



## Course Specification

Course Title : Chinese in Daily Communication

Course Code : 3572505

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**

3572505      Chinese in Daily Communication

**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.....Sutima Onkew.....

4.2 Instructors..... Sutima Onkew..... 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**

June 2020

## Section 2 Aims and Objectives

### 1. Aims of the Course

The aims of the course are to develop students' listening, speaking, reading, and writing skills for communication in daily life, to encourage students to learn intermediate – leveled vocabularies for communication in the workplace, and to increase students' understanding about Chinese grammar structure, idiom, and culture.

### 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 on listening, speaking, reading, and writing skills for communication in everyday life and study in intermediate vocabulary level for communication in the workplace, learning Chinese idiom and complex structure, study Chinese culture

### 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
1	Course introduction	3	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <p>1. The instructor and students introduce themselves.</p> <p>2. Discuss and explain</p> <ul style="list-style-type: none"> <li>- Course syllabus</li> <li>- Course objectives</li> <li>- Overview of each week teaching and studying activities</li> <li>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</li> </ul> <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><b>Assessment</b></p> <p>Question and answer</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>-Course Material</li> </ul> <p><b>“Chinese for Daily Communication”</b></p>
2-3	<p><b>Chapter 1: We are all international student</b></p> <ul style="list-style-type: none"> <li>- Self-introduction</li> <li>1. Vocabulary</li> <li>2. Grammar</li> <li>3. Idiom</li> <li>4. Culture</li> </ul>	6	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <p>1. The instructor and students introduce themselves.</p> <p>2. Discuss and explain</p> <ul style="list-style-type: none"> <li>- Course syllabus</li> </ul>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<ul style="list-style-type: none"> <li>- Course objectives</li> <li>- Overview of each week teaching and studying activities</li> <li>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</li> </ul> <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><b>Assessment</b></p> <p>Question and answer</p>	<p>-Course Material</p> <p><b>“Chinese for Daily Communication”</b></p>
4-5	<p><b>Chapter 2: Where do you study?</b></p> <ul style="list-style-type: none"> <li>- University activities</li> <li>1. Vocabulary</li> <li>2. Grammar</li> <li>3. Idiom</li> <li>4. Culture</li> </ul>	6	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. The instructor and students introduce themselves.</li> <li>2. Discuss and explain</li> </ol> <ul style="list-style-type: none"> <li>- Course syllabus</li> <li>- Course objectives</li> <li>- Overview of each week teaching and studying activities</li> <li>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</li> </ul>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>-Course Material</li> </ul> <p><b>“Chinese for Daily Communication”</b></p>



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			<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><b>Assessment</b> Question and answer</p>	
6-7	<p><b>Chapter 3: How much is the apples?</b></p> <p>- Ordering food</p> <ol style="list-style-type: none"> <li>1. Vocabulary</li> <li>2. Grammar</li> <li>3. Idiom</li> <li>4. Culture</li> </ol>	6	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. The instructor and students introduce themselves.</li> <li>2. Discuss and explain <ul style="list-style-type: none"> <li>- Course syllabus</li> <li>- Course objectives</li> <li>- Overview of each week teaching and studying activities</li> <li>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</li> </ul> </li> </ol> <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><b>Assessment</b> Question and answer</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>-Course Material “Chinese for Daily Communication”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
8	<b>Chapter 3: Where does he stay?</b> - Direction 1. Vocabulary 2. Grammar 3. Idiom 4. Culture - Midterm	3	<b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b> 1. The instructor and students introduce themselves. 2. Discuss and explain - Course syllabus - Course objectives - Overview of each week teaching and studying activities - Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester. Using WBSC –LMS for downloading class material or quiz, exam) and discuss on problems, obstacles and suggestion for conducting the course. 3. Discuss to find conclusion about the course assessment. <b>Assessment</b> Question and answer	<b>All Material can be downloaded from WBSC-LMS</b> - TQF 3 - PPT Slide -Course Material <b>“Chinese for Daily Communication”</b>
9-10	<b>Chapter 5: Is your car new or old?</b> - Feeling expression - Transportation and vehicles 1. Vocabulary 2. Grammar 3. Idiom 4. Culture	6	<b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b> 1. The instructor and students introduce themselves. 2. Discuss and explain - Course syllabus - Course objectives	<b>All Material can be downloaded from WBSC-LMS</b> - TQF 3 - PPT Slide -Course Material <b>“Chinese for Daily Communication”</b>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>- Overview of each week teaching and studying activities</p> <p>- Teaching and studying form to serve New Normal situation (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><b>Assessment</b></p> <p>Question and answer</p>	
11-12	<p><b>Chapter 6: How many staff are there in your company?</b></p> <p>- Company issues</p> <p>- Family members and relatives</p> <ol style="list-style-type: none"> <li>1. Vocabulary</li> <li>2. Grammar</li> <li>3. Idiom</li> <li>4. Culture</li> </ol>	6	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. The instructor and students introduce themselves.</li> <li>2. Discuss and explain</li> </ol> <p>- Course syllabus</p> <p>- Course objectives</p> <p>- Overview of each week teaching and studying activities</p> <p>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</p>	<p>All Material can be downloaded from WBSC-LMS</p> <p>- TQF 3</p> <p>- PPT Slide</p> <p>-Course Material</p> <p><b>“Chinese for Daily Communication”</b></p>

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			<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><b>Assessment</b> Question and answer</p>	
13-14	<p><b>Chapter 7: What time is it now?</b></p> <ul style="list-style-type: none"> <li>- Date and Time</li> <li>- Daily activity schedule</li> </ul> <ol style="list-style-type: none"> <li>1. Vocabulary</li> <li>2. Grammar</li> <li>3. Idiom</li> <li>4. Culture</li> </ol>	6	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. The instructor and students introduce themselves.</li> <li>2. Discuss and explain <ul style="list-style-type: none"> <li>- Course syllabus</li> <li>- Course objectives</li> <li>- Overview of each week teaching and studying activities</li> </ul> </li> <li>- Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester.</li> </ol> <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><b>Assessment</b> Question and answer</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>-Course Material</li> </ul> <p><b>“Chinese for Daily Communication”</b></p>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
15	<b>Chapter 8: Chinese Weather</b> - Climate and seasons 1. Vocabulary 2. Grammar 3. Idiom 4. Culture	3	<b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b> 1. The instructor and students introduce themselves. 2. Discuss and explain - Course syllabus - Course objectives - Overview of each week teaching and studying activities - Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study will be applied during the semester. Using WBSC –LMS for downloading class material or quiz, exam) and discuss on problems, obstacles and suggestion for conducting the course. 3. Discuss to find conclusion about the course assessment. <b>Assessment</b> Question and answer	All Material can be downloaded from WBSC-LMS - TQF 3 - PPT Slide -Course Material <b>“Chinese for Daily Communication”</b>
16	<b>Final Examination</b>		<b>Assessment</b> Final Examination	

## 2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3, 1.4	- Punctuality and responsibility - Class participation	1-15	10% 10%

	4.1, 4.2	- Chapter exercise, and quiz		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 Careers

#### 2. Documents and important information

1	北京大学中文系现代汉语教研室 2019. 现代汉语（重排本）. 北京. 商务印书馆 .
2	玉馨 2019. 商务汉语 900 句. 对外经贸大学出版社.
3	曹文 2019. 汉语语音教程. 北京. 北京语言大学出版社 .

#### 3. Documents and recommended information

- Emergency talk 2019. Li Shujuan – Beijing. Sinolingua.
- [www.thai.cri.cn](http://www.thai.cri.cn)
- [www.baidu.com](http://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