

Program

Course Title	Mahidol University International College
Course Code	Division

### **TQF 3 Course Specifications**

#### Section 1 General Information

1. Course code and course title

Thai ICTB 323 การออกแบบสิ่งอำนวยความสะดวกในธุรกิจการบริการ /

ICIH 322 การออกแบบสิ่งอำนวยความสะดวกในธุรกิจการบริการ /

ICIH 418 การออกแบบสิ่งอำนวยความสะดวกในที่พัก

English ICTB 323 Hospitality Facilities Design /

ICIH 322 Hospitality Facilities Design /

ICIH 418 Lodging Facility Design

- 2. Number of credits 4 (3-2-7)
- 3. Program and type of subject
  - 3.1 Program Bachelor Management Program in Travel and Service Business

Entrepreneurship /

Bachelor of Management in International Hospitality Management /

Bachelor of Business Administration

- 3.2 Type of Subject Elective Course
- 4. Course Coordinator and Course Lecturer
  - 4.1 Course Lecturer Dr. Sarinya Sungkatavat (SYS)
- 5. Trimester/ Year of Study
  - 5.1 Trimester 1 of every academic year
  - 5.2 Course Capacity Approximately 30 students
- 6. Pre-requisite ICHI 202 Introduction to Tourism and Hospitality Management /

ICHT 232 Introduction to Hospitality and Tourism Industry

7. Co-requisites N/A



Program	งอาดอง	
Course Title		Mahidol University International College
Course Code		Division

#### Section 2 Goals and Objectives

#### 1. Course Goals

To explore and understand the relationships between different types of hospitality facilities and their design; and to develop the ability to analyze the needs of customers, trends, and other related factors and propose design solutions for hospitality facilities

- 2. Objectives of Course Development/Revision
  - 2.1 Course Objectives

At the end of this course, students will be able to understand/gain/acquire:

- Understand fundamental of hospitality facility design and layout emphasizing different types of lodging
- Understand basic of architectural plan reading and specifications
- Understand phases in planning and design process
- Understand how to communicate with professional designers
- Understand paths among functional areas and facilities in hotel
- Recognize possible key factors, theme or concept, and environmental trends influencing hotel and facilities design
- 2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

- 1. CLO1 Integrate knowledge from travel and related service business fields so as to enhance understanding of hospitality facilities design for the industry (2.2)
- 2. CLO2 Apply systematic thinking and research techniques to provide appropriate hospitality facilities design solutions to problems within the travel and related service businesses (2.4)



Program		

Course Title	Mahidol University International College
Course Code	Division

- 3. CLO3 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems related to facilities design for the travel and related service businesses (4.3)
- 4. CLO4 Demonstrate an ability to effectively and appropriately communicate with people from different backgrounds when giving presentations, making summaries, and giving conclusions related to facilities design in the travel and related service businesses (5.2)

### Section 3 Course Management

#### 1. Course Description

(Thai) ความเข้าใจพื้นฐานของการออกแบบและการวางผังของที่พักประเภทต่างๆ;
ความเข้าใจพื้นฐานของการอ่านแบบทางสถาปัตยกรรม รวมทั้งวิธีการสื่อสารกับนักออกแบบมืออาชีพ;
การสำรวจรูปแบบโฟลว์และความสัมพันธ์ของพื้นที่ใช้สอยและสิ่งอำนวยความสะดวกต่างๆ (โดยการใช้ Bubble Diagram); เข้าใจขั้นตอนในการวางแผนและการออกแบบ และความตระหนักถึงปัจจัยสำคัญที่เกี่ยวข้อง รูปแบบ หรือแนวคิด และแนวโน้มต่างๆที่มีอิทธิพลต่อการออกแบบสิ่งอำนวยความสะดวกในธุรกิจการบริการ (English) Understanding fundamental of hospitality facility design and layout emphasizing different types of lodging; basic understanding of architectural plan reading and specifications as well as how to communicate with professional designers; exploring flow patterns and relationships among functional areas and facilities (using Bubble Diagram); understanding phases in planning and design process; and recognizing possible key factors, theme or concept, and trends influencing hospitality facilities design

#### 2. Credit hours per trimester

Lecture	Laboratory/field	Self-study
(Hour(s))	trip/internship	(Hour(s))
	(Hour(s))	





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

Instructors provide 2 office hours per week for counseling session for individuals or group of students. And at students' request within the working week (Monday-Friday).



Course Title	Mahidol University International College
Course Code	Division

#### Section 4 Development of Students' Learning Outcome

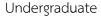
- 1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

  By the end of the course, students will be able to
  - 1. CLO1 Integrate knowledge from travel and related service business fields so as to enhance understanding of hospitality facilities design for the industry
  - 2. CLO2 Apply systematic thinking and research techniques to provide appropriate hospitality facilities design solutions to problems within the travel and related service businesses
  - 3. CLO3 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems related to facilities design for the travel and related service businesses
  - 4. CLO4 Demonstrate an ability to effectively and appropriately communicate with people from different backgrounds when giving presentations, making summaries, and giving conclusions related to facilities design in the travel and related service businesses
- 2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course	Teaching methods	Evaluation Methods
Code		
CLO1	Lecture, Discussion, Demonstration, Field trip	Project, Presentation, Written Test
CLO2	Discussion, Group Project	Participation and Discussion,
		Project, Presentation



Program		
Course Titl	e	Mahidol University International College
Course Cod	de	Division
CLO3	Lecture, Discussion, Field trip, Research, Project	Participation and Discussion,
		Project, Presentation, Written Test
CLO4	Lecture, Discussion, Field trip, Case Study, Project	Participation and Discussion,
		Project Presentation Written Test





#### 3. TEN CODES OF ETHIC - UNWTO

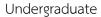
The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels

- 1) Fundamental rules and regulations- Following MUIC students' code of conduct, academic integrity and honesty;
- 2) Professionalism;
- Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
- Specific industry professionalism (Hotel & Restaurant, MICE& Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions);

This subject serves code of ethics level 1, 2 and 3 by

- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams.
- 3) Incorporating into teaching content and the assignment/written exam/team project evaluations whether students apply ethical and sustainability concepts and ideas into their strategic recommendation/solutions.





Program	<b>เพียาลัยม</b>	
Course Title		Mahidol

Mahidol University International College

Division.....

### Section 5 Teaching and Evaluation Plans

### 1. Teaching plan

Course Code.....

Understanding fundamental of hospitality facility design and layout emphasizing different types of lodging; basic understanding of architectural plan reading and specifications as well as how to communicate with professional designers; exploring workflow patterns with functional areas and facilities; understanding phases in planning and design process; and recognizing possible key factors, theme or concept, and trends influencing hospitality facilities design

	Торіс	Number	of Hours		Lecturer
Week		Lecture Hours	Lab / Field trip Hours	Teaching Activities/ Media	
1	<ul><li>Course Introduction</li><li>Types of lodging and hospitality properties</li><li>Characteristics of each property</li></ul>	4	-	Lecture, Discussion	SYS
2	<ul> <li>Exploration of hospitality property design</li> <li>Basic facilities and optional facilities of different types of lodging and hospitality property</li> </ul>	4	-	Lecture, Discussion, Demonstrate, Problem Solving	SYS
3	<ul><li>Characteristics of each hospitality facilities</li><li>Exploration of hospitality facilities design</li></ul>	4	-	Lecture, Discussion, Demonstrate	SYS
4	<ul><li>Concept and Theme Design</li><li>Exploration of hospitality property design and hospitality facilities design</li></ul>	4	-	Lecture, Discussion, Demonstrate, Show & Tell, Simulation, REVSIM Program	SYS
5	<ul> <li>Basic architectural plan reading and specifications</li> <li>Bubble Diagram (Relationships of functional areas and facilities)</li> </ul>	4	-	Lecture, Discussion,  Demonstrate, Problem  Solving, Simulation, REVSIM  Program	SYS
TBA	• Field trip 1: Visiting Lodging Property (Bangkok area)	6	-	Field Trip	SYS
6	<ul><li>Exploration of hospitality property design and hospitality facilities design</li><li>Bubble Diagram Workshop</li></ul>	4	-	Lecture, Discussion, Problem based learning, Demonstrate, Show & Tell, Simulation, REVSIM Program	SYS





Program

Course Title	Mahidol University International College
Course Code	Division

TBA	Lodging Property and Facilities Project Design	-	8	Workshops	SYS
7	Project Presentation	4	-	Problem based learning, Simulation, REVSIM Program	SYS
8	<ul> <li>Exploration of hospitality property design and hospitality facilities design</li> <li>Design process and project planning</li> </ul>	4	-	Lecture, Discussion, Research, Peer Teaching, Simulation, REVSIM Program	SYS
9	<ul><li>Keys factors influencing Design</li><li>Design Workshop</li></ul>	4	-	Lecture, Discussion, Research, Peer Teaching, Simulation, REVSIM Program	SYS
TBA	Field trip 2: Visiting Lodging Property (Outside  Bangkok area)	6	-	Field Trip	SYS
10	<ul><li>Key environmental trends influencing Design</li><li>Design Workshop</li></ul>	4	-	Lecture, Discussion,  Demonstrate, Show & Tell,  Simulation, REVSIM Program	SYS
TBA	Guest Room Design and Model Creation	-	8	Workshops	SYS
11	Presentation of hospitality facilities design	3	-	Presentation, Discussion	SYS
12	<ul> <li>Presentation of hospitality facilities design (Continue)</li> <li>Course conclusion</li> <li>In-class Written Test</li> </ul>	3	-	Problem based learning, Show & Tell	SYS
	Total	36	24		

### 2. Plan for Assessing Course Learning Outcomes

- 2.1 Assessing and Evaluating Learning Achievement
  - a. Formative Assessment

Give feedbacks on the students' draft on their design projects during the workshops to help students identify the area of improvement.

#### b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio
Learning Outcomes	7 Issessment Methods	(Percentage)





Ρ	ro	σr	a	m
	-	ς ι	а	

Course Title	Mahidol University International College
Course Code	Division

CLO1 Integrate knowledge from all hospitality-related fields so	Project and Presentation	10	20
as to enhance understanding of the hospitality facilities design	Written Test	10	20
CLO2 Demonstrate an ability to effectively communicate and	Participation and Discussion	10	
interact with team members when making discussion or making	in Class and Workshop		20
design decisions for hospitality property and facilities	Project and Presentation	10	
CLO2 Utiliza research appreaches, displaying various techniques	Participation and Discussion	10	
CLO3 Utilize research approaches, displaying various techniques	in Class and Workshop	10	30
in order to come up with appropriate design solutions for	Project and Presentation	10	30
hospitality property and facilities	Written Test	10	
	Participation and Discussion	10	
CLO4 Propose creative innovations for hospitality facilities	in Class and Workshop	10	
design from using current knowledge, skills, and experiences in	Project and Presentation	10	30
the international hospitality industry	Written Test	10	
Total			100

## 1. Participation in Class and Workshops

30%

Your active participation and interaction with the lecturer and classmates is very important. Please ensure that you are well prepared for each class and that you enthusiastically contribute to the class discussion.

Assessment	Excellent	Good	Fair	Very poor	Fail
Criteria	(A)	(B to B+)	(C to C+)	(D to D+)	(F)
Participation	Often participated	Sometimes	Occasionally	Rarely participated	<b>Never</b> participated
in class	in class activities,	participated in	participated in	in class activity;	in class activity;
discussion	answered	class activities,	class activity;	rarely responded to	did not respond
	questions and	and answered	responded to	teacher questions.	to teacher
	posed thoughtful	questions when	teacher questions.		questions.
	questions without	called upon by			
	teacher	teacher.			
	prompting.				



Pi	ro	gr	a	m

Course Title	Mahidol University International College
Course Code	Division

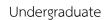
Expressed	Frequently	Sometimes	Occasionally	Rarely expressed	<b>Never</b> expressed
opinions &	expressed own	expressed ideas	expressed ideas	ideas and opinions.	ideas and
ideas	ideas and	and opinions and	and opinions.		opinions.
	opinions and	showed some			
	showed creative	creative and			
	and analytical	analytical skills.			
	skills.				

Total for this assessment to be added to other subject assessments to give an overall grade for the subject from A-F.

## 2. Projects 30%

You will be given assignments on various topics of event management. You will need to demonstrate your understanding in the purposes, format of these documents, and use appropriate language, tone and style.

Assessment	Excellent	Good	Fair	Very poor	Fail
Criteria	(A)	(B to B+)	(C to C+)	(D to D+)	(F)
Content	Demonstrate excellent understanding of the topic;	One part of the document may be incomplete or incorrect.	Two parts of the document may be incomplete or incorrect A few important details may be missing.	Understanding of the topic is incomplete or incorrect.; Some important details may be missing.	The response is mostly incomplete or incorrect. The writer does not use formal language or else uses it inconsistently. Important or essential details are omitted.
Grammar,	Few or no errors	Minor errors in	Several errors in	The document is	The document is
Usage,	in mechanics, usage, grammar,	mechanics, usage, grammar, or	mechanics, usage, grammar or spelling,	difficult to understand	very difficult to understand





Ρ	ro	gr	a	m	١
•		∍.	~	٠.	٠

Course Title	Mahidol University International College
Course Code	Division

Mechanics	or spelling;	spelling; sentences	some hinder	because of errors	because of errors
and Spelling	sentences are	are mostly jargon-	understanding.	in mechanics,	in mechanics,
	free of jargon;	free, complete and	Sentences may	usage, grammar or	usage, grammar,
	complete and	understandable	contain jargon or are	spelling.	spelling, excessive
	easy to		too long.	Sentences are too	jargons and
	understand			long or contain	incomplete
				jargons.	sentences.

## 4. Presentation 10%

Students will be assigned topics for presentation; they will need to create a logical structure, include relevant ideas and information, and conduct the presentation in a confident, professional manner.

Assessment	Excellent	Good	Fair	Very poor	Fail
Criteria	(A)	(B to B+)	(C to C+)	(D to D+)	(F)
Content	Tight and clearly-	Topic is	Topic needs more	Topic lacks	Absence of
	focused topic;	adequately	focus; Fair amount	relevance and focus;	relevance and
	Use of accurate	focused and	of inaccuracy in	Distractive amount	focus in topic;
	information;	relevant; Minor	the information;	of inaccuracy in	Information does
	Research from a	inconsistency and	Research from a	information;	not support the
	wide variety of	inaccuracy in	few legitimate	Research lacks	message in any
	legitimate	information;	resources	legitimate resources	way; no evidence
	resources	Research from an			of valid research
		adequate amount			
		of legitimate			
		resources			
Organization	Extremely well-	Generally well-	Somewhat	Poor organization;	Absence of
	organized; clear	organized; mostly	organized; a few	many ideas are not	organization; a lack
	and logical	clear and logical	ideas are not	presented in proper	of proper





Program	٦
---------	---

Course Title	Mahidol University International College
Course Code	Division

		-			
	sequence of	order of ideas;	presented in	order; most parts of	sequence of ideas;
	ideas; the	the presentation	proper order;	the presentation are	the presentation is
	presentation is	is generally clear	some parts of the	wordy or unclear	not intelligible
	clear and concise	and	presentation may		
		understandable	be wordy or		
			unclear		
Creativity	Excellent use of	Use of some	Not very	The presentation is	Use of
	interesting	interesting	successful	generally flat and	inappropriate
	techniques to	techniques to	attempts to use	dull.	techniques which
	enhance	enhance	creative		produce negative
	presentation and	presentation and	techniques, but		effects for the
	capture	capture	attempts		presentation
	audience's	audience's	nonetheless.		
	attention	attention			
Grammar,	Few or no errors	Minor errors in	Several errors in	The document is	The document is
Usage,	in mechanics,	mechanics, usage,	mechanics, usage,	difficult to	very difficult to
Mechanics	usage, grammar,	grammar, or	grammar or	understand because	understand
and Spelling	or spelling;	spelling;	spelling, some	of errors in	because of errors
	sentences are	sentences are	hinder	mechanics, usage,	in mechanics,
	free of jargon;	mostly jargon-	understanding.	grammar or spelling.	usage, grammar,
	complete and	free, complete	Sentences may	Sentences are too	spelling, excessive
	easy to	and	contain jargon or	long or contain	jargons and
	understand	understandable	are too long.	jargons.	incomplete
					sentences.
Delivery	Maintain good	Maintain	Occasional lapses	Poor eye contact;	Lack of eye
	eye contact	reasonable eye	in eye contact; lack	weak presence; poor	contact; lack of
	throughout;	contact;	of confidence at	delivery makes	presence; voice
	positively	reasonably	times; weak	some parts of the	level is almost
	confident	confident	delivery a few	presentation difficult	inaudible; bad
	presence; very	presence; voice	parts of the	to understand;	articulation, slangs
	good voice level;	level is mostly	presentation	diction, and use of	or fillers make the
	clear articulation	good; speaks with	unclear; unclear	slang prevents the	presentation
	1	1	l	1	l





P	ro	σr	٦,	m
Г	ΙO	શ	а	Ш

Course Title	Mahidol University International College
Course Code	Division

	and proper	satisfactory	diction with	audience from	difficult to
	language	pronunciation	occasional fillers	understanding the	understand
				presentation	
Time control	Just in time or	1 minute over	2 - 3 minutes over	4-5 minutes over	Over 5 minutes
	slightly under	time	time	time	
	time				

## 5. Written Test

30%

**Written test** will be conducted to evaluate students' understanding and application of knowledge of key concepts and principles.

Assessment	Excellent	Good	Fair	Very poor	Fail
Criteria	(A)	(B to B+)	(C to C+)	(D to D+)	(F)
Critical	Has demonstrated	Has demonstrated	Has demonstrated	Has demonstrated a	Cannot
Thinking	excellent ability	good ability to	some ability to	few ability to	demonstrate an
	to synthesize or	synthesize or	synthesize or	synthesize or	ability to
	analyze previous	analyze previous	analyze previous	analyze previous	synthesize or
	information and	information and	information and	information and	analyze previous
	present a logical	present a logical	present a logical	present a logical	information and
	and cohesive	and cohesive	and cohesive	and cohesive	present a logical
	response	response	response	response	and cohesive
					response
Quality of	None to nearly to	A few spelling or	Some spelling or	A lot of spelling or	Significant spelling
Written	none spelling or	grammatical	grammatical	grammatical	and grammatical
Communicati	grammatical	mistakes and the	mistakes and the	mistakes and the	mistakes and the
on	mistakes and the	contents contains	contents contain	content are not	contents do not
	contents contains	relevant	somewhat		contain any





Р	ro	σr	'n	m
	ı	ĸι	а	

Course Title	Mahidol University International College
Course Code	Division

	highly relevant	information to the	relevant	relevant to the	relevant
	information to the	question.	information to the	question.	information to the
	question.		question.		question.
Quality of	Show	Show	Show some	Many incomplete	Incomplete
response to	completeness	Completeness	completeness,	ideas.	ideas.
questions	and an ability to	and an ability to	demonstrate	Demonstrate only a	Demonstrate too
	highly synthesize	synthesize some	some relating	few	few
	literature.	relating literature.	knowledge/conce	knowledge/concept	knowledge/conce
	Demonstrate	Demonstrate	pt of subject area	of subject area of	pt of subject area
	knowledge/conce	knowledge/conce	of study	study.	of study.
	pt of subject area	pt of subject area			
	of study and	of study and			
	expertise in the	expertise in the			
	area.	area.			

# (2) Grading System

For Grade A - F <b>Grade</b>	Achievement	Final Score (% Range)	GPA
А	Excellent	90-100	4.0
B+	Very good	85-89	3.5
В	Good	80-84	3.0
C+	Fairly good	75-79	2.5
С	Fair	70-74	2.0
D+	Poor	65-69	1.5
D	Very Poor	60-64	1.0
F	Fail	Less than 60	0.0



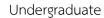
Program	
Course Title	Mahidol University International College
Course Code	Division

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

Following MUIC Appeal Procedures





Program	
Course Title	Mahidol University International College
Course Code	Division

### Section 6 Teaching Materials and Resources

- 1. Textbooks and/or other documents/materials
  - 1) Stipanuk, D. M., & Roffmann, H. (1992). *Hospitality facilities management and design*. Educational Institute of the American Hotel and Motel Association.
  - 2) Ransley, J., & Ingram, H. (2012). *Developing hospitality properties and facilities*. Routledge.
- 2. Recommended textbooks and/or other documents/materials
  - 1) Birchfield, J. C., & Sparrowe, R. T. (2003). Design and layout of foodservice facilities.
- 3. Other Resources (If any)

N/A





Program

1 TO STAITT	
Course Title	Mahidol University International College
Course Code	Division
Section 7 Evaluation and Improvement of Cours	se Management
1. Strategies for evaluating course effectiveness by students	
2. Strategies for evaluating teaching methods	
3. Improvement of teaching methods	
4. Verification process for evaluating students' standard achie	evement outcomes in the course
5. Review and plan for improving the effectiveness of the co	urse



Program	ักยาลัย <sup>น</sup>	
Course Title		Mahidol University International College
Course Code		Division



Program	งตยาลัยน	
Course Title		Mahidol University International College
Course Code		Division

## Appendix

## Alignment between Courses and Program

<u>Table 1</u> The relationship between course and Program Learning Outcomes (PLOs)

Course Name	Program Learning Outcomes (PLOs)					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB 323		R		R	R	

Note: Indicate the level of CLOs by letter I, R, P or M. Using the information as shown in the Curriculum Mapping of TQF2

<u>Table 2</u> The relationship between CLOs and PLOs

(Course code)		Prograr	n Learning	Outcomes (	(PLOs)	
ICTB 323	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1		2.2				
CLO2		2.4				
CLO3				4.3		
CLO4					5.2	



Program	ักยาลัย <sup>น</sup>	
Course Title		Mahidol University International College
Course Code		Division





Ρ	ro	gr	aı	m

Course Title	Mahidol University International College
Course Code	Division

# <u>Table 3</u> The description of PLOs and Sub Los of the course

PLOs	SubPLOs
PLO2 Illustrate managerial and entrepreneurial	2.2 Integrate knowledge from travel and related service business
knowledge and practices in the selected travel and	fields so as to enhance understanding of the industry
service businesses.	
PLO2 Illustrate managerial and entrepreneurial	2.4 Apply systematic thinking and research techniques to provide
knowledge and practices in the selected travel and	appropriate solutions to problems within the travel and related
service businesses.	service businesses
PLO4 Demonstrate good teamwork and express	4.3 Demonstrate an ability to effectively work with team
appropriate roles in the team working environment.	members, be culturally aware, and assist work colleagues in
	solving problems
PLO5 Apply a high level of communication standard for	5.2 Demonstrate an ability to effectively and appropriately
any project related to the travel and service businesses	communicate with people from different backgrounds when
(way of presentation).	giving presentations, making summaries, and giving conclusions