



Course Specification

Course Digital literacy

Course Code4000113.....

Semester ... 2... 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

4000113 Digital Literacy

2. Number of credits

3(2-2-5 (Lecture-Lab-Self-Study)

3. Curriculum and type of subject

3.1 Type of Subject General Education

4. Responsible faculty members

4.1 course coordinator..... Mr. Kraisak Phikul

4.2 Instructors..... Mr. Kraisak Phikul.....

5. Semester / year of study

Semester 2 Academic year 2020 / Student Year 3 Section : Q1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

15 November 2020

Section 2 Aims and Objectives

1. Aims of the Course

- 1.1 To be realize, understand the value of using digital creatively
- 1.2 To be knowledgeable about digital access and digital principles for work and daily life
- 1.3 Be able to explain the theory of digital access and digital principles for work and daily life
- 1.4 To enable students to use knowledge and understanding to solve problems in various situations appropriately
- 1.5 To analyze and apply digital understanding and application appropriately according to the 21st century

2. Objectives of Course Development/Modification

Develop learning management processes based on the concepts of creative intellectual learning that focuses on the active Learning process, allowing students to connect knowledge or create knowledge for themselves with hands-on practice through learning media and applications both in a class, assignment lessons and the evaluation stage

Section 3: Course Description and Implementation

1. Course Description

Digital literacy concept, rights and responsibilities, digital media access, digital communication, digital security, digital media understanding, digital society practices, digital health and wellness, digital commerce, digital law and future digital technology.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
30 hours	-	30 hours	75 hours

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

- 3.1 Online consulting
- 3.2 Online advance appointment for consulting
- 3.3 Consulting 1 hour a week.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

1.1 Learning Outcome of Morality and Ethics

○ 1.1.1 There is Thai values in term of morality, ethics, patriot, honesty, discipline, good ideology, gratefulness, respect and preserve Thai culture

● 1.1.2 Public consciousness such as dedication, public concern, cooperation

1.2 Teaching Strategies of Learning Development in Morals and Ethics

1.2.1 To Insert those learning outcome of morality and ethics throughout the course with problem based learning and case study. Besides, the teaching methods.

1.2.2 Focus group activity to enhance this learning outcome.

1.2.3 Lecturer has to be the good example of being moral and ethical

1.2.4 Add the content of morality, ethics, service mind, and responsibility throughout the course.

1.3 Evaluation Strategies for Learning Outcome of Morals and Ethics

1.3.1 To apply Rubrics scoring criteria to measure according to actual conditions

1.3.2 Students' disciplines such as punctuality of class and assignment, participation in class and behavior observation

1.3.3 Students 'responsibilities on assigned tasks

1.3.4 Student's mindset and behavioral change in a better way

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

○ 2.1.1 To have worldwide knowledge to be a complete human being

● 2.1.2 To have knowledge, understanding and digital using to integrate knowledge in other related sciences

● 2.1.3 To apply knowledge Understanding and digital using to bring into daily life.

2.2 Teaching Strategies for Learning Development of Knowledge

2.2.1 Encourage students to gain knowledge and understanding by themselves with the emphasis on active learning with student center, class discussion, focus group, self-study through internet and Medias

2.2.2 Use the case study for explanation and demonstration through Medias

2.2.3 Individual and group assignment and project based learning

2.3 Evaluation Strategies for Learning Outcome of Knowledge

- 2.3.1 Pre-Test and Post-test
- 2.3.2 Class Discussion
- 2.3.3 Quiz
- 2.3.4 Practice
- 2.3.5 Achievement of project
- 2.3.6 In class presentation
- 2.3.7 Final Examination

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

- 3.1.1 To be able to seek for lifelong learning in order to develop themselves continuously
- 3.1.2 Design learning activities by instructors to analyze digital using appropriately
- 3.1.3 Understanding and digital using properly according to the 21st century learning guidelines

3.2 Teaching methods

- 3.2.1 Continuously build up the questions in class
- 3.2.2 Active learning, group discussion, focus group
- 3.2.3 Project based learning with use of skills of searching, analysis, and evaluation. Besides, this project need to use problem based learning, case study, focus group and group discussion
- 3.2.4 To suggest informational sources and methods to choose the reliable ones to be used in the project and self-study such as documents, organization, printed media, electronic media

3.3 Evaluation methods

- 3.3.1 Evaluation of the actual situation during the activities that promote intellectual skills
- 3.3.2 Evaluation of work pieces in various forms, including the project report assigned
- 3.3.3 Question-Answer during the class
- 3.3.4 Mid-term and final examination

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

- 4.1.1 Awareness of rights their roles and duties as well as understanding, appreciating and respecting the rights of others
- 4.1.2 Valuable citizenship and responsible for Thai society and the world society.

- **4.1.3** Having skills in coordinating cooperation in team work Leadership and good followers have good human relations. Have skills in solving social problems such as perceiving problems Understanding the problem sorting priority of problems and seek solutions to peaceful problems

4.2 Teaching methods

4.2.1 Design learning activities by instructors to analyze learning behavior and results Learning skills, interpersonal relationships and responsibilities to cover according to the distribution map

Responsibilities, standards, learning outcomes and design for learning activities with learning activities such as organizing participatory teaching activities to create mutual cooperation and responsibility

4.2.2 Teaching and learning management that focuses on group activities in case studies, discussion of teaching by problem solving

4.2.3 Manage teaching by assigning work as a group and use the group work process with sacrifice

4.3 Evaluation methods

4.3.1 Evaluation of participation in group activities and team work

4.3.2 Observation of behavior, expression, sacrifice and volunteer spirit during participation in group activities

4.3.3 Evaluation of the success of the assigned project that shows the determination Divide roles, responsibilities, volunteerism, sacrifice and mutual support.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

- **5.1.1** To have knowledge in using media and information knowingly
- **5.1.2** To have skills in calculating Numerical and logical analysis
- **5.1.3** To have skills in using computers and various technology media in work

5.2 Teaching methods

5.2.1 Design learning activities by instructors to analyze learning behavior and results Learn about numerical analysis skills, communication and use of technology to cover maps, distribution of responsibilities, standards, learning outcomes and design of learning activities with learning activities, such as organizing teaching and learning activities to recognize various situation analysis From case studies and examples from various information and media Organize learning activities through online

media in order to have computer application and various technology media. In reporting or project assignment

5.2.2 Manage teaching that emphasizes logical thinking based on reason and effect

5.2.3 Focus on using technology in a variety of ways to organize learning activities such as creating communication channels between instructors and learners through online media using e-Learning in the Flipped classroom where students can learn and review lessons. Study and research on their own both before and after lessons that need to be attended by the instructor

5.2.4 Promoting the application of numerical analysis Logical thinking Reasonableness based on facts Data analysis Speaking and writing communication for reporting various contents according to the requirements in the course by using information technology in the preparation of reports or projects that study

5.3 Evaluation methods

5.3.1 To use question-answer related knowledge during learning management.

5.3.2 Class assignment

5.3.3 Evaluate from assigned projects or work pieces assigned to use knowledge and skills in using various technology media. Engage in the creation of works and communications throughout the presentation with various types of technology media appropriately.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
1	Module 1: Orientation 1.1 subject objective 1.2 evaluation plan 2. Digital literacy theory 2.1 understand of digital using 2.2 Digital literacy	4	Teaching & Learning Activities 1. Introduction Purpose of Teaching and Evaluation 2. Describe and discuss students' issues related to the subject. 3. Assign students to create a Mind Map. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1. Online class 2.Group discussion 3.Behavioral observation 4.Class participation Note: This section can be designed as online class

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
	framework 2.3 Benefits of understanding skills And using digital			
2	Module 2: Digital understanding What is digital media? 2.1 history and meaning of digital media 2.2 Composition of digital media 2.3 Digital media trend 3. Type of digital media 4. Digital literacy 5. Understanding of information 6. Learning skill and innovations 7. Presentation tools in digital age	4	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media: 1. Suan Dusit website 2. WBSC 3. Power point 4. Computer	1. Observation 2. In class presentation 3. The assigned work 4. Class participation
3	Module 3 Digital media assessment 1. Digital media channels 1.1 Offline 1.2 Online	4	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of	1. Observation 2. In class presentation 3. The assigned work 4. Class participation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
	2. Internet and Digital media 2.1 Internet 2.2 Internet network equipment 3. Search engine 4. Searching technique		yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	Note: This section can be designed as online class
4	Module 4 Communications in digital age 1. Communication principles 2. Communication types 3. Communication tools 3.1 Hardware Computer, tablet, mobile 3.2 Software application, program 4. Communication benefits in digital age	4	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1. In class presentation 2.Role play 3.Behavior observation 4.Practice
5	Module 5 Digital Social media 1. Impact and protection from social media	4	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies.	1.Exercise 2.Assigned work Note: This section can be

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
	2. Social bullying in social media 3. Guidelines for online social media disaster 4. Best practices in using online social media 5. Social media bullying case study		3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	designed as online class
6	Module 6 Rights and responsibilities, concepts of rights and liberties, rights on digital media in the digital age	4	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1. Behavior observation 2. Presentation
7	Module 7 Digital security 1. meaning of Digital security 2. Information security components 3. Information	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of	1.Discussion 2. In class presentation Note: This section can be designed as online class

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
	security tools 4. Data recovery 5. Practice to protect yourself from Threat		yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	
8	Module 8 Digital media laws	6	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1.In class discussion 2.Group discussion 3.Behavioral observation 4.Class participation 5.Assigned VDO clip 6.Practice
9	Module 9 Digital commerce 1. meaning of Digital commerce 2. Type of Digital commerce 3. Commerce electronic	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student	1.In class presentation 2.Group discussion 3.Behavioral observation 4.Class participation 5.Presentation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
			development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer 5. Personal mobile	Note: This section can be designed as online class
10	Module 10 Good health in digital age 1. Health problems arising from Computers using and electronics 2. Guidelines for prevention and mitigation From the computers using and equipment electronics	6	Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1.Presentation in class 2.Assignd activity 3. Behavior observation Note: This section can be designed as online class
11	Module 11 Future digital technology - 5G - VR - Chatbot - Technolog y trend	4	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class.	1.Evaluate from the project 2.Behavioral and discussion observation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
			Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	
12	Module 12 Microsoft word	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1.In class presentation 2.Group discussion 3.Behavioral observation 4.Class participation Note: This section can be designed as online class
13	Module 13 Microsoft excel	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class.	1.In class presentation 2.Group discussion 3.Behavioral observation 4.Class participation Note: This section can be designed as

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
			Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	online class
14	Module 14 Microsoft Power Point	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media: 1.Suan Dusit website 2. WBSC 3. Power point 4. Computer	1.In class presentation 2.Group discussion 3.Behavioral observation 4.Class participation Note: This section can be designed as online class
15	Module 15 Using applied data	6	Teaching and learning activities Teaching and learning activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Group work: Brainstorm and discuss about strong point and weak point of yourself into mind map. 4. Group work: Brainstorm about student development activities. Present in class. Instructional Media:	1.In class presentation 2.Group discussion 3.Behavioral observation 4.Class participation Evaluate the assigned project

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Evaluation
			1.Suan Dusit website 2. WBSC 3. Power point 4. Computer 5. Info graphic	

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1.1, 1.1.3, 2.1.1, 2.1.4, 2.1.5, 3.1.1, 3.1.3, 3.1.5, 4.1.1, 4.1.2, 4.1.3, 5.1.1, 5.1.3, 5.1.4	1.Behavior, disciplines, responsibility, class participation	1-15	10
2	2.1.4, 2.1.5, 3.1.3, 3.1.5	1. Behavior, disciplines, responsibility, class participation 2.Knowledge, skill, integration, informational search skill and implementation 3. Project presentation and effectiveness	1-15	30
3	1.1.2, 2.1.2, 2.1.3, 3.1.2, 3.1.3, 4.1.1, 4.1.3, 5.1.1, 5.1.3	Midterm Examination	8	20
4	1.1.2, 2.1.2, 2.1.3, 3.1.2, 3.1.3, 4.1.1, 4.1.3, 5.1.1, 5.1.3	Final Examination	After week 15	30
5	2.1.3, 3.1.1	English Discovery	All	10

Evaluation

- Attendance and Participation 10 %
- Activities & Assignments 20 %

- Participation of Practical Classes 10 %
 - Mid-Term Examination 20%
 - Final Examination 30 %
 - English Discovery 10 %
- Total 100 %**

Section 6 Teaching Materials and Resources

1. Texts and main documents

Library Study Mart. (2017). **Digital Literacy**. Retrieved May 15,2019. Available from: https://www.westernsydney.edu.au/__data/assets/pdf_file/0009/1105398/eBook_-_Digital_literacy.pdf.

2. Documents and important information

1	Digital Literacy Thailand. (2560). หลักสูตรการเข้าใจดิจิทัล.สืบค้นเมื่อ2560, ธันวาคม 62, เข้าถึงได้จาก: http://dlthailand.org/dl-curriculum/curriculum/ .
2	Mike Ribble. (2015). Digital Citizenship in Schools. International Society for Technology in Education.

3. Documents and recommended information

1	American Library Association. (2012). Digital Literacy, Libraries, and Public Policy . Retrieved2017,January4. Available from: http://www.districtdispatch.org/wp-content/uploads/_OITP_digilitreport_1_22_13.pdf .
2	Innovation and Business Skills Australia.(2013). Digital Literacy and e-skills: Participationin the digital economy . Retrieved2017, January4. Available from: https://www.ibsa.org.au/.sites/default/files/media/Digital%20Literacy%20and%20eskills%20Executive%20Summary_0.pdf .
3	Karpati, A. (2011). Digital Literacy in Education . Retrieved2017, January4. Available from: http://iite.unesco.org/pics/publications/en/files/3214688.pdf .
4	Ministry of Education, Office of the Basic Education Commission. (2010). Digital Literacy World-class Standard School . (In Thai). Bangkok: Agricultural Cooperatives Community of Thailand.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review
- Student's online evaluation and feedback

3. Improvement of teaching methods

- Interview students about teaching methods
- Get the online evaluation finding to improve teaching methods
- Increase general knowledge, skills, and teaching competency
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Overall results

5. Review and improvement for better outcome

- Review and improve the teaching methods in every term.
- Improve this course every 4 years or as suggested from the academic revision meeting