



Course Specification

Course Title: English for Hospitality Management

Course Code: 3571521

Semester: 2nd Academic Year: 2018

Bachelor of Arts Programme in Hospitality Management
(International Programme)

School of Tourism and Hospitality Management
Suan Dusit University

Content

	page	
Section 1	General information	3
Section 2	Aims and Objectives	4
Section 3	Course Description and Implementation	4
Section 4	Development of Students' Learning Outcomes	5
Section 5	Teaching and Evaluation Plans	8
Section 6	Teaching Materials and Resources	10
Section 7	Evaluation and Improvement of Course Management	11

Course Specification

Name of institution Suan Dusit University
Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3571521 English for Hospitality Management

2. Number of credits

3(3-0-6)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Specialized course

4. Responsible faculty members

4.1 course coordinator: Lecturer Tipvimon Prasertsri

4.2 Instructors: Lecturer Tipvimon Prasertsri **Section:** A1

5. Semester / year of study

Semester 2 Academic year 2018 / Student Year 1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

19th November 2018

Section 2 Aims and Objectives

Aims of the Course

By the end of the course, the students will be able to:

1.1 Knowledge

1.1.1 Use English for communication, exchange and learn various contents and contexts correctly and appropriately.

1.1.2 Identify meanings of vocabulary and expressions in hospitality industry.

1.1.3 Communicate by using correct appropriate expressions.

1.2 Skills

1.2.1 be able to adapt knowledge gained from class to other classes

1.2.3 Fluent in communication skill

1.3 Attitude

1.3.1 Perceive the value of cooperative learning, have positive attitudes towards team work, and allocate roles and duties within the groups effectively.

1.3.2 Have punctual class attendance, have classroom discipline, and complete assigned tasks within due dates.

1.3.3 Be equipped with morals and ethics such as honesty, no cheating during exams, data presentations with citations and references, no plagiarism and so on.

2. Objectives of Course Development/Modification

This course aims to provide knowledge of Basic English communication in hospitality industry.

Section 3: Course Description and Implementation

1. Course Description

Practice of English skills with the vocabulary and expressions required in all areas of hospitality industry such as hotel business, restaurant, tourism business, airline business and souvenir shop

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45	-	-	90

3. Number of hours that the lecturer provides individual counseling and guidance

- In class
- Course convenor will be available for additional academic advice for 2 hours per week

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

(1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.

○ **(2) To be self and social responsible with good attitude and behaviour.**

(3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.

(4) To be disciplined and follow the organizational and social rules and regulations.

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law

1.3 Evaluation methods

- Evaluate from students' disciplines such as punctuality,
- Evaluate from responsibilities on assigned tasks,
- Evaluate from attending the classes, participating class activities.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

● **(1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.**

(2) To be able to integrate knowledge of hospitality with other related fields.

(3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

- Lecture
- Active Learning: practice
- Active Learning: Group work
- Active Learning: Group discussion
- Active Learning: Role play

2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
 - Individual assignment
- Presentation

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

○ (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

(3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

- group work and group discussion
- Presentation

3.3 Evaluation methods

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to work with others and solve the problems both as a good leader and a good team member.

● (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Demonstrate the ability to work with others
- Demonstrate the responsibility on delegated work
- Be able to suitably adapt to situation and organizational culture of work places

4.3 Evaluation methods

A student's behavior and expression are evaluated from group activity, participation, and entirety, obviousness, and accuracy of information.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

● (1) To be able to apply foreign languages effectively when communicate both academically and professionally.

● (2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

(4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

Instructors should arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

5.3 Evaluation methods

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	Course Introduction Session - Course outline - Term paper Pretest	3	Lecture, Pretest	Lecturer Tipvimon Prasertsri
2	- Taking reservation - Greeting & welcoming guests - Exploring different cultures - Check in guests	3	Lecture, PowerPoint YouTube	Lecturer Tipvimon Prasertsri
3	Hotel business English - Hotel staff - The hotel bedroom and facilities - Giving directions	3	Lecture, Case Study PowerPoint YouTube	Lecturer Tipvimon Prasertsri
4	Hotel business English - Dealing with request - Offering help and advice	3	Lecture, PowerPoint Roleplay	Lecturer Tipvimon Prasertsri
5	Hotel business English	3	Lecture, Exercise	Lecturer

	<ul style="list-style-type: none"> - Complaints and apologies - Check out guests 		PowerPoint Roleplay	Tipvimon Prasertsri
6	English for tourism <ul style="list-style-type: none"> - Talking about plans and itineraries - Discussing tour activities 	3	PowerPoint Case Study Roleplay Youtube	Lecturer Tipvimon Prasertsri
7	Midterm examination English for tourism <ul style="list-style-type: none"> - Guiding a tour (1) 	3	Lecture, Case Study PowerPoint	Lecturer Tipvimon Prasertsri
8	English for tourism <ul style="list-style-type: none"> - Guiding a tour (2) - Field trip 	3	Lecture Field trip	Lecturer Tipvimon Prasertsri
9	English for airlines	3	cooperative learning, Exercise	Lecturer Tipvimon Prasertsri
10	English for restaurant and catering <ul style="list-style-type: none"> - Taking reservations by phone - Receiving and seating guests 	3	Lecture Case Study YouTube	Lecturer Tipvimon Prasertsri
11	English for restaurant and catering <ul style="list-style-type: none"> - Serving in bar - instructions 	3	Lecture Case Study YouTube	Lecturer Tipvimon Prasertsri
12	English for restaurant and catering <ul style="list-style-type: none"> - taking beverages and food orders - describing dishes 	3	Lecture Case Study Roleplay	Lecturer Tipvimon Prasertsri
13	Money / exchange	3	Lecture, PowerPoint	Lecturer Tipvimon Prasertsri
14	Health and safety at work	3	Lecture, Case Study PowerPoint	Lecturer Tipvimon Prasertsri
15	Job application and Job interview <ul style="list-style-type: none"> - Talk about personal qualities , skills and experience - Practices interview questions and answers 	3	Lecture, Case Study PowerPoint	Lecturer Tipvimon Prasertsri

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3	Observe behavior, Participation	1-15	10%
2	2.1,2.2	Presentation, Pair work, Individual work	1-15	30%
3	3.1,3.2	Midterm Examination	7	20%
4	1.3,2.1,2.2,3.1,3.2	Final Examination	16	40%

Evaluation

University T-Score / Midterm (60) : Final (40)

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Mid-term exam	7	20
3	Learning by doing	1-15	30
4	Final exam	16	40

Section 6 Teaching Materials and Resources

1. Texts and main documents

Morris, E Catrin. (2012). Flash on English for tourism. ELI

2. Documents and important information

1	Stephen Hall, Trot Blappert. (1999). First class English for tourism. Cengage Learning.
2	Iwonna Dubicka, Margaret O'Keeffe. (2003). English for international tourism. Longman.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review

3. Improvement of teaching methods

- Increase general knowledge, skills, and teaching competency in order to introduce new instructor models or methodologies
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

5. Review and improvement for better outcome

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3
- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria