



Course Specification

Course Title Chinese for Careers

Course Code 3573507

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

3573507 Chinese for Careers

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 B1**

5. Semester / year of study

Semester 1 Academic year 2020 / 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

17 June 2020

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 and to initiate students to learn and understand Chinese culture in organizations as well as to encourage students to discuss about the importance of Chinese for careers.

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

Practice and integrate in listening, speaking, reading and writing skills in particular situation related to the profession, practice speaking in both formal and informal business conversation by highlighting on using appropriately words for contacting in both within and outside organization

2. Number of Hours per Semester

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

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, honest, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.

(2) To have good attitude toward career and enable to express morality and ethics during the work and toward others.

● (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

- Lecturers integrate morality and ethics in class.
- Lecturers integrate and cultivate positive and professional attitude toward working in the hospitality industry to students.

1.3 Evaluation methods

- Ability to express discipline and harmony when attending extracurricular activities.
- Ability to express responsibility to complete assignment

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

○ (1) To have knowledge about hospitality in tourism industry for both theory and practice broadly, systematically, internationally and up to date with world situation.

● (2) To have knowledge integrated from hospitality other related fields.

○ (3) To have knowledge about research designs and methodology in order to solve problems and to develop career knowledge.

2.2 Teaching methods

- Apply different strategies and teaching techniques in accordance to course descriptions.
- Practice information searching process skills and encourage students to gain knowledge, understand self – study issues, and practice necessary learning process skills.
- Apply Active Learning technics to help improve students' learning process skills

2.3 Evaluation methods

- Question and answer in class.
- Quiz/Midterm/Final.
- Assignment and activities.

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

● (1) To be able to evaluate and analyze 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

- Conduct learning and teaching activities integrated with intellectual skills. For example, raising case studies so that students analyze, synthesize, and summarize concept for paper.

- Encourage activities emphasizing on systematical thinking, including analyzing thinking and group discussion.

- Practice from hypothetical situations to establish skills

- Use different teaching methods, such as demonstration, role play, or experiment.

- Arrange site visit.

3.3 Evaluation methods

- Question and answer in class.

- During activities and finished assignment designed to promote intellectual skills

- Quiz/Midterm/Final.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to perform the duty and be responsible for assigned task and work with others by helping others and solving problems.

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

4.2 Teaching methods

- Assign group work activities and learning with participation

- Assign work requiring collaboration or acquiring information from others or from experienced people.

4.3 Evaluation methods

- Group participation and teamwork.

- Outcome performed during activities.

- Completeness, succinctness, and conciseness of assignment

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

● (1) To be able to perform listening speaking reading and writing skills and summarize necessary points appropriately.

● (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 and efficiently select suitable form of presentation in accordance with different topics and audiences

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

5.2 Teaching methods

- Conduct activities enable students to analyze case study, learn technics, apply to situations.

- Assign tasks requiring international information searching and related necessary issues presenting in front of the class.

5.3 Evaluation methods

- Quiz/Midterm/Final

- Report and presentation.

- Wbsc

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
1	Course introduction	3	<p>Teaching & Learning Activities (Online Using MS TEAMS or ZOOM Application)</p> <p>1. The instructor and students introduce themselves.</p> <p>2. Discuss and explain</p> <ul style="list-style-type: none"> - Course syllabus - Course objectives - Overview of each week teaching and studying 	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - TQF 3 - PPT Slide - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>activities</p> <p>- Teaching and studying form to serve New Normal situation</p> <p>(Depend on the government and university, online and onsite study will be applied during the semester.</p> <p>Using WBSC –LMS for downloading class material or quiz, exam) and discuss on problems, obstacles and suggestion for conducting the course.</p> <p>3. Discuss to find conclusion about the course assessment.</p> <p>Assessment</p> <p>Question and answer</p>	
2	Chapter 1 Public Transportation	3	<p>Teaching & Learning Activities (Online Using MS TEAMS or ZOOM Application)</p> <p>1. V.D.O. Clip: Transportation in daily life and in tourism industry</p> <p>2. Vocabularies, grammar, and conversation about public transportation</p> <p>3. Exercise</p> <p>4. Pair/group work to suggest route and how to travel to the chosen</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			destination 5. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
3	Chapter 1 Public Transportation (Continue)	3	Teaching & Learning Activities (Online Using MS TEAMS or ZOOM Application) 1. Review and answer questions (if any) 2. V.D.O. Clip: Transportation in other countries/China 3. Vocabularies, grammar, and conversation about public transportation 4. Exercise 5. Pair/group work to suggest route and how to travel to the chosen destination (with more complex routes and at least 2 transfers) 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
4	Chapter 2	3	Teaching & Learning	All Material can

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
	Hotel Check-in		<p>Activities (Online Using MS TEAMS or ZOOM Application)</p> <ol style="list-style-type: none"> 1. Review and answer questions (if any) 2. V.D.O. Clip: Service at the Hotel 3. Vocabularies, grammar, and conversation about hotel reservation/booking and check-in 4. Exercise 5. Pair/group work about hotel reservation/booking and check-in 6. Summarize, Q&A, and assignment <p>Assessment</p> <ol style="list-style-type: none"> 1. Exercise 2. Question and Answer 3. Activity presentation/performance 	<p>be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
5	Chapter 2 Hotel Check-in (Continue)	3	<p>Teaching & Learning Activities (Online Using MS TEAMS or ZOOM Application)</p> <ol style="list-style-type: none"> 1. Review and answer questions (if any) 2. V.D.O. Clip: Service at the Hotel in other countries/China 3. Vocabularies, grammar, and conversation about 	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			hotel reservation/booking and check-in 4. Exercise 5. Pair/group work about hotel reservation/booking and check-in for demanding guests 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
6	Chapter 3 Hotel Facilities	3	Teaching & Learning Activities (Online Using MS TEAMS or ZOOM Application) 1. Review and answer questions (if any) 2. V.D.O. Clip: Reviewing hotel facilities 3. Vocabularies, grammar, and conversation about hotel facilities 4. Exercise 5. Pair/group work presenting hotel rooms /hotel facilities 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			presentation/performance	
7	Chapter 3 Hotel Facilities (Continue)	3	<p>Teaching & Learning Activities (On site)</p> <ol style="list-style-type: none"> 1. Review and answer questions (if any) 2. Hotel Advertising/Ads Media 3. Vocabularies, grammar, and conversation about hotel facilities 4. Exercise 5. Pair/group work presenting hotel rooms /hotel facilities suitable for Chinese tourist during New Normal Situation 6. Summarize, Q&A, and assignment <p>Assessment</p> <ol style="list-style-type: none"> 1. Exercise 2. Question and Answer 3. Activity <p>presentation/performance</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
8	Chapter 4 Travel Itinerary	3	<p>Teaching & Learning Activities (On site)</p> <ol style="list-style-type: none"> 1. Review and answer questions (if any) 2. Travel Trip Advertising/Ads 3. Vocabularies, grammar, and conversation about travel trip and itinerary 4. Exercise 5. Pair/group work presenting travel trip and 	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			itinerary 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance -- ** Midterm Exam	
9	Chapter 4 Travel Itinerary (Continue)	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. Travel Itinerary for Chinese tourists 3. Vocabularies, grammar, and conversation about travel trip and itinerary 4. Exercise 5. Pair/group work presenting travel trip and itinerary for Chinese tourist during New Normal Situation 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
10	Chapter 5 Direction	3	Teaching & Learning Activities (On site) 1. Review and answer	All Material can be downloaded from WBSC-LMS

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			questions (if any) 2. V.D.O. Clip Helping Chinese Tourists 3. Vocabularies, grammar, and conversation about direction 4. Exercise 5. Play role “Chinese Tourists Ask for Direction in SDU” 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	- PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
11	Chapter 5 Direction (Continue)	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. V.D.O. Clip Helping Chinese Tourists 3. Vocabularies, grammar, and conversation about direction 4. Exercise 5. Play role “Providing Travel information and guide about tourist attractions for Chinese people” 6. Summarize, Q&A, and assignment Assessment	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			1. Exercise 2. Question and Answer 3. Activity presentation/performance	
12	Chapter 6 Ticket Reservation	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. V.D.O. Clip Ticket Reservation in China 3. Vocabularies, grammar, and conversation about Ticket Reservation 4. Exercise 5. Play role “Train Ticket Reservation ” 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
13	Chapter 6 Ticket Reservation (Continue)	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. V.D.O. Clip Airplane Ticket Reservation 3. Vocabularies, grammar, and conversation about Ticket Reservation 4. Exercise 5. Play role “Helping Chinese People to Book	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			Airplane Ticket” 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
14	Chapter 6 Shopping	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. V.D.O. Clip Product/Service Ads 3. Vocabularies, grammar, and conversation about shopping 4. Exercise 5. Play role “Introduce and Sell Products/Service to Chinese Tourists” 6. Summarize, Q&A, and assignment Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching media - Course Material “ Chinese for Career”
15	Chapter 6 Shopping (Continue)	3	Teaching & Learning Activities (On site) 1. Review and answer questions (if any) 2. V.D.O. Clip Airplane Ticket Reservation	All Material can be downloaded from WBSC-LMS - PPT Slide - V.D.O. Clip/ other teaching

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			3. Vocabularies, grammar, and conversation about shopping 4. Exercise 5. Play role “Introduce and Sell SDU Products/Service to Chinese Tourists” 6. Summarize, Q&A, and final examination guide Assessment 1. Exercise 2. Question and Answer 3. Activity presentation/performance	media - Course Material “ Chinese for Career”
16	Final Examination		Assessment Final Examination	

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2, 1.4 4.1, 4.2	- Punctuality and responsibility - Class participation	1-15	10%
2	2.1, 2.2, 3.1, 3.2, 4.1, 4.2,5.1,5.2	- Activity participation - Discuss and giving opinion on assigned topics - Eager to perform and attend class activities - Quiz - Report/Presentation	1-15	40%
3	2.1 2.2	Midterm Examination	8	20%

Activities	Expected outcomes	Methods	Week	Percentage
	3.1 3.2 5.1 5.2			
4	2.1 2.2 3.1 3.2 5.1 5.2	Final Examination	16	30%

Evaluation

Evaluation and graduation requirements are subject to the Regulation of Suan Dusit University Council on Undergraduate Programme Evaluation. (70:30)

Section 6 Teaching Materials and Resources

1. Texts and main documents

张如梅者. (2019). *体验汉语短期教程(修订版). 旅游篇*. 北京: 高等教育出版社.

2. Documents and important information

- 1 杨寄洲. (2016). *汉语教程(第3版) 第三册上*. 北京: 北京语言大学出版社有限公司.
- 2 中国社会科学院. (2018). *现代汉语词典(第7版)*. 北京: 商务印书馆外语教学与研究出版社.
- 3 毛悦. (2020). *标准汉语会话 360 句*. 北京: 北京语言大学出版社有限公司.

3. Documents and recommended information

- 1 张黎. (2008). *商务汉语系列教材. 商务汉语入门*. 北京: 北京大学出版社.

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

- Summarize course improvement/suggestion on teaching methods from (all) lecturer(s) and indicate in TQF 5

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 programme 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 programme committee