership and cooperative skills appropriate for the profession**	Organize activities that employ **cooperative learning** and **problem-based learning** to encourage students to work collaboratively	Behavioural observation and peer evaluation for group work or group assignments	2 - 15	40%
<u>Analytical, Communicative and IT Skills</u> 1. Demonstrate computer and basic mathematical skills. **2. Distinguish various information and communication technologies that can be effectively used in learning and information gathering**	Assign tasks that involve the **use of technology** in searching for information and encourage students to utilize a variety of **technological resources** in accomplishing and presenting tasks.	Students will be evaluated through research assignments, group presentations and projects	2 – 15	50%

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
3. Identify various available information and communication technologies (ICTs) that can develop lifelong learning skills **4. Be able to communicate in written and verbal form in both the Thai and the English language** 5. Be able to criticize the veracity of information as to relevance and suitability of use to achieve self-directed learning				

5. Lesson Plan and Evaluation

5.1 Lesson Plan

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
1 (3 Hrs.)	Course Introduction	**Teaching Strategies:** - Explain course syllabus and course requirements - Give a brief introduction of topics that will be covered in the course **Activity / Exercise:** Group speaking Pre-test	- PowerPoint slides - Textbook	N/A	Olivia Patricia Laurena
2 (3 Hrs.)	Unit 1: Introduction to Hotels	**Teaching Strategies:** **Interactive presentation of the following:** - History of hotels - Hotel departments - Hotel job titles and descriptions **Activity / Exercise:** Individual speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
3 (3 Hrs.)	Unit 2: Room Reservations	**Teaching Strategies:** **Interactive presentation of the following:** - Different reservation methods **Demonstration and practice of the following:** - Reservation by phone - Reservation by email - Online reservation **Activity / Exercise:** - Speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena
4 (3 Hrs.)	Short Test #1 (Unit 1 and Unit 2)			Attendance and Participation – 10% Short Test – 15%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
5 (3 Hrs.)	Unit 3: Check-in and Porter Service	**Teaching Strategies:** **Interactive presentation and demonstration of the following:** - Hotel check-in dialogue - Porter service dialogue **Activity / Exercise:** - Speaking activity (by pairs)	- PowerPoint slides - Textbook - Handouts	Attendance and Participation –　　10% Speaking activities and Exercises –　　10%	Olivia Patricia Laurena
6 (3 Hrs.)	Unit 4: Hotel Accommodations	**Teaching Strategies:** **Interactive presentation of the following:** - **Types of accommodations** - **Room and bathroom amenities** - **Dialogues and conversations** **Activity / Exercise:** Group activity: Design and presentation of room and bathroom designs **Assignment:** Research and report on the types of accommodations	- PowerPoint slides - Textbook - Handouts	Attendance and Participation –　　10% Speaking activities and Exercises –　　10% Assignments and Reports – 10%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
7 (3 Hrs.)	Unit 5: Hotel Facilities and Services	**Teaching Strategies:** **Interactive presentation of the following:** - Hotel facilities and services - Dialogue demonstrations on asking for and giving directions inside the hotel - Demonstration on telling the time **Activity / Exercise:** Group activity: Speaking activity **Assignment:** Research and report of hotel facilities and services offered by chosen hotel	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10% Assignments and Reports – 10%	Olivia Patricia Laurena
8 (1 Hr. 30 mins.)	Midterm Examination			Midterm Examination – 20%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
8 (1 Hr 30 mins.) 9 (3 Hrs.)	Unit 6: Restaurant and Bar Operations	**Teaching Strategies:** **Interactive presentation and demonstration of the following:** - Restaurant bookings - Taking orders for different courses - Bar operations - Room service operations **Activity / Exercise:** Speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena
10 (3 Hrs.)	Unit 7: Places to visit	**Teaching Strategies:** **Interactive presentation and discussion of the following:** - Various tourist attractions in the country - Suggesting and recommending places to visit - Giving directions outside the hotel **Activity / Exercise:** - Speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10% Assignments and Reports – 10%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
		Assignment: Research and report on tourist attraction found in the students' hometowns			
11 (1 Hr.)		Short Test #2 (Unit 6 and Unit 7)		Attendance and Participation – 10% Short Test – 15%	Olivia Patricia Laurena
11 (2 Hrs.)	Unit 8: Problems and Complaints	**Teaching Strategies:** **Interactive presentation and discussion of the following:** - Different problems and complaints of guests - How to effectively handle complaints and requests - Giving solutions and instructions **Activity / Exercise:** Speaking activity **Assignment:**	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10% Assignments and Reports – 10%	Olivia Patricia Laurena

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
		Writing assignment: giving instructions for the chosen topic.			
12 (3 Hrs.)	Unit 9: Telephone Calls	**Teaching Strategies:** **Interactive presentation and demonstration of the following:** - Polite ways of taking telephone calls Polite ways to respond to telephone inquiries **Activity / Exercise:** Speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena
13 (3 Hrs.)	Short Test #3 (Unit 8 and Unit 9)			Attendance and Participation – 10% Short Test – 15%	Olivia Patricia Laurena

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Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Teaching Materials	Assessment and Evaluation (Percentage)	Lecturer
14 (3 Hrs.)	Unit 10: Check-out	**Teaching Strategies:** **Interactive presentation and demonstration of the following:** - Hotel check-out dialogues - Dealing with payment - Explaining the bill - Making corrections in the bill **Activity / Exercise:** Speaking activity	- PowerPoint slides - Textbook - Handouts	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena
15 (3 Hrs.)	Final Exam			Final Examination – 20%	Olivia Patricia Laurena

5.2 Assessment and Evaluation

1) Grading Breakdown:

Attendance and Participation	10%
Speaking activities and Exercises	10%
Assignments and Reports	10%
Short tests	15%
Group Project	15%
Midterm Exam	20%
Final Exam	20%

2) Grade Evaluation: ☐ Norm-Referenced ☑ Criterion-Referenced

Grading Criteria

Score	Grade
90-100	A
85-89	B$^+$
75-84	B
70-74	C$^+$
60-69	C
55-59	D$^+$
50-54	D
0-49	F

6. Learning Resources

6.1 Primary Textbook / Documents

Laurena, O.P. English for the Hotel Industry. 2017. Suan Dusit Graphic Site.

6.2 Essential References

- O'Hara, Francis. (2002). Be My Guest. Cambridge University Press.
- Stott, T. and Revell, R. (2004). Highly Recommended. Oxford University Press.

6.3 Recommended Books and Reference Material

- Hotel brochures and factsheets (available online)

7. Course Evaluation and Improvement

7.1 Student course evaluation strategies

1) Confidetial teacher evaluation done by the students

2) Evaluation of each learning domain done by the students

7.2 Teaching evaluation strategies

1) Confidential Teacher Evaluation Form

2) Student self-evaluation form

7.3 Teaching Improvement Process

Course and teaching evaluation results will determine appropriate improvements for the course and the teaching strategies

7.4 Standard verification of student achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations.

Learning Outcome	Evaluation Methods		
	Behavioral Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge		✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills		✓	✓

7.5 Action plan for verifying and improving course effectiveness

1) Verification is done following the standards in 7.4.

2) In the event that the student scores do not verify the effectiveness of the course, students are allowed to improve their scores as deemed necessary.