



## **Course Specification**

**Course Title ..... Chinese for Careers.....**  
**Course Code ..... 3573528.....**

**Semester ... 1... 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	3
Section 3	Course Description and Implementation	4
Section 4	Development of Students' Learning Outcomes	4
Section 5	Teaching and Evaluation Plans	6
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**

**3573528 Chinese for Hospitality**

**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 Language Elective Courses

**4. Responsible faculty members**

**4.1 course coordinator**..... Ratchanok Nipawan.....  
**4.2 Instructors**..... Ratchanok Nipawan..... **Section** ..... A1.....

**5. Semester / year of study**

semester 1 academic year 2018 / Third-Year Students

**6. Pre-requisite (if any)**

None

**7. Co-requisites (if any)**

None

**8. Venue of study**

Suan Dusit University

**9. Date of latest revision**

July 2018

### Section 2 Aims and Objectives

**1. Aims of the Course**

The aims of the course are to enable students to be equipped with skills (listening, speaking, reading and writing skills and knowledge necessary for communicate in particular situations related to the profession in hospitality industry and other related business fields and to initiate students to learn and understand Chinese culture in terms of service providers and creators to Chinese tourists and coordinators or colleagues who work with Chinese organizations as well as to encourage students to discuss about the importance of Chinese in hospitality industry.

## 2. Objectives of Course Development/Modification

Chinese is now considered vital around the world especially in the hospitality business. The number of Chinese tourists is increasing. According to China Tourism Academy (CTA), the official tourism research institute of China National Tourism Administration (CNTA) shows that in 2016 the number of outbound tourism in China reached 122 million people, and Chinese visitors spent \$109.8 billion in overseas destinations and also reports that Thailand was the top of 5 destinations where Chinese tourists spent the most money. As a result, employers in any section of the hospital industry are seeking for Chinese-speaking personnel. Therefore, the school modifies this course, in terms of the course content and studying and teaching technics (Active Learning Technic) to help students to become fluent in Chinese in order to compete with other graduates in the industry.

### Section 3: Course Description and Implementation

#### 1. Course Description

Practise communication skills for hospitality and other related service business.

#### 2. Number of Hours per Semester

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

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

3 hours a week by providing the contact information to students at the first class.

### 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 organisational and social rules and regulations.

##### 1.2 Teaching methods

Responsibility and team work.

##### 1.3 Evaluation methods

Evaluate from responsibilities on assigned tasks

#### 2. Knowledge development

##### 2.1 Expected outcome on Knowledge and skills development

○ (1) To understand the important principles and theories of hospitality organisational behavioural and interpersonal skills, international marketing, tourist behaviour 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 organisation problems and to develop organisation knowledge management.

### **2.2 Teaching methods**

Apply different strategies and teaching techniques in accordance to course descriptions.

### **2.3 Evaluation methods**

Pre-test and post test (Quiz/Midterm/Final)

## **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**

Hospitality business case study and research

### **3.3 Evaluation methods**

Evaluate from students language activities.

## **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**

Chinese language and Chinese for service improvement project

### **4.3 Evaluation methods**

Evaluate from students language activities.

## **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**

To be able to apply foreign languages effectively when communicate both academically and professionally.

### **5.3 Evaluation methods**

Evaluate from report and presentation.

## Section 5 Teaching and Evaluation Plans

## 1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)
1	Course introduction - Course syllabus overview - Course objective and evaluation	3	<p><b>Teaching &amp; Learning Activities</b>            The instructor introduces oneself and gives the course overview. Also explain the course syllabus, inform the assessment and evaluation method, including rules and regulation in class. Inform date and time for giving an advice or guidance.</p> <p><b>Instructional Media</b>            - Power point            - Syllabus handout</p>
2	<p><b>Chapter 1 Tour Agency Address</b></p> <p>( Tour Agency, Reservation by Phone, Tour Program Suggestion, and Price Quotation)</p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	3	<p><b>Teaching &amp; Learning Activities</b></p> <ul style="list-style-type: none"> <li>- Review basic Chinese knowledge and information</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)
3	<p><b>Chapter 2 Welcoming Guests at The Airport</b></p> <p>(Greeting, Break the ice, Knowing each other, and related topics and issues when knowing new people)</p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	3	<ul style="list-style-type: none"> <li>- Review previous lesson</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>
4-5	<p><b>Chapter 3 Hotel Check-In</b></p> <p>(Check –In Processes, Hotel Service and Facility, and Asking and Request)</p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	6	<ul style="list-style-type: none"> <li>- Review previous lesson</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>
6-7	<p><b>Chapter 4 Grand Palace and Wat Pra Kaew</b></p> <p>(Information, The Importance, Area nearby, and Activity)</p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	6	<ul style="list-style-type: none"> <li>- Review previous lesson</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Chapter exercise</li> <li>- Q&amp;A</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)
			<b>Instructional Media</b> - Subject handout - Power point - V.D.O. Clip or CD
8-9	<b>Chapter 5 Pattaya</b>  (Information, The Importance, Area nearby, and Activity)  - Vocabulary - Pronunciation - Creating sentences - Essential gramma  ----- <b>Midterm</b>	6	- Review previous lesson - Explain vocabulary meaning and teach how to write and pronounce - Explain how to choose and apply vocabularies to make proper sentences - Practice pronouncing - Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations. - Play role in front of the class - Chapter exercise - Q&A  <b>Instructional Media</b> - Subject handout - Power point - V.D.O. Clip or CD
10	<b>Chapter 6 Shopping and Bargaining</b>  (Colors, Goods/Product Characteristic, Measurement and Calculation, and International Currencies)  - Vocabulary - Pronunciation - Creating sentences - Essential gramma	3	- Review previous lesson - Explain vocabulary meaning and teach how to write and pronounce - Explain how to choose and apply vocabularies to make proper sentences - Practice pronouncing - Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations. - Play role in front of the class - Chapter exercise - Q&A  <b>Instructional Media</b> - Subject handout - Power point - V.D.O. Clip or CD
11-12	<b>Chapter 7 Restaurant</b>  (Type of Thai Foods and Beverages, Food and Beverage Ordering, Menu Suggestion, Tastes, Well-Known Food)  - Vocabulary - Pronunciation	6	- Review previous lesson - Explain vocabulary meaning and teach how to write and pronounce - Explain how to choose and apply vocabularies to make proper sentences - Practice pronouncing - Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.



Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)
	<ul style="list-style-type: none"> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>		<ul style="list-style-type: none"> <li>- Play role in front of the class</li> <li>- Chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>
13-14	<p><b>Chapter 8 Services at The Airport</b></p> <p>(Services, Facilities, Signs, Airline Codes, and Itinerary)</p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	6	<ul style="list-style-type: none"> <li>- Review previous lesson</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Review all chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>
15	<p><b>Lessons Review and Summary</b></p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	3	<ul style="list-style-type: none"> <li>- Review previous lesson</li> <li>- Explain vocabulary meaning and teach how to write and pronounce</li> <li>- Explain how to choose and apply vocabularies to make proper sentences</li> <li>- Practice pronouncing</li> <li>- Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations.</li> <li>- Play role in front of the class</li> <li>- Review all chapter exercise</li> <li>- Q&amp;A</li> </ul> <p><b>Instructional Media</b></p> <ul style="list-style-type: none"> <li>- Subject handout</li> <li>- Power point</li> <li>- V.D.O. Clip or CD</li> </ul>

## 2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3, 1.4 4.1, 4.2	- Punctuality and responsibility - Class participation - Chapter exercise, and quiz	1-15	10% 10% 10%
2	1.3 1.4 2.1 2.2 3.2 4.1 5.1 5.2 5.3	Homework/assignment (creating dialog), play role , and performance	2-15	20%
3	2.1 2.2 3.1 3.2 5.1 5.2	Midterm	8	20%
4	2.1 2.2 3.1 3.2 5.1 5.2	Final	16	30%

### Evaluation

Evaluation and graduation requirements are subject to the Regulation of Suan Dusit University Council on Undergraduate Programme Evaluation.

## Section 6 Teaching Materials and Resources

### 1. Texts and main documents

Chinese for Hospitality

### 2. Documents and important information

1	北京大学中文系现代汉语教研室。现代汉语（重排本）。北京：商务印书馆，2005.
2	玉馨.商务汉语900句.对外经贸大学出版社. 2012-12-1
3	曹文。汉语语音教程。北京：北京语言大学出版社，2004.
4	张黎.商务汉语系列教材.商务汉语入门.北京大学出版社. 2005-5-1.
5	关道雄.基础实用商务汉语.北京大学出版社.2003-9-1.
6	姜玉馨.商务汉语900句.对外经贸大学出版社.2012-12-1.
7	王尧钧,张旺熹,孙德金等.基础商务汉语会话与应用.北京语言大学出版社.2005-7-1.

### 3. Documents and recommended information

- Emergency talk. Li Shujuan – Beijing : Sinolingua,2006
- www.thai.cri.cn
- www.baidu.com

## **Section 7 Evaluation and Improvement of Course Management**

### **1. Strategies for effective course evaluation by students**

- Individual online e evaluation on the lecturer and subject content provided by the university

### **2. Evaluation strategies in teaching methods**

- Observe from students
- Students' scores/result from the test/quiz/examination
- Learning outcome verification

### **3. Improvement of teaching methods**

- Meeting on course improvement with all lecturers in this course

### **4. Verification of students' standard learning outcome**

- Observe from the student's reaction or students' questions to evaluate students' understanding.
- Ask questions and let students answer to ensure that students understand the lesson content.
- The program committee evaluate students' learning outcome by examining students' test/quiz/examination, assignment, grading method, and class performance score.

### **5. Review and improvement for better outcome**

- To regularly update and modernize course content and material
- To improve as commented or advised by the program committee