



Course Specification

Course Title : Business Laws for Hospitality Management

Course Code : 3572108

Semester 1 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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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

3572108 Business Laws for Hospitality Management

2. Number of credits

3(3-0-6) (Lecture-Lab-Self-Study)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject Major Requirement Courses

4. Responsible faculty members

4.1 Course coordinator : Dr.Rungnapa Lertpatcharapong

4.2 Instructors : Dr.Rungnapa Lertpatcharapong Section : A1

5. Semester / year of study

Semester 1 academic year 2020 / Academic Year 3

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

June 25, 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

Students will gain knowledge and understand the concept, theory, hospitality law, business contract, legally selecting employees and safety and security issues.

1.2 Skills (Abilities and skills acquired from learning)

1. Students can understand the law and the operation of the legal system.
2. Students can analyze and able to apply the stated concept to improve their self-development continuously, such as working as teamwork, communication, decision making and creativity development.
3. Students can integrate presentation of employment discrimination, tort, and contract concepts as they apply to the legal aspects of hospitality management.

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

Students understand and present them demonstrate business law to apply on the various situations in hospitality industry.

2. Objectives of Course Development/Modification

After successful completion of this course, students will be able to

1. To introduce the student to the laws and regulations that influence business and management decisions in the hospitality industry.
2. Understand unique characteristics of Ethics and Hospitality law.
3. To learn to fundamentals of hospitality law.
4. Explore the question of ethics in hospitality management.
5. Use ethical thinking to make a decision related to hospitality management.

Section 3: Course Description and Implementation

1. Course Description

Overview of legal system in Thailand, applying laws to the business issues relevant to economics, politics, and society, including ethics and legal framework of business, business documents, establishing and operating business entities, contracts, negotiation, civil and commercial code and prosecution especially for the hospitality industry

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 Hour (3 hour x 15 weeks)	None	None	90 hour (6 hour x 15 weeks)

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

The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed at the first section.

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

Apply basic theories principles, components, roles and significant functions of leadership during class discussion. Given individual and group assignments for honest, responsibility for assigned tasks. As well as, punctuality in delivery and attendance.

1.3 Evaluation methods

Observation and deliberation are complying during class discussion. Punctuality in delivery and attendance.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organisational behavioral 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 organization problems and to develop organization knowledge management.

2.2 Teaching methods

(1) Teaching by lecture and use of teaching materials such as textbooks, PowerPoint, etc.

(2) Discussion of key issues related to the subject matter.

(3) Assigning to students, both individual and group work.

2.3 Evaluation methods

(1) Analyze of individual performance / assigned tasks.

(2) Mid-term and Final exam test

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

(1) Case study analysis

(2) Delegate tasks related to the use of acquired knowledge to solve problems of Business law.

3.3 Evaluation methods

(1) Analysis of case study and assignments

(2) Final examination by focusing on the exam with the analysis and application of the knowledge and the content of the lessons learned.

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

Assigned to work together as a group. The emphasis is on the knowledge learned in the subject and the application of knowledge. As well as, the discussion and presentation of group work are applied.

4.3 Evaluation methods

Assess the behavior in the classroom. Group activities in discussions and presentations are applied.

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 analyses and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

(1) Assign students to self-study from E-Learning websites and giving class activities by using the knowledge gained from the study in the subject matter.

(2) Required students to perform their work by using the appropriate format and technology.

5.3 Evaluation methods

Evaluate the assignment and presentation in the class are required.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1 (Online)	<p>Course introduction and Overview</p> <ul style="list-style-type: none"> -Course syllabus overview -Course objective and evaluation - Introduction to Law <p>Learning Outcome</p> <ul style="list-style-type: none"> - Students are able to understand an objectives of the course. - Students are able to understand the basic principles of law. 	3	<p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Introduction Purpose of Teaching and Evaluation 2. Describe and discuss students' issues related to the subject. 3. Open Clip Video which related to the content and start lecture such as “What is Business Law: Definition and Overview” 4. Assign students to create a Mind Map <p>Instructional Media</p> <ol style="list-style-type: none"> 1. PowerPoint Presentation from textbook and Course outline 2. Clip Video 3. Q&A 4. Summary 5. Exercise 	Dr.Rungnapa Lertpatcharapong
2 (Online)	<p>Principles of hospitality Law</p> <p>Learning Outcome</p> <p>Students are able to understand the principles of hospitality Law.</p>	3	<p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Instructor asks the question to start the topic 	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<p>discussion.</p> <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. Class participation by the student 3. Case study 4. Q&A 5. Summary 6. Exercise 	
3 (Online)	<p>Importance of Ethics in Hospitality and Tourism Industry</p> <p>Learning Outcome</p> <p>Students are able to understand how importance of ethics in hospitality and tourism industry</p>	3	<p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Open Clip Video which related to the content and start lecture such as “The effects of ethics in tourism industry” 4. Instructor asks the question to start the topic discussion. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. Class participation by the student 3. Clip Video 4. Q&A 5. Summary 6. Exercise 	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
4 (Online)	Codes of Ethics in Hospitality and Tourism Industry Learning Outcome Students are able to understand the meaning of ethics and importance of ethics and codes of ethics related to hospitality industry	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Instructor asks the question to start the topic discussion. 4. Brainstorming Method Instructional Media 1. Lecture with Power point and handout 2. Class participation by the students 3. Case study 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
5 (Online)	Business Contract Learning Outcome Students are able to understand the basic types of valid business contracts.	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relate to the topic. 3. Open Clip Video which related to the content and start lecture such as “Business Law: Introduction to Contracts” 4. Brainstorming Method	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Instructional Media 1. Lecture with Power point and handout 2. Class participation by the student 3. The situations 4. Clip Video 5. Q&A 6. Summary 7. Exercise	
6 (Online)	Significant Hospitality Contracts Learning Outcome Students are able to explain the contract clauses commonly utilized in hospitality contracts, franchise contract and management contract	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the example of Essential Clauses for Providing Products and Services to Guests and franchise contract 3. Open Clip Video which related to the content and start lecture such as "The Franchise Agreement" 4. Allow them to share their ideas 5. Classroom discussions Instructional Media 1. The example of essential clauses for providing products and services to guests and franchise contract	Dr. Runnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Clip Video 3. Class discussion 4. Q&A 5. Summary 6. Exercise	
7 (Online)	Legally Selecting Employees Learning Outcome Students understand and are utilize job descriptions, qualifications, and other tools for legally selecting employees.	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give a sample of a job description and employment application from used in the hospitality industry. 3. Assign students to practice analysis from case studies. 4. Brainstorming Method Instructional Media 1. Lecture with Power point and handout 2. A sample of a job description and employment application from 3. Class participation by the student 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
8 (Online)	Your responsibilities as a hospitality operator Learning Outcome Students are able to	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	understand the differentiate between the types of legal duties required of a hospitality operator, and the consequences of the failure to exercise reasonable care in fulfilling these duties.		<p>the subject.</p> <ol style="list-style-type: none"> 2. Assign students to practice the situation that relate to the topic. 3. Instructor asks the question to start the topic discussion. 4. Brainstorming Method <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. Class participation by the student 3. The situation that relate to the topic. 4. Q&A 5. Summary 6. Exercise 	
9 (Online)	<p>Your responsibilities as a hospitality operator to guests</p> <p>Learning Outcome</p> <p>Students understand legal responsibility to admit guests and protect the guest's right to privacy.</p>	3	<p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice the situation that relate to the topic. 3. Instructor asks the question to start the topic discussion. 4. Open Clip Video which related to the content and start lecture such as "The Right Words at the Right Time - Customer Service Recovery for Hospitality 	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Industry” 4. Brainstorming Method Instructional Media 1.Lecture with Power point and handout 2. Class participation by the student 3. The situation that relate to the topic. 4. Q&A 5. Summary 6. Exercise	
10 (Offline)	Your responsibilities for guest’s property Learning Outcome Students are able to understand fully the responsibility hospitality managers have to safeguard the personal property of their guests.	3	Teaching & Learning Activities 1. Lecture with Power point 2. Class participation by the student 3. Open Clip Video which related to the content and start lecture such as “Property manager responsibilities” 4. Assign students’ group to Brainstorm from case study Instructional Media 1. Power point 2. Clip Video 3. Case study 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
11 (Offline)	Your Responsibilities when Serving Food and beverages Learning Outcome Students are able to	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	understand a foodservice establishment' s responsibilities.		<p>the subject.</p> <p>2. Pair and divide students group for 3-5 students per group</p> <p>3. Open Clip Video which related to the content and start lecture such as “Serve Food and Beverage to Customers”</p> <p>4. Instructor asks the question to start the topic discussion.</p> <p>Instructional Media</p> <p>1. Power point</p> <p>2. Class participation by the student</p> <p>3. The video clip</p> <p>4. Exercise</p>	
12 (Offline)	<p>Legal responsibility in travel and tourism</p> <p>Learning Outcome</p> <p>Students are able to understand the roles and potential liabilities of travel agents and tour operators</p>	3	<p>Teaching & Learning Activities</p> <p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Instructor give the situation that relate to the topic.</p> <p>3. Assign students' group to Brainstorm from case study</p> <p>4. Brainstorming Method</p> <p>Instructional Media</p> <p>1. Lecture with Power point and handout</p> <p>2. Class participation by the student</p> <p>3. The situations</p>	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			4. Q&A 5. Summary 6. Exercise	
13 (Offline)	Safety and Security Issues Learning Outcome Students understand the responsibility hospitality managers have to protect the safety and security of guests and employees in hospitality operations	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relate to the topic. 3. Open Clip Video which related to the content and start lecture such as "Hospitality Security Awareness-Associate Training" Instructional Media 1. Lecture with Power point and handout 2. The situations 3. Clip Video 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
14 (Offline)	Managing Insurance Learning Outcome Students can analyses the value of insurance in protecting a business from financial lose.	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relate to the topic. 3. Brainstorming Method	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			Instructional Media 1. Lecture with Power point and handout 2. Class participation by the student 3. The situations 4. Q&A 5. Summary 6. Exercise	
15 (Offline)	Business Laws, Course summary Learning Outcome Students are able to understand Business Laws for Hospitality Management	3	Teaching & Learning Activities Class participation by the student Instructional Media 1. case study 2. Q&A 3. Exercise	Dr.Rungnapa Lertpatcharapong
16	Final Examination	3	Final Examination	Dr.Rungnapa Lertpatcharapong

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1,1.4,3.1,4.1,5.3	Observe behavior, Participation	1-15	20%
2	1.1,1.4,2.2,3.1,4.1,5.3	Presentation, Pair work, Group work, Knowledge, skill, integration, informational search skill and implementation	1-15	40%
3	1.1,1.4,4.1,5.3	English Discovery	1-15	10%
4	1.4,2.2,3.1,5.3	Final Examination	16	30%

Evaluation

Evaluate the learning outcome using the university benchmark score (70%) : Final examination (30%)

Section 6 Teaching Materials and Resources

1. Texts and main documents

Barth, S. C. & Barber, D. S. (2017). *Hospitality law: managing legal issues in the hospitality industry*. (5th ed). John Wiley & Sons, Inc.: Canada.

Morris, K. L., Ohlin, J. B. & Sliger, S. T. (2017). *Hotel, Restaurant, and Travel Law: A Preventive Approach*. (3rd ed). Delmar Publishers: USA.

2. Documents and important information

1	Riches, S. & Allen, V. (2009). <i>Business Law</i> . (9 th ed.). Pearson Education Limited: England.
2	Khan, S. (2014). Tourism Business: An ethic A Dimension. <i>International Journal of Hospitality & Tourism Systems</i> , 7(2), 63-70.
3	UNWTO. (2020). BACKGROUND OF THE GLOBAL CODE OF ETHICS FOR TOURISM. Retrieved May 22, 2020 from https://www.unwto.org/background-global-code-ethics-tourism

3. Documents and recommended information

1	Riches, S. & Allen, V. (2009). <i>Business Law</i> . (9 th ed.). Pearson Education Limited: England.
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Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Assess the effectiveness of teaching and learning.
- Conversations between instructors and students.
- Self-assessment and critical reflection
- Students evaluate the instructors' teaching individually through the university online system.

2. Evaluation strategies in teaching methods

The data will be collected from the evaluation of teaching of student learning achievement and the review of learning outcomes

3. Improvement of teaching methods

Based on student achievement. As well as, Conversation with students and performance evaluation of teaching and learning.

4. Evaluation of students' learning outcome

- Verification of ratings from Randomly inspect student's work.
- There is a review by a panel of qualified reviewers who are not regular lecturers.

5. Review and improvement for better outcome

- Update the course every year by the recommendation and results of standard verification in accordance with Article 4.
- Invite lecturers or instructors in charge to give students a perspective on the apply knowledge
- Bring the results to design learning course (TQF. 3) for the next academic year