

TQF.3

Hospitality Fundamental

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Course Details

Name of Institution	Suan Dusit Rajabhat University
Campus/Faculty/Division	School of Tourism and Hospitality Management

Chapter 1 General Information

1. Code and Course

Course Code 3571114 Course Name **Hospitality Fundamental**

2. Credit Points

3. Programme and Type of Course

Bachelor of Arts Programme in Hospitality Management

4. Course Convenor and Lecturers

Thapanee Sinadyodharaks

5. Semester/Year of Study

1st Semester/1st Year

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Location

Suan Dusit Rajabhat University

9. Latest Update of Course Specifications

2013

Chapter 2 Aims and Objectives

1. Aims of Subject

After successful completion of this course, students will be able to understand the basic in all managerial aspects of Hospitality Fundamentals

2. Objectives of Development / Improvement

By the end of this course, the student should be able to:

- 1) Understand fundamentals of hospitality and tourism from the management, marketing and financial perspectives;
- 2) Understand accommodation, food and beverage management and room service operations; and
- 3) Understand various perspectives of tourism management.

Chapter 3 Description and Implementation

1. Course Description

This course is designed to develop

2. Teaching Hours per Semester

Lecture	Additional Lecture	Practice / Field Experience / Internship	Self – directed Learning
45 hours per semester	As requested by students	-	6 hours per week

3. Academic Advising Time for Students

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

Chapter 4 Improvement of Student Learning Outcomes

1. Morals and Ethics

1) Morals and ethics to be developed

Enable the students to be responsible disciplined honest and able to morally and ethically apply specific skills by learning throughout this course as follows:

- Be aware of morals, ethics, and honesty
- Be punctual, and responsible for oneself and the society
- Be a leader at the same time as a follower, be able to work in a team and be able to provide solutions to conflicts
- Be respectful towards opinions of others as well as societal rules and regulations

2) Teaching methods

- Lecturing alongside with examples of moral and ethical issues
- Organizing a focus group to find relevant examples

3) Evaluation methods

- Frequency of attendance and punctuality of assessment submission
- Correct referencing

2. Knowledge

1) Knowledge to be acquired

- To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.
- To acquire hospitality knowledge, hospitality communication technology, thinking and decision making in related fields of hospitality.
- To develop the hospitality operation process and skills.
- To be able to integrate knowledge of hospitality with other related fields.

2) Teaching methods

- Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

3) Evaluation methods

- Midterm and Final exam
- Other writing and verbal assessments throughout the semester

3. Cognitive skills

1) Cognitive skills to be developed

Develop the cognitive ability to think in a systematic and analytical manner in order to prevent and remedy problems occurred during the learning process

2) Teaching methods

- Group work and academic presentation
- Group discussion regarding academic writing

3) Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Relationship Skills and Responsibilities

1) Interpersonal relationship skills to be developed

- Interpersonal relationship with other students

- Leadership skills and ability to work as a team member
 - Responsibility to submit assessments or complete any required tasks on time
- 2) Teaching methods
- Delegates group work for group discussions
 - Require oral presentations
- 3) Evaluation methods
- Self evaluation
 - Peer evaluation
5. Numeric and analytical Skill, Communications Skills and Information Technology Skills
- 1) Numeric analytical skills, communication skills and information technologic skills to be developed
- Speaking, listening, writing skills for academic purpose
 - Computer skills particularly Microsoft word
 - Internet skills for research purposes
- 2) Teaching methods
- Self study by learning from websites
 - Self study by practicing using computer software
 - In class feedback after oral presentation
- 3) Evaluation methods
- Reports and presentations using technology
 - Participation and discussions

Chapter 5 Teaching and Evaluation Plans

1. Lesson Plan

Week	Topic	No. of hours	Teaching & Learning Activities, Instructional Media (if any)	Faculty Member
1	Course orientation	3	Introduction the course <ul style="list-style-type: none"> • Explain the rule for class 	Thapanee S.
2	Introduction to Hospitality and Tourism Industry	3		Thapanee S.
3	The Hotel Perspectives	3		Thapanee S.
4	The Food and Beverage Perspectives	3		Thapanee S.
5	The Travel and Tourism Perspectives	3		Thapanee S.
6	Factors Effecting the Hospitality and Tourism Industry	3		Thapanee S.
7	Introduction to Management and Organization	3		Thapanee S.
8	Midterm			Thapanee S.
9	Organizational Culture & the Environment	3		Thapanee S.
10	Social Responsibility and Management Ethics	3		Thapanee S.
11	Introduction to Sales and Marketing	3		Thapanee S.
12	System of Organization in the Accommodation Department	3		Thapanee S.
13	Overview of the Food & Beverage Organization	3		Thapanee S.
14	Overview of Banquet Operations	3		Thapanee S.
15	Tourism Management	3		Thapanee S.
16	Final			

2. Evaluation Plan

Learning outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Class Attendance and Participation	1-15	20
2	Group Exercise	2-15	20
3	Midterm exam	8	30
4	Final exam	15	30

Chapter 6 Teaching Materials

1. Main texts and teaching materials
2. Essential Teaching Resources
3. Recommended Teaching Resources

Chapter 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Interviews with students
- Observations of students' responses during class
- Survey on lecturer evaluation

2. Strategies for Teaching Evaluation

The strategies for collection data for teaching evaluation are as follows:

- Exam results
- Revision of learning outcomes

3. Improvement of Teaching

- Seminar for course and teaching improvement
- Research for course and teaching improvement

4. Verification of Student Achievement in Class

- Revision of assessment evaluations by external lecturers or experts

5. Course Review and Improvement Plan for Course Effectiveness

- Improvement of course every 3 years or as recommended by experts
- Change of lecturers to provide students with different perspectives for the course