

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 : Year 2 – Compulsory course / Year 4 - 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 2562 / Years 2 & 4

1.6 Prerequisite Courses (if any)

- None -

1.7 Co-requisite Courses (if any)

- None -

1.8 Location (Campus, building and room number)

Main Campus – Rooms (TBD)

1.9 Date of Course Modification

3rd July 2019

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, cooperative and collaborative 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 information and communication technology (ICT) skills; be able to criticize and 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 and collaborative 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) คาศัพท์ วลี และสำนวนในการสนทนาเพื่อการบริการลูกค้าในอุตสาหกรรมบริการในสถานการณ์ต่างๆ ได้แก่ การทักทาย และการต้อนรับลูกค้า การปฏิบัติตามคำร้องขอ การให้ความช่วยเหลือ และการให้คำแนะนำกับลูกค้า แนวความคิดพื้นฐานเพื่อการท างานบริการในแผนกต่างๆ และในหลายตาแหน่งงานโดยมีการเชื่อมโยงการใช้ภาษาและเทคนิคการสื่อสารเข้ากับ ความเข้าใจในอาชีพด้านการบริการ

(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.

Email: ajarnolivia@gmail.com

4. Student Learning Development

Teaching and Assessment

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
<p><u>Morals and Ethics</u></p> <ol style="list-style-type: none"> 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 	<p>Promote cooperative and collaborative 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.</p>	<p>Students will be observed for their work behavior by the lecturer and will also be evaluated by their peers</p>	2 – 15	10%
<p><u>Knowledge</u></p> <ol style="list-style-type: none"> 1. Be cognizant of the principles and theories involving the English language 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 	<p>Employ simulation and interactive demonstrations in presenting concepts related to the subject matter and the practical application of these concepts</p>	<p>Written formative and summative assessments (individual and group speaking exercises, short tests, midterms and final exam) will be given to the students</p>	2 – 16	60%

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
4. Integrate the knowledge of the English language in different fields of study associated with strengthening 21 st century skills				
<u>Cognitive Skills</u> 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 4. Have the ability to apply the knowledge learned to be able to adapt to the society and in a multicultural environment.	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%
<u>Interpersonal Skills and Responsibility</u> 1. Have the initiative to help others and work collaboratively to solve problems	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%

Learning Domains	Teaching Strategies	Assessment Method	Week of Evaluation	Percentage
<ul style="list-style-type: none"> 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 				
<p><u>Analytical, Communicative and IT Skills</u></p> <ul style="list-style-type: none"> 1. Demonstrate computer and basic mathematical skills. 2. Distinguish various information and communication technologies that can be effectively used in learning and information gathering 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 	<p>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.</p>	<p>Students will be evaluated through research assignments, group presentations and projects</p>	<p>2 – 15</p>	<p>50%</p>

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	<p>Teaching Strategies:</p> <ul style="list-style-type: none"> - Explain course syllabus and course requirements - Give a brief introduction of topics that will be covered in the course <p>Activity / Exercise: Group speaking Pre-test</p>	<ul style="list-style-type: none"> - PowerPoint slides - Textbook 	N/A	Olivia Patricia Laurena
2 (3 Hrs.)	Unit 1: Introduction to Hotels	<p>Teaching Strategies:</p> <p>Interactive presentation of the following:</p> <ul style="list-style-type: none"> - History of hotels - Hotel departments - Hotel job titles and descriptions <p>Activity / Exercise: Individual speaking activity</p>	<ul style="list-style-type: none"> - PowerPoint slides - Textbook - Handouts 	<p>Attendance and Participation – 10%</p> <p>Speaking activities and Exercises – 10%</p>	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: <ul style="list-style-type: none"> - Different reservation methods Demonstration and practice of the following: <ul style="list-style-type: none"> - Reservation by phone - Reservation by email - Online reservation Activity / Exercise: <ul style="list-style-type: none"> - Speaking activity 	<ul style="list-style-type: none"> - 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	<p>Teaching Strategies: Interactive presentation and demonstration of the following:</p> <ul style="list-style-type: none"> - Hotel check-in dialogue - Porter service dialogue <p>Activity / Exercise:</p> <ul style="list-style-type: none"> - Speaking activity (by pairs) 	<ul style="list-style-type: none"> - PowerPoint slides - Textbook - Handouts 	<p>Attendance and Participation – 10%</p> <p>Speaking activities and Exercises – 10%</p>	Olivia Patricia Laurena
6 (3 Hrs.)	Unit 4: Hotel Accommodations	<p>Teaching Strategies: Interactive presentation of the following:</p> <ul style="list-style-type: none"> - Types of accommodations - Room and bathroom amenities - Dialogues and conversations <p>Activity / Exercise: Group activity: Design and presentation of room and bathroom designs</p> <p>Assignment: Research and report on the types of accommodations</p>	<ul style="list-style-type: none"> - PowerPoint slides - Textbook - Handouts 	<p>Attendance and Participation – 10%</p> <p>Speaking activities and Exercises – 10%</p> <p>Assignments and Reports – 10%</p>	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	<p>Teaching Strategies: Interactive presentation of the following:</p> <ul style="list-style-type: none"> - Hotel facilities and services - Dialogue demonstrations on asking for and giving directions inside the hotel - Demonstration on telling the time <p>Activity / Exercise: Group activity: Speaking activity</p> <p>Assignment: Research and report of hotel facilities and services offered by chosen hotel</p>	<ul style="list-style-type: none"> - 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.)	Unit 6: Restaurant and Bar Operations	Teaching Strategies: Interactive presentation and demonstration of the following: <ul style="list-style-type: none"> - Restaurant bookings - Taking orders for different courses - Bar operations - Room service operations Activity / Exercise: Speaking activity	<ul style="list-style-type: none"> - PowerPoint slides - Textbook - Handouts 	Attendance and Participation – 10% Speaking activities and Exercises – 10%	Olivia Patricia Laurena
9 (3 Hrs.)					
10 (3 Hrs.)	Unit 7: Places to visit	Teaching Strategies: Interactive presentation and discussion of the following: <ul style="list-style-type: none"> - Various tourist attractions in the country - Suggesting and recommending places to visit - Giving directions outside the hotel Activity / Exercise: - Speaking activity Assignment:	<ul style="list-style-type: none"> - 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
		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: <ul style="list-style-type: none"> - Different problems and complaints of guests - How to effectively handle complaints and requests - Giving solutions and instructions Activity / Exercise: Speaking activity Assignment: Writing assignment: giving instructions for the chosen topic.	<ul style="list-style-type: none"> - 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
12 (3 Hrs.)	Unit 9: Telephone Calls	<p>Teaching Strategies: Interactive presentation and demonstration of the following:</p> <ul style="list-style-type: none"> - Polite ways of taking telephone calls Polite ways to respond to telephone inquiries <p>Activity / Exercise: Speaking activity</p>	<ul style="list-style-type: none"> - 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

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: <ul style="list-style-type: none"> - Hotel check-out dialogues - Dealing with payment - Explaining the bill - Making corrections in the bill Activity / Exercise: Speaking activity	<ul style="list-style-type: none"> - 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 Hospitality 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) Confidential 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.