



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-101 PRINCIPLES OF MARKETING

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Scope of marketing and marketing tasks; marketing concepts and tools; classifications and analysis of consumer behavior in different types of market; analysis of marketing environment and competition; development of market offerings to fit the new economy

**Learning Objectives:**

- To provide you with knowledge of the key principles of marketing in specific areas including creating customer value, building customer relationships, and capturing value from customers.
- To provide understanding of the key principles, concepts, models and challenges in Marketing today.
- To develop your critical thinking skills in the analysis of real life marketing issues
- To instil in you an ability to evaluate the quality of key marketing practices
- To instil values of ethical and socially responsible marketing

**Lecturer Contact Details:**

Miss Patcharapimon Apithambundit

Email: patcharapimon.a@gmail.com

Tel. (+66)-7627-6866

**Class Schedule:** TBA

**Course Outline:**

Week	Content	Teaching & Learning activities /Teaching materials
Week 1	Course Introduction Session introduction to course outline	Course syllabus and weekly lesson plan
Week 2	Marketing: Creating and Capturing Customer Value	Chapter 1
Week 3	Company & Marketing Strategy: Partnering to Build Customer Relationships	Chapter 2
Week 4	Analyzing the Marketing Environment	Chapter 3
Week 5	Managing Marketing Information to Gain Customer Insights	Chapter 4
Week 6	Consumer Markets & Consumer Buyer Behavior	Chapter 5
Week 7	Business Markets & Business Buyer Behavior	Chapter 6
Week 8	Customer-Driven Marketing Strategy: Creating Value for Target Customers	Chapter 7
Week 9	Midterm Examination	
Week 10	Products, Services, and Brands: Building Customer Value 2	Chapter 8

Week 11	New Product Development & Product Life-Cycle Strategies	Chapter 9
Week 12	Integrated Marketing Communication	Chapter 14
Week 13	Pricing	Chapter 10
Week 14	Pricing Strategies	Chapter 11
Week 15	Marketing Channels, Retailing & Wholesaling	Chapter 13
Week 16	GROUP PRESENTATIONS : Advertising campaign	
Week 17	Final Examination	

**Learning Assessment Plan:**

Evaluation Method	Week	Percentage
Mid Term Examination	9	25
Group Presentation	7	25
Quizzes (10)	1-15	20
Final Examination	16	30
<b>Total</b>		<b>100</b>

**Grading Criteria:**

Score	Grade
80+	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
-49	E

**Textbook(s):**

Kotler P. & Armstrong. G. (2012), Principles of Marketing (15e), Pearson Education International, New Jersey, USA. (16th edition of textbook also satisfactory)

**Other Course Materials:** Company Websites /You tube



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-201 PRINCIPLES OF MANAGEMENT

**Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Management principles and analyzing techniques; decision-making principles in management systems; organizations and organizational design; organizational theories and development; interpersonal relationships; development of management competencies

**Learning Objectives:**

To provide introductory for the understanding of principles management and applying conceptual tools and techniques in analysing, evaluating and addressing management issues.

**Lecturer Contact Details:**

Assistant Professor Dr. Panuwat Phakdee-auksorn

Office room number: 2211

Phone no.: 0 7627 6848

E-mail: pphakdeeauksorn@gmail.com

Class Schedule: TBA

Course Outline:

Week	Items/Content	Teaching & Learning activities/Teaching Materials
1	Course Introduction. Introduction to Management <ul style="list-style-type: none"><li>• Who are manager?</li><li>• What is management?</li><li>• What do manager do?</li><li>• Why study management?</li></ul>	Handouts. Discussion Points. Lecture.
2	The management environment <ul style="list-style-type: none"><li>• What is the external environment and why is it important?</li><li>• How does the external environment affect manager?</li><li>• What is organisational culture and why is it important?</li></ul>	Handouts. Discussion Points. Lecture.
3	Foundation of decision-making <ul style="list-style-type: none"><li>• How do manager make decision?</li><li>• What are approaches managers can use to make decision?</li><li>• How do group make decision?</li><li>• What are the disadvantage of group decision making</li></ul>	Handouts. Discussion Points. Lecture.
4	Foundation of planning	Handouts. Discussion Points.

	<ul style="list-style-type: none"> <li>• What is planning and why do manager need to plan?</li> <li>• What do manager need to know about strategic planning?</li> <li>• How do manager set goals and develop plans?</li> </ul>	Lecture.
5	Organizing <ul style="list-style-type: none"> <li>• What are the six key elements in organizational design?</li> <li>• Common Characteristics of organizational design?</li> </ul>	Handouts. Discussion Points. Lecture.
6	Managing Human Resources <ul style="list-style-type: none"> <li>• How do manager identify and select competent employees?</li> <li>• How are employees provided with needed skills and knowledge?</li> <li>• How do organisations retain competent, high performing employees?</li> </ul>	Handouts. Discussion Points. Lecture.
7	<b>Midterm Examination</b>	
8	Leading <ul style="list-style-type: none"> <li>• What are the focus and goals of organizational behavior?</li> <li>• What role do attitudes plays in job performance?</li> <li>• What do manager need to know about personality?</li> <li>• What is perception and what influence it?</li> </ul>	Handouts. Discussion Points. Lecture.

9	<p>Understanding group and managing work teams</p> <ul style="list-style-type: none"> <li>• What is a group and what stages of development do groups go through?</li> <li>• What are the major concept of group behavior?</li> <li>• How are group turned into effective teams?</li> </ul>	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
10	<p>Motivating and rewarding employee</p> <ul style="list-style-type: none"> <li>• What is motivation?</li> <li>• What do the early theories and contemporary of motivation say?</li> <li>• What current motivation issues do manager face?</li> </ul>	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
11	<p>Leadership and trust</p> <ul style="list-style-type: none"> <li>• Who are leader, and what is leadership?</li> <li>• What is leadership like today?</li> <li>• What do theories of leadership say?</li> </ul>	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>
12	<p>Managing communication and information</p>	<p>Handouts.</p> <p>Discussion Points.</p> <p>Lecture.</p>



	<ul style="list-style-type: none"> <li>• How do manager communicate effectively?</li> <li>• Case studies</li> </ul>	
13	Foundation of control <ul style="list-style-type: none"> <li>• What is control and why is it important?</li> <li>• What take place as a manager control</li> <li>• What should manager control</li> </ul>	
14-15	Group activity and presentation Revision	
16	Final Examination	

#### Learning Assessment Plan:

Evaluation Methods	Percentage
Quizzes	30
Mid-term examination	20
Final examination	30
Class activity and participation	20
<b>Total</b>	<b>100</b>

#### Grading Criteria:

Score	Grade
80+	A

75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
-49	E

**Textbook(s):**

Robbins, S., DeCenzo, D. and Coulter M., (2013). Fundamentals of management. Essex: Pearson

**Other Course Materials:**

Internet Sources. YouTube Videos. Case Studies



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-202 PRINCIPLES OF ECONOMICS

**Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

An introduction to the microeconomics of production, consumption and markets; an introduction to macroeconomics and competitive market economy

**Learning Objectives:**

The course aims to provide fundamental economics concepts and principle

**Lecturer Contact Details:**

Assistant Professor Dr. Kullada Phetvaroon

Office room number: 2211

Phone no.: 0 7627 6863

E-mail: kdtalk007@gmail.com

**Class Schedule:** TBA

Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
1	- In trodution to the course -The Fundamental of Economics -Limits choices and alternative	Lecture
2	- Demand - Types of Demand -Change in Quantity Demand -Change in Demand	Lecture
3	-Supply -Change in Quantity Supply -Change in Supply -Equilibrium	Lecture
4	- Price Elasticity of Demand and Supply -Income Elasticity of Demand -Cross Elasticity of Supply	Lecture
5	- Consumer Behavior - Utility	Lecture
6	-Analysis of Cost	Lecture
7	-Market types - Pure Competition market -Pure Monopoly	Lecture
8	-Monopolistic Competition - Oligopoly Market	Lecture
9	Midterm Examination	
10	- An Introduction to Macroeconomics -Gross Domestic Product	Lecture

	-GDP: Expenditure Approach -GDP: Income Approach	
11	- Other National Account -Nominal VS Real GDP	Lecture
12	- Business Cycle -Unemployment -Inflation	Lecture
13	-Basic Macroeconomics Relations -Consumption and Saving -Marginal Propensity	Lecture
14	-The Aggregate Expenditure Model	Lecture
15	-Aggregate demand curve and changes in aggregate demand curve -Aggregate supply curve and changes in aggregate supply curve -Equilibrium and change in Equilibrium	Lecture
16	-Fiscal Policy and the AD-AS Model	Lecture
17	<b>Final Examination</b>	

**Learning Assessment Plan:**

Evaluation Methods	Percentage
Quiz (Pre Mid-term)	10
-Class Participation and Lecturer's evaluation on student's effort in completing in-class exercise (Pre-Midterm)	10
Midterm Examination	30
Quiz (Post Mid-Term Examination)	10
Class Participation and Lecture's evaluation on student's effort in completing in-class exercise (Post Midterm) and homework	10
Final Examination	30
<b>Total</b>	<b>100</b>

**Grading Criteria:**

Score	Grade
80 or more	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
Below 50	E

**Textbook(s):**

Mcconnel C., Brue S. and Flynn S., Economics Principles, Problem and Policies Global Edition,  
19thEdition

**Other Course Materials:** None



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-203 PRINCIPLES OF ACCOUNTING

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

A general introduction to financial accounting; posting a simple account; inventory; depreciation; and some other accounting entries. Basically, this course provides a full cycle of accounting, from journalizing a transaction to preparing a simple financial report.

**Learning Objectives:**

1. To be able to determine the fundamental of accounting principles and concepts.
2. To be able to determine the accounting equation and distinguish each account components.
3. To be able to transform business events into accounting language.
4. To be able to complete the double-entry accounting in various types of business events such as capital, inventory, receivable, payable, and etc.
5. To be able to complete the double-entry accounting for the adjusting and closing entries.
6. To be able to determine the cost, residual value, and depreciation value of the long-term assets.
7. To be able to prepare a simple financial statements.



**Lecturer Contact Details:**

Kris Sincharoenkul

Office Room number: 2309

Email: krislyle2014@gmail.com

**Class schedule:**

TBA

**Course Outline:**

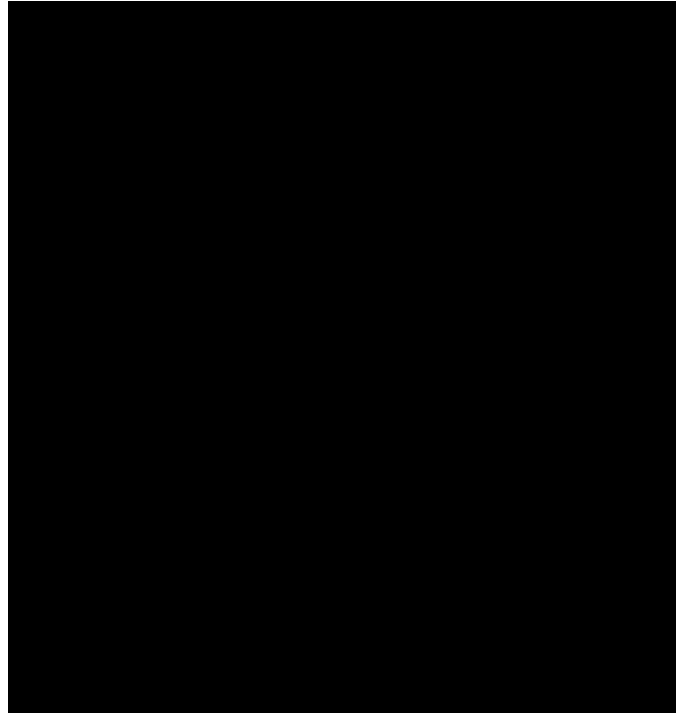
Week	Items/content	Teaching & Learning activities/teaching materials
1	Class Introduction Accounting principles & concepts	Lecture Exercise Group work
2	Accounting equation Financial statements	Lecture Exercise
3	Business transactions Journal entries Trial balance	Lecture Exercise
4	Adjusting entries Adjusted trial balance	Lecture Exercise
5	Closing entries Accounting cycle	Lecture Exercise
6	Quiz 1 After class Q&A	Quiz
7	Inventory Sales revenue	Lecture Exercise
8	Midterm review and preview	Review, Q & A Group study and presentation
9	Midterm Examination	
10	Accounts and Notes receivable	Lecture Exercise

11	Accounts and Notes payable	Lecture Exercise
12	Receivable and Payable	Group Works
13	Quiz 2	Quiz
14	Long-term assets Depreciation 1	Lecture Exercise
15	Long-term assets Depreciation 2	Practical & Questions
16	Final Review & Preview	Group study and sharing
17	Final Examination	

#### Learning Assessment Plan:

Evaluation Methods	Percentage
Class attendance Students' behaviors and attitudes	10
Quiz 1	15
Mid-term examination	25
Quiz 2	15
Final Examination	35
Total	100

**Grading Criteria:**



**Textbook(s):**

Horngren Harrison and Robinson, Accounting, Prentice-Hall, Inc. 2000  
John J. Wild, Ken W. Shaw, Barbara Chiappetta, Winston Kwok. 2013. Principles of Accounting. Singapore: McGraw-Hill Education (Asia).

**Other Course Materials:**

None



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-204 HUMAN RESOURCES MANAGEMENT

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:** Theories and practices in personnel management; organization and operations of human resources department, hiring, discipline, compensation, job analysis, performance appraisal

**Learning Objectives:** To help students to acquire human resources management knowledge and skills

**Lecturer contact details:** Asst.Prof.Dr. Nareeya Weerakit

Phone no.: 0 7627 6865

E-mail: nareew15@gmail.com

**Class schedule:** To be announced.

## Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
1	Introduction to Human resource management	Lecture
2	Trends in Human Resource Management	Lecture, Discussion
3	Job analysis and job design	Lecture, Discussion
4	HR Planning and Recruitment	Lecture, Discussion
5	Selection	Lecture, Discussion
6	Employee Training	Lecture, Discussion
7	Employee Performance Management	Lecture, Discussion
8	Employee Development	Lecture, Discussion
	<b>Midterm Examination</b>	
9	Separating and Retaining Employees	Lecture, Discussion
10	Compensation Administration	Lecture, Discussion
11-15	HRM Project	Group Work
	<b>Final Examination</b>	

**Learning Assessment Plan:**

Evaluation Methods	Week	Percentage of Evaluation
Assignments	2-10	15
Case Studies	2-10	20
Midterm Exam	9	25
HRM Project	9-15	15
Final Exam	16	25

**Grading Criteria:**

Grade	
80% and above	A
75% - 79%	B+
70% - 74%	B
65% - 69%	C+
60% - 64%	C
55% - 59%	D+
50% - 54%	D
Below 50%	E

**Textbook(s):**

Fundamentals of Human Resource Management, international edition, Neo, Raymond A., Hollenbeck, John R., Gerhart, Barry, Wright, Patrick M., McGraw-Hill., 2012.

**Other Course Materials:**

- Managing Hospitality Human Resources, 3rd edition, by Robert H. Woods, Educational Institute of the American Hotel & Lodging Association, 2005.
- Human Resources Management for the Hospitality Industry, 2nd edition, Tanke, Mary L., Delmar, Thomson Learning, 2000.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-307 LEADERSHIP

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

This course seeks to develop an understanding in effective leadership. Effective leadership skills are required to meet most organizational challenges in any industry. Organizations recognize that leadership exceeds senior executives. Organizations require people with appropriate leadership skills to inspire and influence others in small teams, task forces, and units at all organizational levels. This course will discuss various topics about leadership such as traits and behaviors; types and diversity of leadership; working in teams and followership; communication styles and challenges of exemplary leaders of today; ethical and behavioral standards for leaders and their organizations.

**Learning Objectives:**

- To develop an understanding in effective leadership and how leadership influences organizational performance
- To be able to recognize case studies that focuses on leadership competencies and effective leadership styles in relation to hospitality industry.
- To deliver an overview and knowledge of leadership practices and ethical behavioral standards in hospitality management perspective.

**Lecturer Contact Details:**

Veronica Aguilos

Office room number: 2215

Phone no.: 0 7627 6870

E-mail: veronica.a@phuket.psu.ac.th

Consultation day/hours: Monday -Tuesday 13.30-16.30 hrs.

**Class Schedule:** TBA

**Course Outline:**

TITLE	TOPICS	ACTIVITIES
1-Nature and Importance of Leadership	<ul style="list-style-type: none"><li>● The Meaning of Leadership</li><li>● Leadership as Shared Responsibility and Collaboration</li><li>● Leadership As a Relationship</li><li>● Leadership vs. Management</li><li>● Leadership Roles</li><li>● The Satisfactions and Frustrations of Being a Leader</li><li>● Followership</li></ul>	Orientation, Lecture, Seatwork, Assignment (Elon Musk)
2-Traits, Motives and Characteristics of Leaders	<ul style="list-style-type: none"><li>● Personality Traits of Effective Leaders</li><li>● Motives</li><li>● Cognitive Factors</li><li>● Influence of Hereditary and Environment on Leadership</li><li>● Strengths and Limitations of the Trait Approach</li></ul>	Lecture, Seatwork, Groupings, Assignment (Kevin Plank), Video: Camp Bow Wow
3-Charismatic and Transformational Leadership	<ul style="list-style-type: none"><li>● Types and Characteristics of Charismatic Leaders</li><li>● Vision Component and Communication Style of Charismatic Leaders</li><li>● Attributes of Transformational Leaders</li><li>● Impact on Performance and Behavior</li><li>● Concerns about Leadership</li></ul>	Lecture, Seatwork, Assignment (Carly Fiorina), Video: A Vision for Transformation: Greensburg File



4-Leadership Behaviors, Attitudes and Styles	<ul style="list-style-type: none"> <li>● Task-Related</li> <li>● Relationship-Oriented</li> <li>● 360-Degree Feedback for Fine-Tuning a Leadership Approach</li> <li>● Leadership Styles</li> </ul>	Lecture, Seatwork, Assignment (Lee Kwan Yew)
5-Leadership Ethics and Social Responsibility	<ul style="list-style-type: none"> <li>● Principles and Practices of Ethical and Moral Leadership</li> <li>● Guidelines for Evaluating the Ethics of a Decision</li> <li>● Leadership, Social Responsibility, and Creating an Ethical Organizational Culture</li> <li>● Ethical and Socially Responsible Behavior and Organizational Performance</li> </ul>	Lecture, Seatwork, Assignment (United Airlines Case), Video: Ethics & Social Responsibility: Theo Chocolate File
6-Influence Tactics of Leaders	<ul style="list-style-type: none"> <li>● A Model of Power and Influence</li> <li>● Description and Explanation of Influence Tactics</li> <li>● Leadership Influence for Organizational Change</li> <li>● Relative Effectiveness and Sequencing of Influence Tactics</li> <li>● Implicit Leadership Theories and Leadership Influence</li> </ul>	Lecture, Seatwork – Influential Leaders, Assignment (King Bhumibol Adulyadej)
7-Developing Teamwork	<ul style="list-style-type: none"> <li>● The Leader's Role in the Team-Based Organization</li> <li>● Leader Actions That Foster Teamwork</li> <li>● Offsite Training and Team Development</li> <li>● The Leader-Member Exchange Model and Teamwork</li> </ul>	Lecture, Seatwork, Assignment (Team Case Study), Video: Tough Mudder
8-Motivation and Coaching Skills	<ul style="list-style-type: none"> <li>● Leadership and Employee Engagement</li> <li>● Expectancy Theory and Motivational Skills</li> <li>● Goal Theory</li> <li>● Using Recognition and Pride to Motivate Others</li> <li>● Coaching Skills and Techniques</li> <li>● Executive Coaching and Leadership Effectiveness</li> </ul>	Lecture, Seatwork, Assignment (Motivation Case Study)

9-Creativity, Innovation, and Leadership	<ul style="list-style-type: none"> <li>● Characteristics of Creative Leaders</li> <li>● Overcoming Traditional Thinking as a Creativity Strategy</li> <li>● Self-Help Techniques to Enhance Creative Problem Solving</li> <li>● Establishing a Climate and Culture for Creative Thinking</li> <li>● Additional Leadership Practices That Enhance Innovation</li> </ul>	Lecture, Seatwork, Assignment, Video: Change and Innovation: Honest Tea
10-Communication and Conflict Resolution Skills	<ul style="list-style-type: none"> <li>● Communication Networks for Leaders</li> <li>● Inspirational and Powerful Communication</li> <li>● Listening as a Leadership Skill</li> <li>● Overcoming Cross-Cultural Communication Barriers</li> <li>● The Leader's Role in Resolving Conflict and Negotiating</li> </ul>	Lecture, Seatwork, Assignment
11-International and Culturally Diverse Aspects of Leadership	<ul style="list-style-type: none"> <li>● Advantages of Managing Diversity</li> <li>● Cultural Sensitivity and Cultural Intelligence</li> <li>● Global leadership Skills</li> <li>● Tolerance for Cultural Differences</li> </ul>	Lecture, Seatwork, Video: Jet Blue, Assignment
12-Contingency and Situational Leadership	<ul style="list-style-type: none"> <li>● Situational Influences on Effective Leadership Behavior</li> <li>● Fiedler's Contingency Theory of Leadership Effectiveness</li> <li>● The Path-Goal Theory of Leadership Effectiveness</li> <li>● Situational Leadership® II (SLII)</li> <li>● The Normative Decision Model</li> <li>● Leader-Member Exchange (LMX) and Contingency Theory</li> </ul>	Lecture, Seatwork, Assignment (Case Study)

#### Learning Assessment Plan:

No.	Assessment	Due Date	Marks
1	End of Chapter Assignments	Week 3-8, 11-16	15%
2	Class Participation	Week 1-8, 10-16	15%
3	Project	Week 8,15	10%
4	Midterm Exam	Week 9	30%
5	Final Exam	Week 17	30%

Total	100%
-------	------

1. **End of Chapter Assignments – 15%**

- Students are **required to submit 6 assignments ONLY** throughout the semester. No additional points given to those exceeding the required assignments.
- Assignments will be type written, printed and handed in class. Check the course outline for each assignments' due date, late assignments will not be accepted.
- Please check the Assignment Template below. Failure to follow the template will get 10% deduction. **Font: Arial, Size:12, Alignment: Justified, Line Spacing: 1.5, Margin: Normal (Top: 1", Bottom: 1", Left: 1", Right: 1"),Minimum Word Count: 350 (1 page)**

2. **Class Participation – 15%**

- This includes: seatwork, group work and attendance.
- Students are not allowed to make up for the missed activities in class (excused or not excused).

3. **Project – Interview with a Leader – 10%**

- This project can be done by maximum of three people or can be done individually.
- You will choose a company with minimum of 20 employees in whatever industry you desire (preferably Hospitality and Tourism).
- You will be interviewing a manager or a leader in this chosen company and ask for their role in the company, daily tasks, leadership style, triumphs and difficulties as a leader, strategies in motivating people and building teamwork, and all other information about their leadership.
- Requirements:
  - Interview Questions** – to be submitted on or before **Week 8**.
  - Photo with the Manager** – to be attached with the results and analysis.
  - Interview Results and Analysis** – to be submitted on **Week 15**.

4. **Midterm and Final Exams – 60%**

- 3 hours allotment for each exam
- Midterm will cover Chapters 1 – 6; Final exam will cover Chapter 7- 12.
- Follow the postponement procedure in case you'll miss the written exam (Contact the Academic Office). There is no makeup for online part.

**Grading Criteria:**

**Passing Score: 60%**

A	B+	B	C+	C	D+	D	E
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

**Textbook:**

Leadership: Research Findings, Practice, and Skills 8th Edition, by Andrew J. DuBrin (Author)

**Other Course Materials:**

None



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-403 BUSINESS FINANCE

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Operational and strategic financial problems, allocation of funds; cost of capital and financial structure; financial information system; financial structure; policy determination and analysis of the financial environment

**Learning Objectives:**

The course aims to acquaint students with the fundamentals of personal and corporate finance, by familiarizing them with modern financial theory while emphasizing its practical applications.

On completion of this course the student should:

- Be aware of the role of financial markets and their operations, as well as of the basic types of financial instruments and how they work towards serving the interests of investors and companies.
- Realise the importance of financial statements for company analysis, and pro-forma statements for financial planning,
- Be acquainted with the importance of the time value of money concept, and its practical implications for the financial decision making process.
- Be able to apply different techniques for project valuations in practical situations

**Lecturer contact details:**

Ilian Assenov, Ph.D.

Office: 2204

Email: [ilianassenov@gmail.com](mailto:ilianassenov@gmail.com)

Tel.: +66 87-277-5014

Consultation time: 10:00-16:00 daily, except lecture hours

**Class Schedule:** TBA

**Course Outline:**

Session	Topic / Description
1	Introduction to the course. Fundamentals of Personal and Corporate Finance
2	Financial instruments. Bonds and stocks
3	Financial markets
4	Financial institutions
5	Mutual funds.
6	Time value of money. Present value and Future value.
7	Annuities and perpetuities.
8	Practical exercises on time value of money
Midterm Examination	
9	Capital budgeting
10	Capital budgeting techniques
11	Pro-forma financial statements. Cash flows and project valuation.
12	Cash flows and project valuation – practical exercises. Quiz
13	Cost of capital. Capital structure and financing policy.
14	Long-term financing. Cash flow management.
15	Course summary
Final Examination	

**Learning Assessment Plan:**

Students are required to attend not less than 80% of all classes. They have to submit the required assignments and to take two quizzes, in addition to the mid-term and final

examinations. Students who, without reason, fail to meet these requirements will not be permitted to attend the final examination.

The mid-term examination will cover all course material from the first eight sessions. The final examination will cover all material covered between week 1 and week 15, although the weight of sessions 9-15 will be higher. Assignments will be given throughout the course. Late submissions will not be accepted.

Quizzes (weeks 6 and 13)	20%
Assignments (throughout the course)	10%
Mid-term Exam	25%
Final Exam	35%
Class participation	10%

**Grading Criteria:**

Percentage	Grade	GP Value	Comment
80-100	A	4.0	Excellent
75-79	B+	3.5	Very Good
70-74	B	3.0	Good
65-69	C+	2.5	Above Average
60-64	C	2.0	Average
55-59	D+	1.5	Below Average
50-54	D	1.0	Poor
<50	E	0	Fail

**Textbook(s):**

Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2015). *Essentials of Corporate Finance*, 11<sup>th</sup> edition. McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate.

**Other Course Materials:**

Lecture notes and other course materials will be distributed throughout the course through the Learning Management System (LMS).



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 801-405 STRATEGIC MANAGEMENT

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Strategic management process in an organization, dealing with environmental scanning, strategy formulation, strategy implementation, and evaluation and control; discussion of different levels of strategic management, corporate strategy, business strategy, and functional strategy; an assessment of both macro-and micro-environmental influences businesses.

**Learning Objectives:**

1. To provide an understanding of the overall strategic management process and the different levels of strategies.
2. To develop frameworks of analysis which enable students to identify central issues and problems in complex situations, as well as to suggest alternative courses of action and present well supported detailed recommendations for future action.

**Lecturer Contact Details:**

Asst. Prof. Dr. Pornpissanu Promsivapallop

Phone: External: 0 7627 6867 Internal: 6867

Consultation hours: By appointment

E-mail: [promsivapallop@gmail.com](mailto:promsivapallop@gmail.com)

## Course Outline:

Week	Topic / Description	Activities
1	Orientation and course overview Ch.1 What is strategy and why is it important?	Class orientation Interactive lecture
2	Ch.2 Crafting a company's direction: vision and mission, objectives, and strategy	Interactive lecture
3	Ch.3 Evaluating a company's external environment	Interactive lecture
4	Ch.3 Evaluating a company's external environment (Continued)	Interactive lecture
5	Ch.4 Evaluating a company's resources, capabilities and competitiveness  SWOT Matrix	Presentation and discussion
6	Ch.5 The five generic competitive strategies: which one to employ?  Case study: Tune Hotel	Interactive lecture Class discussion
7	Ch.5 The five generic competitive strategies: which one to employ? (Continued)	Interactive lecture
8	Ch.6 Strengthening a company's competitive position: strategic moves, timing, and scope of operations	Interactive lecture
9	Midterm examination	Written examination



Week	Topic / Description	Activities
10	Ch.7 Strategies for competing in international markets  Case study: McDonald's	Interactive lecture  Group discussion
11	Ch.8 Corporate strategy: diversification and the multi-business company	Interactive lecture
12	Ch.9 Ethics, corporate social responsibility, environmental sustainability, and strategy  Ch.10 Building an organization capable of good strategy execution: people, capabilities, and structure	Interactive lecture  Group discussion
13	Case study: Accor Hotels  Revision	Class discussion
14	Strategic audit	Class discussion
15	Group project presentation	Group presentation and discussion
16	Group project presentation	Group presentation and discussion
17	Final Examination	Written examination

### Learning Assessment Plan:

Assessment Methods	%
Weekly group presentation	10
Midterm Exam	30
Final Exam	30
Group Project (Report 25% and Presentation 5%)	30
<b>Total</b>	<b>100</b>

### Group Project

- Task:** Analysing strategic issues faced by an organization.
- Length of report:** Approximately 3,000 words
- Format:** Report: Times New Roman, Font size 12 and 1.5 line-spacing
- Due date:** Week 15 in class

Form groups of 4 - 5 students. Groups may have the same or different members as the weekly group presentation. Each group is required to write a report analyzing strategic issues faced by an organization. It is recommended that you select a local company, and you may conduct an interview with the manager of the organization.

1. Choose a single organization/business. Include a short background of the company.
2. Analyse the external environment of the company.
  - a. Identify and discuss the key external factors affecting the industry and the company. What does it mean to this business in terms of opportunities and threats?
  - b. Use Porter's industry analysis tool (the Five Forces Model) to analyse the industry of this company. State the conclusion of each force. What are the implications to this business?
  - c. Conduct a competitor analysis. Identify 2 - 3 key competitors and provide their relevant information. Prepare a Weighted Competitive Strength Assessment that includes the selected competitors and the company you have selected for your report, explain the ratings and results.

3. Analyse the organization
  - a. Identify and explain its strengths and weaknesses
  - b. Identify the most important current strategy of the firm (see Ch.5 – 8).
    - i. How is this strategy incorporating the firm's competencies, strengths, weaknesses, opportunities and threats?
    - ii. How is the strategy helping the firm compete against its main competitors?
4. Provide your recommendations to this organization.

**Grading Criteria:**

Score	Grade
≥ 80	A
75 – 79	B+
70 – 74	B
65 – 69	C+
60 – 64	C
55 – 59	D+
50 – 54	D
≤ 49	E

**Prescribed Textbook:**

Thompson, A.A., Strickland, A.J. and Gamble, J.E. (2018). *Crafting and Executing Strategy: The quest for competitive advantage*, 21<sup>st</sup> Edition, McGraw-Hill, Bangkok.

**Other Recommended Textbooks:**

David, F.R. (2013). *Strategic Management: Concepts and Cases*, 14<sup>th</sup> Edition, Pearson Education, Singapore.

Olsen, M.D., West, J.J. and Tse, E.C.Y. (2008). *Strategic Management in the Hospitality Industry*, 3<sup>rd</sup> Edition, Pearson Education, Singapore.

Wheelen, T.L. and Hunger, J.D. (2008). *Strategic Management and Business Policy*, 11<sup>th</sup> Edition, Pearson Education, Singapore.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

**Subject:** 802-201 SUSTAINABLE ENVIRONMENTAL MANAGEMENT FOR HOSPITALITY AND  
TOURISM

**Subject Credit:** 3(3-0-6)

**Prerequisites:** none

**Course Description:**

Environmental factors affecting and interacting with hospitality and tourism organizations; facilities planning and development; organizational ethics in environmental preservation; management of both regenerative and non-regenerative natural resources; economical, social and cultural environmental considerations, sustainable environmentally-friendly hospitality and tourism business management concept

**Learning Objectives:**

1. be able to understand, describe, analyze the importance and relationship between environmental management and tourism& hospitality industry from students own perspective.
2. be able to demonstrate the understanding on the issues of environmental management from tourism and hospitality industry at local, regional and global level.
3. be able to describe the concept of “sustainability” in the context of hospitality and tourism industry.
4. be familiarize with various environmental impact from tourism (types, causes, management solution).
5. be able to apply knowledge and understanding within broader contexts related to environmental management issues in the real world situation.

**Lecturer Contact Details:**

Aj. Pisit Tuntipisitkul

E-mail: pisit224455@gmail.com

Mobile: 083-1397097

**Class Schedule:** TBA

### Course Outline

Week	Items/content	Teaching & Learning activities/teaching materials
01	Introduction to the Course Syllabus / Assessment / Overview of the Course/Manage the environment for ....in the context of tourism and hospitality	PPT, White board, Open discussion
02-03	Introduction to Environmental management and Tourism (relationship, importance, etc.): Types of environment, History of human interacting with environment, How environment both man-made and nature influence and shape our life(value, believe) and behavior, Importance of environmental management to tourism industry, Case studies, carrying capacity, PPP principles	PPT, case studies, group discussion
04-05	Types of Tourism impact and management of its impact (how to manage behavior of both staffs, tourists and our own) Case studies in different destinations	PPT, video, group discussion
06	Energy saving for organization	PPT, video, campus tour
07	Green label, EMS, 3Rs (the misconception of Thailand on 3Rs), case studies, discussion	PPT, case studies
08	The tragedy of the Commons: Garret Hardin, Zoning, Public areas Vs private Areas, Urban areas vs Rural	PPT, case studies, group discussion
09	<b>Midterm Examination</b>	
10	Instruction and consultation on group project	Lectures and discussion
11	Weather, Climate change and Tourism	Lecture and discussion, PPT and video
12	The Challenges and issues of sustainability and environmental management of tourism industry (Present & Futuristic view): Developing countries	Lecture based, discussion
13-14	Group presentation and discussion	Group presentation, discussion and evaluation

15	History of Sustainable development in Tourism and Hospitality industry: CSR .... participation theory	PPT, lecture base
16	wrap up and review for exam	PPT and discussion
17	<b>Final Examination</b>	

### Learning Assessment Plan:

Class participation	5
Pop up quiz	10
Assignment	10
Group project	15
Group presentation on analysis of best practice and bad practice:	10
Mid-term exam	25
Final-exam	25

### Grading Criteria:

Score Range	Grade
80-100	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
0-49	E

### Textbook(s):

- B.R. Sharma (2000). Environmental & Pollution and Awareness.
- David Weaver (2001). Ecotourism, John Wiley & Sons Australia, Ltd.
- Eldon D.Enger, Brandley F.Smith (2008). Environmental Science: A study of interrelationships.
- Katheryn Webster (2000). Environmental Management in the Hospitality Industry: A guide for students and managers.

### Other Course Materials:

- Video and PPT



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 802-307 INTERCULTURAL COMMUNICATION

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Meaning and origin of intercultural communication; principles of intercultural communication via an understanding of language, customs, social class, gender, race, patterns of language cultures; communication strategies; social relations structures between ethnic groups leading to effective intercultural communication

**Learning Objectives:**

- Intercultural Communication focuses on the subjective side of culture, defined as “Subjective Culture”, represented by small “c”. The Iceberg model is used to explain the concept of this side of culture, dividing people’s mind into “unconscious” and “conscious” parts. The “unconscious” mind is compared to the hidden part of the iceberg, including Attitude, Value, Culture, Motive and Belief. This affects the people’s appearance, character resulting in their ways of communication.
- Being aware of the unconscious mind of people in different cultures is imperative to raise understanding of intercultural communication. Better understanding of intercultural communication is vital to hospitality work, especially in a diverse workplace and in a multi-cultural environment.

- The course is designed to increase the students' communication awareness and sensitivity to other cultures. An increase in understanding of their own cultural background is also concentrated.
- This course will allow students to learn from practical diversity of the international environment of Phuket campus where a number of different nationalities work and study together; cases, discussion and projects will also be used as means for the students to decipher ambiguous, obscure, or illegible aspects existed in different cultures.

#### Lecturer Contact Details:

Colin Martin Gallagher. Room 2210.

Email: colingallagher2010@gmail.com

Telephone: 0874713542

**Class Schedule:** TBC

#### Course Outline:

Week	Content	Teaching and Learning Activities
1	Introduction to the course <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Guidelines</li> <li>• Assessments</li> </ul> Why do we have to study Intercultural Communications	-Elicitation of students existing knowledge and expectation -Lecture -Sharing of cultural experiences and misunderstanding <u><b>Reading 1</b></u> “Communications among Cultures” <u><b>Assessment 1</b></u> Note your reviews on Communication among Cultures
2	Communication and Culture <ul style="list-style-type: none"> <li>• The Importance of Communication</li> <li>• The Nature of Communication</li> <li>• The Correlation of Culture and Communication</li> </ul>	-Lecture -Discussion on -Multicultural Society <u><b>Reading 2</b></u> ‘Cultural Diversity’ <u><b>Assessment 2</b></u> -Questions to be formed from Reading 2(to be discussed in week 3)Hand in Week 3.
3	The Iceberg Model of Communications <ul style="list-style-type: none"> <li>• Concept</li> <li>• Effects on IC</li> </ul>	-Share Questions formed from Reading 2 -Lecture -Class Discussion



		<p>-Under the social network today(e.g Facebook, Instagram, people seem to reveal the underwater part as specified in the Iceberg Model: what do you think about this communication development?</p> <p><b><u>Assessment 3:</u></b> Make a written report of your discussion</p> <p><b><u>Reading 3</u></b> Country Profiles-Global Guide to Culture, Customs and Etiquette.</p>
4	<p>Perceptual Approach to Cultural Diversity</p> <ul style="list-style-type: none"> <li>● Alternative views of reality</li> <li>● Attitudes</li> <li>● Beliefs</li> <li>● Values</li> </ul> <p>Cultural Generalisation</p> <ul style="list-style-type: none"> <li>● Sterotypes</li> <li>● Prejudice</li> </ul> <p>Cultural Patterns</p> <ul style="list-style-type: none"> <li>● Monochronic</li> <li>● Polychronic</li> </ul>	<p>-Pre class discussion leading to Cultural Diversity</p> <p>-Lecture</p> <p>-Group Discussion</p> <p>Advantage and disadvantages of High and Low Context Cultures</p> <p><b><u>Quiz 1:Covering week 1-3</u></b></p> <p><b><u>Reading 4</u></b> “Cultural Perceptions and Values</p> <p><b><u>Assessment 4:</u></b> two points you most agree with from Reading 4;specify why you agree with those.</p>
5	<p>Perceptual Approach to Cultural Diversity(continued)</p> <p>-Cultural Diversity</p> <ul style="list-style-type: none"> <li>● E.T Hall</li> </ul> <p>High and Low Context Cultural Orientation</p>	<p>-Lecture</p> <p>-Group Discussion</p> <p>Focusing on High Context vs Low Context, discuss difficulties arising from the two different dimensions.</p> <p><b><u>Assessment 5”</u></b> Summary of your view points from the discussion.</p>
6	<p>Perceptual Reflection on Individual Cultures with Particular reference to Thai Culture.</p>	<p>-Lecture</p> <p>Group work</p> <p><b><u>Reading 5</u></b> “Insights into Different Cultures: Make a written report on your discussion</p> <p><b><u>Reading 6</u></b>  a-Language and Culture</p>

		<p>b-Thai phrases which contain “jai”</p> <p>Please read for better understanding for your new lesson to come up in week 7.</p>
7	<p>Language and Intercultural Communication</p> <ul style="list-style-type: none"> <li>• The Importance and functions of language</li> <li>• Words and meanings</li> <li>• Cultural Variation</li> </ul>	<p>-Lecture</p> <p>-Discussions: With ideas taken from reading 6 A and B- share language and meaning in your culture.</p> <p><b><u>Assessment 6:</u></b> Make a written Report on your discussion</p> <p><b><u>Reading 7:</u></b></p> <p>“Non-verbal Communication: Speaking Without Words”</p> <p>Please read for better understanding for your new lesson in week 8</p>
8	<p>Non-verbal Communication(NVC)and Culture</p> <ul style="list-style-type: none"> <li>• The Nature of NVC</li> <li>• NVC vs VC</li> <li>• Non-verbal Communication and Culture</li> <li>• The NVC Structure</li> </ul>	<p>-Lecture</p> <p>Discussion: share non-verbal communication which you think would cause misunderstanding to people in different cultures from your culture.</p> <p><b><u>Report your findings to class.</u></b></p> <p><b><u>Reading 8:</u></b></p> <p>“Conflict Resolution Skills” BUILDING THE SKILLS THAT CAN TURN CONFLICTS INTO OPPORTUNITIES”</p> <p>Author: Jeanne Segal, Ph.D and Melinda Smith,</p> <p>To prepare for week 10</p>
9	<b>Midterm Examination: No Class</b>	
10	<p>Intercultural Conflicts</p> <ul style="list-style-type: none"> <li>• The nature of conflict</li> <li>• Type of conflicts</li> <li>• Causes and Barriers leading to conflicts</li> <li>• Culture Shock</li> <li>• Intercultural Sensitivity: Model of Intercultural Sensitivity: DMIS</li> <li>• Managing intercultural conflicts</li> <li>• Cultural Adaptation</li> </ul>	<p>-Lecture</p> <p>-Group</p> <p>Experiences sharing about intercultural conflicts</p> <p><b><u>Reading 9</u></b></p> <p>“Cultural Influence in Management Theories”</p>
11	Intercultural Communication and Business(ICB)	<p>-Pre-lesson Questions</p> <p>-Lecture</p>

	<ul style="list-style-type: none"> <li>• Cultural dimensions in organization structure</li> <li>• Perspectives of a good manager</li> </ul>	<p>Group work: Forming Questions related to ICB</p> <p>Share your questions</p> <p><b><u>Assessment 7:</u></b> ICB Questions OF THE ABOVE.</p>
12	<p>From Lessons to Application</p> <p>Third Culture Building</p> <ul style="list-style-type: none"> <li>• Existing Problems in Intercultural Communication in Thai Society. What and Why?</li> </ul>	<p><b><u>Quiz 2: Sec 1 TBC</u></b></p> <p><b><u>Sec 2 TBC</u></b></p> <p>-Panel Discussion</p> <p>Group Work Report</p> <p>Each Group is to summarise Their understanding “Building the Third Culture for PSU/Phuket Campus”</p> <p>-Discuss and draft an outline of your group report</p> <p>Process Assessment Individual students have to answer questions to be given</p> <p>This will be assessed in the 8% of your report. Thus, you need to understand what you are doing and participate in all steps of your report.</p>
13	<p>Third Culture Building</p> <ul style="list-style-type: none"> <li>• Ethical Considerations</li> </ul> <p>Attempts to smooth IC between Thais and non Thais.</p>	<p>Third Culture Building</p> <p>-Lecture</p>
14	<p>Third Culture Building 2</p> <ul style="list-style-type: none"> <li>• Guidelines for Intercultural Ethics</li> </ul>	<p>-Lecture</p> <p>-Group work on the development of the report</p> <p>-Teacher giving consultation on the students work.</p>
15	<p>Poster Presentation of Group Work on “a report on: Building the Third Culture for PSU/Phuket Campus”</p>	<p>-Each member of the group will be assessed on the content and the handling of the presentations</p>
16	<p>Recap and Review Lesson</p>	<p><b><u>Quiz 3</u></b></p> <p><b><u>Section 1-TBC</u></b></p> <p>Section 2-TBC</p>
17	<p><b>Final Examination</b></p>	

### Learning Assessment Plan:

Evaluation Methods	Week	Percentage of Evaluation
7 Written Assignments  6 x 2%  1 x 3%	After each class throughout the semester	15%
3 Quizzes 3 x 5%	4, 11, 13	15%
Report on: “An International Student Userguide for <i>PSU/Phuket Campus</i> ”  (Presentation 10%)  (Report 10%)	12-15	20%
Mid-term examination	9	25%
Final examination	17	25%

### Grading Criteria:

Grade	Range
A	85-100
B+	79-84
B	73-78
C+	67-72
C	61-66
D+	55-60
D	50-54
E	<50

### Textbook(s):

- Bennett, M. J. (edited – 1998). Basic Concepts of Intercultural Communication. Yarmouth: Intercultural Press, Inc.
- Chen, G.M., & William J.S. (1997). Foundations of intercultural Communication. Needham Height: Viacom Company.
- Clyne, Michael. (1996) Inter-cultural Communication at Work. Cambridge: Cambridge University Press.
- Dhiravegin, Likhit. “Multiculturalism and Globalisation: the case of Thailand”, paper presented at the 18th Biennial General Conference of the Association of Asian Social Science Research Councils (AASSREC) in Bangkok, Thailand, 27-29 August, 2009.
- Dodd, Carley H. (1991). Dynamics of Intercultural Communication. Ia.: Wm. C. Brown Publishers.
- Judith N. Martin and Thomas K. Nakayama. Intercultural Communication in Contexts. (3rd Ed.) Boston: McGraw-Hill, 2007.
- Floyd, Kory (2009). Interpersonal Communication. Boston: McGrawHill.
- Levine, Deena R. Beyond language: cross-cultural communication. Englewood Cliff, N.J.: Prentice Hall Regents, 1993.
- Samovar, L. A. & Porter, R. E. (2001). Communication between Cultures. (4th ed.). Belmont, CA: Wadsworth.
- Scollen, R. & Scollen, S.W. (2001) Intercultural Communication – 2nd Edition. Malden, Mass: Blackwell Publishers.

### Other important Teaching Documents /Textbooks and Reading Selections

- Bellwood, Peter. (1997) Prehistory of the Indo-Malaysian Archipelago. Honolulu: University of Hawaii Press,
- Blumenbach, Johann Friedrich. (1865) “On the Natural Variety of Mankind” in the Anthropological Treatises of Johann Friedrich Blumenbach
- Hall, E.T. (1989) Beyond Culture. New York: Anchor Books.
- William B. Gudykunst, editor. (2003) Cross-cultural and intercultural communication. Thousand Oaks, Calif.: Sage Publications.
- เมตตา วิวัฒนานุกูล. การสื่อสารต่างวัฒนธรรม. กรุงเทพฯ : สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย, 2548. พิมพ์ภาพลักษณ์สุวดีกุล. รายงานวิจัย “การสื่อสารระหว่างวัฒนธรรม : ปัจจัยเพื่อการพัฒนาและส่งเสริมการท่องเที่ยว”: โครงการจัดตั้งคณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์, 2546.

### Other Course Materials:

Various reading material from other interesting articles obtained from newspapers, internet and other sources.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 802-402 RESEARCH METHODS FOR HOSPITALITY AND TOURISM

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

An understanding and recognition of the value and techniques of research necessary for effective decision-making; the ability to recognize and to objectively critique existing research methodologies as well as developing and conducting either qualitative or quantitative research, problem identification and definition, scope of study, research design, sampling, data collection, data analysis using statistical analysis, discussion of the findings, recommendation for future research

**Learning Objectives:**

- To develop student's knowledge and skills necessary to undertake successful research project at undergraduate level.
- To foster critical thinking and interest in hospitality and tourism research.
- To develop student's understanding of the methods used in research.
- To enable students to design and carry out their own research with appropriate aims and relevant sets of objectives, as well as methodologies employed and data analysis within the hospitality and tourism industries.

**Lecturers Contact Details:**

Dr. Tatiyaporn Jarumaneerat

Office: Administrative Office (Building2, 2<sup>nd</sup> Floor)

Phone: External: 0 7627 6835      Internal: 6835

E-mail: tatiyaporn.j@gmail.com

**Course Outline:**

Week	Topic / Description	Activities / Teaching Materials
1	Introduction to the course Ch.1 Introduction to research and Ch.2 Scientific Investigation	Orientation/ group arrangement Interactive Lecture
2	Ch. 3 The Research Process: The Broad Problem Area and Defining the Problem Statement.  Ch. 4 The Research Process: theoretical framework and hypothesis development	Interactive Lecture
3	Ch. 4 The Research Process: theoretical framework and hypothesis development  <b>Group Discussion:</b> Research topic, objectives, expected outcome and action plan	Interactive Lecture / Group discussion
4	Ch. 6 Measurement of variables: operational definition	Interactive Lecture
5	Ch. 7 Measurement: Scaling, reliability and validity  <b>Group Discussion:</b> Conceptual framework and hypotheses	Interactive Lecture / Group discussion
6	Ch. 7 Measurement: Scaling, reliability and validity	Interactive Lecture

	Group	
7	Ch. 8 Data collection methods	Interactive Lecture
8	Ch. 10 Sampling	Interactive Lecture
9	Midterm Examination – no class – no midterm exam for Research Methods	
10	Ch. 11 Quantitative data analysis	Interactive Lecture
11	Ch. 12 Quantitative data analysis Part 2: Hypothesis testing	Interactive Lecture
12	Quantitative data analysis continued	Interactive Lecture
13	Ch. 13 Qualitative data analysis Research poster preparation	Interactive Lecture
14	Research project consultation (All groups)	Consultation Group discussion
15	Research Poster Presentation Day	Seminar
16	Final Examination	



### Learning Assessment Plan:

Assessment Methods	%
Proposal report	25
Poster presentation	25
Final exam	35
Peer evaluation	5
Group discussion	10
<b>Total</b>	<b>100</b>

### Grading Criteria:

Score	Grade
80 or >	A
75 – 79	B+
70 – 74	B
65 – 69	C+
60 – 64	C
55 – 59	D+
50 – 54	D
<50	E

### Assignment: Research Proposal

Format: Report

Font: Times New Roman, Size 12, 1.5 spacing

Word length: Approximately 4,000 words excluded references

Due date: Week 8 in class.

Marks: 25% of total grade

Content: The elements of research proposal should include the following:

1. Research title
2. Background
  - a. Introduction to the research
  - b. Justification – why the research you are planning is worth the effort.
  - c. Research questions and objectives
3. Literature review and conceptual framework development
  - a. Relevant theories and concepts
  - b. Related past research
  - c. Hypothesis development/conceptual framework development
4. Method
  - a. Research design – the method chosen and the reason for the choice.
  - b. Data collection – how specifically are going to be collected the data.
    - i. Sampling design
    - ii. Data collection method
    - iii. Data collection instrument e.g. questionnaire, etc.
5. Action plan
6. References - Consult the FHT Writing and Report Guide

**Prescribed textbook:**

Sekaran, U. and Bougie, R. (2010) *Research Methods for Business - A Skill Building Approach*, 6<sup>th</sup> Edition, Wiley International, Singapore.

**Other recommended textbooks:**

Bryman, A. (2008) *Social Research Methods*, 3<sup>rd</sup> Edition, Oxford University Press, UK.

Saunders, M., Thornhill, A. and Lewis, P. (2009) *Research Methods for Business Students*, 5<sup>th</sup> Edition, Pearson Education, UK.



PRINCE OF SONGKLA UNIVERSITY

FACULTY OF INTERNATIONAL STUDIES

805-112 FUNDAMENTAL THAI

**Credit:** 4(4-0-8)

**Pre-requisite:** None

**Course Learning Outcome:** By the end of the course, students are expected to be able to;

1. converse basic dialogues in standard Thai.
2. show awareness of Thai sound system and basic grammar for making communicative conversations.
3. express understanding of social and cultural contexts when using Thai language.

**Textbook:** Fundamental Thai (Listening and Speaking) by Aj.Sophita Sukchuay

**Lecturer Information:**

Name	Sophita Sukchuay
Office	3404-8
Email	<a href="mailto:sophita.t@gmail.com">sophita.t@gmail.com</a>
Office hours	Monday 10.30-12.30 Tuesday 8.30-12.30

## Course Schedule

Week	Content	Teaching/Learning Activities
1	<ul style="list-style-type: none"> <li>- Introduction to the course, assignment and evaluation criteria</li> <li>- Term project assignment</li> <li>- Introduction to Thailand, Thai language and culture</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Discussion</li> <li>- Q&amp;A</li> </ul>
2	Useful expressions (Polite words, General expressions, about Thai language)	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
3	<ul style="list-style-type: none"> <li>- Thai sound system</li> <li>- Greeting and taking leave</li> <li>- Saying thank you and apologies</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
4	<ul style="list-style-type: none"> <li>- Self introduction</li> <li>- Place of Study</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
5	- Chinese New Year in Thailand	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Discussion</li> </ul>
5	Quiz I	
6	<ul style="list-style-type: none"> <li>- Numbers (1-999)</li> <li>- Buddhism in Thailand</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
7	<ul style="list-style-type: none"> <li>- Date</li> <li>- Time (formal, informal systems)</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> <li>- Discussion</li> </ul>
8	- Food and ordering	
9	Midterm examination	

10	- Fruits and drink	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> <li>- Discussion</li> </ul>
11	- Directions	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
12	Quiz II	
12	Chakri day & Thai Royal Dynasty	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Discussion</li> </ul>
13	Numbers (1000-1,000,000)	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
14	<ul style="list-style-type: none"> <li>- Colors</li> <li>- Songkran Festival</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> </ul>
15	Shopping	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Practice</li> <li>- Discussion</li> </ul>
16	<ul style="list-style-type: none"> <li>- Presentation of VDO clip</li> <li>- Revision and Conclusion</li> <li>- Course evaluation</li> </ul>	<ul style="list-style-type: none"> <li>- Discussion</li> <li>- Q&amp;A</li> </ul>
17	Final Exam	

#### Break-down of Assessment Details

Evaluation Methods	Evaluated in Week	Percentage
Course evaluation	End of semester	1
Attendance and participation	Throughout semester	10
Vocabulary & Sentence diary	Weekly (Mondays)	15
Assignment (making VDO clip)	16	10
Quizzes I & II	5, 12	14
Midterm exam	8	20
Final exam	17	30

### Grading Criteria

$\geq 90\%$	A
85% - 89%	B+
80% - 84%	B
75% - 79%	C+
70% - 74%	C
65% - 69%	D+
60% - 64%	D
Below 60%	E



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 810-201 SOCIAL PSYCHOLOGY

**Subject Credit:** 2(2-0-2)

**Prerequisites:** None

**Course Description:**

This course will go explore social psychology theories and concepts and apply it in hospitality and tourism studies. Social psychology has been defined as a social science that aims to examine and comprehend the influence of the actual, imagined, or implied presence of others on an individual's thoughts, experience, and behavior. The hospitality and tourism industry is also called a service industry where in it is vital to comprehend consumer's consumption experience. The application of social psychology theories in hospitality and tourism industry will be beneficial to understand how consumer experience is influenced by many other people, including workers, employees, managers and other consumer.

**Learning Objectives:**

- To help the student understand human behavior so that they will be better able to work and deal with people successfully
- To provide students with the basic theories and findings of social psychology and to show how social psychological principles are relevant to hospitality and tourism industry
- To explore and apply the learned concepts and theories in practical social experiment and research project that will provide in-depth understanding of the subject.

### Lecturer Contact Details:

Veronica Aguilos

Room: 2215

Phone: 0 7627 6870

E-mail: veronica.aguilos@hotmail.com

### Course Outline:

Week	Topic	Activities
1	0. Orientation 1. Introduction To Social Psychology	Introduce The Course Objectives, Syllabus And Evaluation. Seatwork
2	2. Conducting Research In Social Psychology	Assign Project Groupings - Brainstorming
3	3. The Self	Seatwork - Twenty Statements Test (TST)
4	Project: Brainstorming Quiz 1	
5	4. Attitudes And Persuasion	Group Activity - Role Playing And Formal Debate
6	5. Gender	Seatwork - Gender In The Tourism Context
7	Project: Presentation – Overview, Research Plan, Assumptions and Next Steps Quiz 2	
8	6. Interpersonal Attraction	Self-Test - Relationship Test
9	<b>Midterm Exam Week</b>	
10	7. Social Influence: Norms, Conformity, Compliance, and Obedience.	
11	8. Stereotyping, Prejudice, And Discrimination	Self-Test And Reflection On Prejudice
12	Project: Data Gathering Quiz 3	
13	9. Aggression	Seatwork - Aggression And Violence On Media
14	10. Prosocial Behavior: Helping Others	Quiz Group Work - Discussion
15	Project: Consultation Quiz 4	
16	Final Project Presentation	
17	<b>Final Exam Week</b>	



## Learning Assessment Plan:

Assessment	Value (scores %)
Quizzes (4 Quizzes, 5% each)	20
Project	20
Class Participation (Attendance, Seatwork, Group Work, Homework)	10
Mid-term exam	25
Final examination	25
<b>Total</b>	<b>100</b>

### Project

Students will conduct a research by surveying people or doing a social experiment. Students will choose social psychology topics and analyze how it is being studied and applied in real life. Students are advised to apply these topics to the hospitality and tourism industry or to their university life.

*Example Topics:*

- What influence consumer satisfaction in coffee shops in Phuket?
- How important is the atmosphere and interior design to restaurant customers?
- Is there a preferred gender when hiring an employee in airline companies?
- Is there a discrimination on students at PSU?

*Project Milestones:*

- **Week 4** – Group formation and start brainstorming for the topic.
- **Week 7** – Overview, Research Plan, Assumptions and Next Steps (5%)
- **Week 12** – Submission of collected data. (5%)
- **Week 16** – In Class group presentation and submission of research analysis (10%)

### Grading Criteria:

Passing Score: 60%

A	B+	B	C+	C	D+	D	E
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

### Textbook(s):

- Social Psychology, by Stephen L. Franzoi, McGraw-Hill, New York, 2009.
- Exploring Social Psychology by David G. Myers, New York, 1994.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 811-456 ADVANCED ENGLISH FOR BUSINESS

**Credit:** 4(3-2-7)

**Prerequisites:** None for ISPP (International) students

**Course Description:**

Accurate, appropriate and imaginative use of the English language in various characteristic contexts situations of contemporary international business; coherently structured business presentations; writing effective business correspondence and documents; debating and business negotiating

**Learning Objectives:**

- To enhance the students' English proficiency in up-to-date international business contexts/situations
- To sharpen the students' awareness for the use of the English language in various international business contexts/situations

**Lecturer contact details:**

Colin Martin Gallagher. Room 2210.

Email: colingallagher2010@gmail.com.

Telephone: 087-471-3542

**Class schedule:** TBC

**Course Outline:**

Week	Items/content	Teaching & Learning Activities/Teaching Materials
1	Introduction business contexts, communication, being international	links, texts, study material for the term
2	The varieties of English, formal English vs. informal English, British English versus American English, Business English	Role plays will be one of the main activities
3	Summarizing and exchanging information (1) Social Expressions and the music of English	Article or news-clips, or fictive movie situations analyses, will be a continuous activity
4	Socializing and networking in business situations Summarizing and exchanging information (2)	<p>Role plays will be one of the main activities</p> <p>Reading a business news article and talking about it over a cup of coffee for example implicates writing a summary in your mind too, and is the most common business English situation a student would have to face starting a job abroad, e.g. by... meeting new colleagues (and impressing the new superiors ;-)...</p>
5	Paralanguage and body language Showing interest and surprise	For persuasive speaking practice one to one competitions will be held

6	Producing and delivering coherently structured business presentations Making your point	For business meetings and negotiations group debates will be simulated
7	Writing effective business correspondence and documents	textbook units
8	The language (rhetoric) of persuasion	Public speaking training for formal business presentations will also involve an outside audience
9	International meetings and conferences, Project Management (1) Business expressions and numbers	For business meetings and negotiations group debates will be simulated
10	Communicating clearly and effectively on the phone, Speaking on the phone	Role play competition(s)
11	International meetings and conferences, Project Management (2) Being polite	For business meetings and negotiations group debates will be simulated
12	Debating and negotiating (1) Appealing to ethos, pathos, and logos The art of debate	Articles or news-clips, or fictive movie situations analyses, will be a continuous activity For persuasive speaking practice one to one competitions will be held Group debates will be simulated
13	Debating and negotiating (2) Appealing to ethos, pathos, and logos The art of negotiation	For negotiations group debates will be simulated Fictive movie situations analyses

14	Rhetoric (1) <ul style="list-style-type: none"> <li>• Responding naturally in conversations using reduced infinitives</li> <li>• Using tag questions with the correct intonation</li> <li>• Exaggeration and understatement</li> </ul> (...)	Role plays  Public speaking training for formal business presentations may also involve an outside audience
15	Feedback & Q&A. Discussion of business factors and important things from the course	Previous lecture slides,
16	Final exam discussion + exam technique and tips	
17	<b>Final exam prep</b>	

#### Learning Assessment Plan:

✓ In-class assessment(s)/activity(ies)	20%
✓ Final presentation/project	20%
✓ Reading/writing assignment(s)	30%
✓ Final examination	30%
Total	100%

#### Grading Criteria:

Score Range	Grade
80+	A

75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
<50	E

**Textbook:**

Cotton, David et al. (2013) “Advanced Market Leader. Business English Course Book. 3rd Edition”  
Pearson Longman

**Other Materials:**

(2006) “Professional English in Use Finance with Answers”

Cambridge University Press

(2011) “Professional English in Use Management with Answers”

Cambridge University Press

**Other Course Materials:**

Various reading materials from other interesting articles obtained from newspapers, internet and other sources.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 812-201 BASIC STATISTICS AND SOFTWARE

**Subject Credit:** 3(3-0-6)

**Prerequisites:** No

**Course Description:**

Meaning and scope of statistics; data and level of analysis; descriptive statistics; sampling techniques; distributions; confidence intervals; estimation and hypothesis testing; chi-square test; analysis of variance; correlation; linear regression; using statistical software analyze data

**Learning Objectives:**

Provide students with high level skills and awareness of the practical uses (and common misuses and misinterpretations and how to avoid them) of statistics and probabilistic risk assessment, with a bias towards applications in their future profession. Students will have opportunities to learn how to solve basic statistical problems in context.

**Lecturer contact details:**

Aj. Kanapot Kannaovakul

Tel. 076 276 833

[kanapot@gmail.com](mailto:kanapot@gmail.com)

**Class schedule:** TBA

**Course Outline:**

Week	Items/content	Teaching & Learning activities/teaching materials
Wk 01	CH1: Introduction to statistics -An overview of statistics -Data classification -Data collection and experimental design	Power point presentation
Wk 02	-Data collection and experimental design	Power point presentation
Wk 03	CH2: Descriptive statistics -Frequency distribution and their graphs -Measures of central tendency -Measures of position	Power point presentation
Wk 04	CH3: Probability and probability distributions. -Basic concepts of probability and counting -Conditional probability and the multiplication rule	Power point presentation
Wk 05	-Additional rule -Additional topics in probability and counting	Power point presentation
Wk 06	CH4: Discrete probability distributions. -Probability distributions -Binomial distributions -More discrete probability distributions	Power point presentation
Wk 07	CH5: Normal probability distributions -Introduction to normal distribution and std normal distributions -Finding probabilities -Finding values -Sampling distributions and central limit	Power point presentation
Wk 08	CH6: Confidence intervals -Confidence intervals for the mean (large samples) -Confidence intervals for the mean (small samples) -Confidence intervals for population proportions	Power point presentation



	-Confidence intervals for variance and standard deviation	
Wk 09	Midterm Examination	
Wk 10	CH7: Hypothesis testing with one sample -Introduction to hypothesis testing -Hypothesis testing for the mean (large samples) -Hypothesis testing for the mean (small samples)	Power point presentation
Wk 11	-Hypothesis testing for proportions -Hypothesis testing for variance and standard deviation	Power point presentation
Wk 12	CH8: Hypothesis testing with two samples -Testing the difference between means (large independent samples) -Testing the difference between means (small independent samples)	Power point presentation
Wk 13	-Testing the difference between means (dependent samples) -Testing the difference between proportions	Power point presentation
Wk 14	CH9: Correlation and regression -Correlation -Linear regression -Measures of regression and prediction intervals -Multiple regression	Power point presentation
Wk 15	CH10: Chi-square test and the F-distribution -Goodness-of-Fit test -Independence -Comparing two variances	Power point presentation
Wk 16	-Analysis of Variance	Power point presentation
Wk 17	-Final Examination	

**Learning Assessment Plan:**

Evaluation Methods	Percentage of Evaluation
Homework	20
Forum discussions.	0
Midterm exam	30
Bi-weekly tests (Quiz)	20
Final examination	30

**Grading Criteria:**

>80	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
<49	E

**Textbook(s):**

Bluman, A.G., 2009. "Elementary Statistics." Eighth Edition. McGraw-Hill International Edition.

Kabay, M.E., 2014. "Statistics in Business, Finance, Management and Information Technology: A layered introduction with Excel." Eighth Ed. School of Business and Management, Norwich University

**Other Course Materials:**

Power point presentation



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 818-102 INTRODUCTION TO CONVENTION AND EVENT MANAGEMENT

**Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

An overview of the convention and event industry, meetings, conventions, exhibitions, incentive travel, and other special events at both national and international levels; types of meetings and special events; present situations, trends, and opportunities in the event market; components of the event industry, identification of industry stakeholders and their roles and responsibilities; examination of various impacts of the industry; an introduction to planning, marketing, and event evaluation processes

**Learning Objectives:**

Provides an overview of convention and event industry, general guidelines in planning, organising and managing different types of meetings and other events, and other related issues in convention and event management

**Lecturer Contact Details:**

Assistant Professor Dr. Tatiyaporn Jarumaneerat

Office: Administrative Office

Phone no.: 0 7627 6835

E-mail: tatiyaporn.j@gmail.com

**Class Schedule:** TBA

**Course Outline:**

Week	Items/content	Teaching & Learning activities/teaching materials
1	Introduction to the course  Terminology of MICE events	Lecture  Case studies
2	Stakeholders of the industry  Development and Trends of MICE in Thailand	Lecture  In-class exercise I  Case Studies
3	Creative Thinking  Thinking outside box	Lecture  Case studies
4	Life-cycle of convention management Conceptualisation of event Ideas  Pre-event planning and research  Establishing the goals and objectives	Lecture

5	Event planning tools	Lecture Case Studies
6	Proposal Report and Presentation	Students' Presentation
7	Facility and Site Selection	Lecture Case studies Student presentation
8	Event Date	Students' Project
9	Assessment: Mid-term exam	Assessment: Mid-term exam
10	Program design  Marketing of the events  Budgeting, financing and contracting	Lecture In-class exercise III
11	Event operations Event Logistics Staging and managing the conventions	Lecture Case studies
12	Event evaluation  Managing for quality meetings and conventions	Lecture Case Studies
13	Security, Risk and Crisis Management	Lecture
14	Hotel visit	Filed trip: Hotel visit

15	Current and Future Trends for MICE industry	Lecture
	MICE Sustainability	Exercise
		Case Studies

#### Learning Assessment Plan:

Evaluation Methods	Percentage
In class exercises and hotel visit report	10
Proposal report and presentation	15
Event operations	15
Peer evaluation	10
Mid-term examination	20
Final examination	30
<b>Total</b>	<b>100</b>

#### Grading Criteria:

Score	Grade
80% and above	A
79% - 75%	B+
74% - 70%	B
69% - 65%	C+
64% - 60%	C
59% - 55%	D+
54% - 50%	D
49% and below	E

**Textbook(s):**

Davidson, R. and Rogers, T. (2006). Marketing destinations and venues for conferences, conventions and business events. Singapore: Butterworth-Heinemann.

Getz, D. and Page S. J. (2016) Event Studies: Theory, research and policy for planned events. New York: Routledge.

Rogers, T. (2008) Conferences and Conventions: A Global Industry. Italy: Butterworth Heinemann.

**Other Course Materials:** None



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 818-104 KNOWLEDGE OF BEVERAGES

**Subject Credit:** 3 (2-3-4)

**Prerequisites:** None

**Course Description:**

Knowledge of beverages both non- alcoholic and alcoholic drinks with emphasis on the identification; use of tools and equipment; beverage preparation skills

**Learning Objectives:**

This course provides students with the knowledge and history of beverages.

The course provides identification, use and service of alcoholic & non-alcoholic beverages and wines.

Students will also be able to understand and analyze bar operations and management.

- Exhibit knowledge concerning the various types of beverages.
- Understand how to properly use equipment, tools terminology specific to beverage operations.
- Understand basics of mixing cocktails; importance of standard recipes & standard measurements.
- Outline the major steps in serving cocktails, pouring beer, opening serving a bottle of wine.
- Describe criteria that should and should not be used during the employee selection process.
- Understand the importance of guest profiling in bar and beverage marketing, and describe the variables that affect a guest's profile.



- Develop various types of promotions, merchandising techniques that increase lagging sales.
- Understand the importance of wine knowledge, describing basic wine classifications.
- Understand alcoholic/non-alcoholic beverages wines: restaurant/wine bar as an F&B manager.
- Identify and discuss primary legal concerns with regards to serving alcohol.
- Identify safety, sanitation, basic factors relating to equipment selection in a facility.

#### Lecturer Contact Details:

Mitchell John Amarando

Office room number: 2204

Phone no.: 0 7627 6890

E-mail: ajarnmitch@gmail.com

**Class Schedule:** TBA

#### Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
1	The history of alcoholic beverages. Current state of the industry, and today's beverage service. Introduction to F & B Management and Beverage Service.	Lecturer, Power Point, discussion, introduction to lab and assignment.
2	Planning and executing responsible alcohol service, the physiology knowledge of alcohol, alcohol in health and nutrition, legal considerations. Types of Beverages, non-alcoholic & alcoholic beverages.	Lecturer, discussion, Power Point and assignment with lab practice/ participation..
3	Creating and maintaining your bar business. Determining clientele for the bar. Atmosphere, décor and layout, using professional assistance to design the space. Types of Beverages, non- alcoholic & alcoholic beverage knowledge.	Lecturer, Power Point, discussion, and assignment with lab practice/ participation.
4	Equipment and tools for the bar: glassware, hand tools, point of sale systems.	Lecturer, Power Point, discussion, and assignment with lab practice/ participation.

5	Spirits: Major types of distilled spirits and how they are made; white goods, brown goods, liqueurs and cordials.	Lecturer, Power Point, discussion, and assignment with lab practice/ participation.
6	Wine appreciation: history, types of wines and how they are made. Sparkling wines and Champagne. Major wine names and regions.	Lecturer, power point, discussion, video, Lab the beverages interaction and sampling of Spirits with lab practice/ participation.
7	Wine sales and service: creating wine lists, proper wine service techniques, accessories and troubleshooting. Wine storage guidelines.	Lecturer, Power Point, discussion, quizzing. Lab Wine appreciation sales and service techniques with lab practice/ participation.
8	Beer: history and major types of beer, beer making basics and the importance of ingredients. Imported and domestic beers. Storage, refrigeration and other care needs, and proper beer service.	Lecturer, Power Point, discussion, quizzing. Lab Wine appreciation sales and service techniques with lab practice/ participation.
9	Written Mid-Term Exam	Written Mid-Term Exam
10	Chalong Rum distillery in Rawai, Phuket Thailand. First & second year students will gain an advantage of visiting a distillery to see the actual process of fermentation, distillation and bottling of a valuable abundant Thai commodity. This is also an overall view of possible alternative fuels, and illustrates Thailand as one of the world's largest producers of sugarcane. The whole process is explained to the students (with visual aids) and a cocktail using the distillery's rum. Including a comparison of simple syrups. Understanding and comprehension of the process from the growing of Thai crops (sugarcane) to harvest and distillation process, bottling process and tasting.	Student will comply a written report explaining the process. Midterm/ final questions to enhanced scores.
11	Sanitation and <i>mis en place</i> at the bar: Maintaining liquor supplies; preparing mixes, garnishes and condiments. Determining ice needs.	Lecturer, power point, discussion, video, Lab the beverages interaction and sampling of Spirits with lab practice/ participation.

	Service accessories. Behind-the-bar behavior basics. Opening and closing procedures	
12	Mixology: Highballs and the build method. Mixology: Cocktails and the stir, shake and blend methods.	Lecturer, power point discussion. Lab Mixology spirits, coffee, tea interactions. Lecturer, discussion ingredients of cocktails and bar equipment
13	Employees: Types of positions to be filled; determining hiring needs and finding the right people. Legal human resource issues. Compensation and benefits; payroll and tips as taxable income.  Planning for Profit: How to create a budget and exercise controls for it. Pricing drinks. Establishing product and cash control systems.	Lecturer, Power Point, discussion, and assignment with lab practice/participation.
14	Marketing: Making a business plan. Attracting and keeping customers with promotional strategies. Use of pricing as a promotional tool. Regulations: What, when, and to whom to serve alcoholic beverages. Government regulations and their affect on bar operations.	Lecturer, Power Point, discussion, and assignment with lab practice/participation.
15	Presentation: Students will demonstrate the learned the ability to assailable a mock menu. The choice of beverage to be presented before a panel of judges. The beverage is to be prepared in front of the judges for consuming2 The beverages are to be expounded upon in detail with marketing essentials. Originality, explanation, preparation, presentation, taste and pricing. A written description of a paired dish (actual dish is not necessary).	Presentation and Evaluation
16	Compressive written final exam	Compressive written final exam

### Learning Assessment Plan:

✓ Quizzes – (weekly)	10%
✓ Mid-term Exam	30%
✓ Final Exam	30%
✓ Assignments/Notebook	20%
✓ Final Presentation	10%
Total	100%

### Grading Criteria:

Score Range	Grade
90-100	A
85-89	B+
80-84	B
75-79	C+
70-74	C
65-69	D+
60-64	D
59	E

### Textbooks:

1. The Bar & Beverage Book. 5<sup>th</sup>. Edition. ISBN: 978-0-470-24845-4
2. Mr. Boston Official Bartender's Guide. 67<sup>th</sup>. ISBN 978-0-470-39065-8
3. Beverage Service Management. PSU Faculty of Hospitality and Tourism
4. Join Facebook Page: FHT PSU Knowledge of Beverage

### Other Course Materials:

Videos, Demonstrations, Student Practice, On-site visit etc.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

**Subject: 818-302 MARKETING FOR THE HOSPITALITY AND TOURISM INDUSTRY**

**Subject Credit: 3(3-0-6)**

**Prerequisites:** None

**Course Description:**

Application of marketing principles and practices for the special needs of the hospitality and tourism industry; analysis of the marketing environments; opportunities and strategies particular to managing the marketing functions in the hospitality and tourism industry

**Learning Objectives:**

The objective of this course is to provide students with issues both theoretical and application aspects of Hospitality Services Marketing/Marketing for hospitality and tourism. Basically, it will be incorporated with essential services marketing philosophies and practices applied extensively in hospitality and tourism industry. Also, this course will focus on strategic issues to provide broader viewpoints and better understanding on marketing management and marketing planning according to the ever-changing global market environment particularly in hospitality and tourism industry nowadays.

**Lecturer Contact Details:**

Miss Patcharapimon Apithambundit

Email: patcharapimon.a@gmail.com

Tel. (+66)-7627-6866

Class Schedule: TBA

Course Outline:

Week	Items/Content	Teaching & learning activities/teaching materials	Lecturer
Week 1:	Course Introduction Session <ul style="list-style-type: none"><li>• Introduction to Hospitality &amp; Tourism Marketing</li><li>• The concept of Marketing</li></ul>	Course Syllabus & Schedule Chapter 1	Ms. Patcharapimon A.
Week 2:	<ul style="list-style-type: none"><li>• Marketing Services and The Hospitality &amp; Tourism Experience</li></ul>	Chapter 2	Ms. Patcharapimon A.
Week 3-4	<ul style="list-style-type: none"><li>• The Marketplace: Understanding Individual Customer</li></ul>	Chapter 7	Ms. Patcharapimon A.
Week 5-6	<ul style="list-style-type: none"><li>• Understanding the Organizational Customers</li></ul>	Chapter 8	Ms. Patcharapimon A.
Week 7	<ul style="list-style-type: none"><li>• Defining the Market: Differentiation, Segmentation and Target Marketing</li></ul>	Chapter 12	Ms. Patcharapimon A.
Week 8*	<ul style="list-style-type: none"><li>• Market Positioning and Branding</li></ul>	Chapter 13	Ms. Patcharapimon A.

Week 9	Midterm Examination		
Week 10	The Marketing Mix:  The Hospitality Mix and  the Product/Service Mix  The Hospitality Presentation Mix.	Chapter 3	Ms. Patcharapimon A.
Week 11	The Hospitality Pricing mix  Group Assignments	Chapter 14	Ms. Patcharapimon A.
Week 12	<ul style="list-style-type: none"> <li>• The Strategic Hospitality and Tourism Distribution Channel</li> <li>• <i>Launch of Group Assignment “Marketing Plan Case Study”</i></li> </ul>	Extra lesson*  Chapter 18-19	Ms. Patcharapimon A.  Option 1:  * Guest Speaker
Week  13-14*	<ul style="list-style-type: none"> <li>• The Marketing System and Strategic Marketing</li> </ul>	Chapter 5	Option 2:  * Guest Speaker

Week 15	<ul style="list-style-type: none"> <li>• Marketing Environment</li> <li>• SWOT analysis Quiz</li> </ul>	Chapter 6	Ms. Patcharapimon A.
Week 16	<ul style="list-style-type: none"> <li>• The Marketing Plan:</li> <li>• Group Assignment: Marketing Plan Case Study</li> </ul>	Term Assignment	Ms. Patcharapimon A.
Week 17	Final Examination		

#### Learning Assessment Plan:

Evaluation Method	Week	Percentage
Mid Term Examination	9	30
Group Assignment	7	20
Case study and Quizzes (10)	1-15	20
Final Examination	16	30
<b>Total</b>		<b>100</b>



**Grading Criteria:**

<i>Grade</i>	<i>Score</i>
A	82-100
B+	77-81
B	72-76
C+	67-71
C	62-66
D+	57-61
D	52-56
E	51

**Textbook(s):**

Marketing Leadership in Hospitality: Foundations and Practices by Peter C. Yesawich, Robert C. Lewis, Stowe Shoemaker, Fourth Edition, Pearson Education, Inc., New Jersey, 2007

Services Marketing: An Asia-Pacific and Australian Perspective by Lovelock Peterson Wirtz, Sixth edition. Pearson Australia, 2015

**Other Course Materials:** Company Websites /You tube



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

**Subject:** 818-303 SERVICE OPERATIONS MANAGEMENT

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

The theories and major ideas common to quality improvement professionals; the benefits of quality control for increasing organizational performance reduce cost, and increasing customer satisfaction; major components of service quality assurance, strategic planning for operations, development of quality improvement program; service quality audits and measuring customer satisfaction including relevant case studies from service industry

**Learning Objectives:**

1. To understand the operation in theory and practical in hospitality industry.
2. To be able to analyze the service operations system in term of customer, suppliers, service processes, and the overall supply chain as a whole.
3. To broaden their knowledge from the service expertize, and gain their experiences in the service field through people within the industry.

**Lecturer contact details:**

Dr. Chatchawan Wongwattanakit

Tel. 076 276 861

[c.wongwat@gmail.com](mailto:c.wongwat@gmail.com)

Class schedule: TBA

Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
1	<b>Introduction to Service Operations Course</b> <ul style="list-style-type: none"><li>• Reading Case: Competing on Analytics</li><li>• Project Briefing</li></ul>	Lecture/ Class Discussion
2	<b>The Role of Service in Economy</b> <ul style="list-style-type: none"><li>• Welcome to Experience of Economy</li><li>• <b>Research:</b> Experience economy in hospitality and Tourism: Gain and Loss Values for service and experience</li></ul>	Class Discussion
3	<b>Service Operations as of Today</b> <ul style="list-style-type: none"><li>• The Service Concept</li><li>• The Service Concept as a strategic tool</li><li>• Case Study:<ul style="list-style-type: none"><li>◦ A Stake in the Business</li><li>◦ What Airbnb and Strava Know About Building Emotional Connections with Customers</li></ul></li></ul>	Lecture and Class Discussion
4	<b>Sharing Experience from People in Service Industry</b>	Lecture and Workshop
5	<b>Submit Group Project Round 2</b> <ul style="list-style-type: none"><li>• Submit Group Project Round 2 and Update group progress</li><li>• <b>Read Article:</b> Restaurant Chain from Business Insiders about McDonald's, Starbucks, and Chipotle</li></ul>	Lecture and Class Discussion

6	Technology Information:Let get to know "Data Mining"	Lecture and Workshop
7	Field Trip	
8	Logistics and Supply Chain in Service Industry	Class and Discussion
9	Midterm	
10	Workshop: Aspects of Service Operations from People in the Service Industry	Lecture and Workshop
11	Data Analytic Workshop with Free Software	Workshop
12	Process Design <u>Read</u> <ul style="list-style-type: none"> <li>• Read Order Fulfillment Case: Pharmacy Service Improvement at CVS (A)</li> <li>• The Process Enterprise: An Executive Perspective</li> </ul>	Lecture and Discussion
13	Project Presentation	Student Presentation
14	Total Quality Management (TQM) <ul style="list-style-type: none"> <li>• JIT (Just in Time) and Lean System</li> <li>• Lean Thinking</li> </ul>	Lecture
15	Total Quality Management (TQM) Case Study and Review for Final Exam	Lecture and Discussion
16	Final Exam	

**Learning Assessment Plan:**

Evaluation Methods	Percentage of Evaluation
Lecture's evaluation on student effort in participating in the development of their term project and Peer Review	10
Midterm	20
Term Project	30
Individual Assignment	10
In Class Quiz and Active Quiz from LMS2	10
Final Exam	20

**Grading Criteria:**

80-100% A

75-79% B+

70-74% B

65-69% C+

60-64% C

55-59% D+

50-54% D

≤49% E

**Textbook(s):**

James A. Fitzsimmons and Mona J. Fitzsimmons, Service Management: Operations, Strategy, Information Technology, McGrawGill

Robert Johnston and Graham Clark, Service Operations Management: Improving Service Delivery, Pearson Education Limited

**Other Course Materials:**

1. THE NEW SERVICE OPERATIONS CHALLENGE: DELIGHTING CUSTOMER AND REDUCING COST IN THE NEW FRONT OFFICE by Oliver Wyman
2. Harvard Business Review
3. Research Articles



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 818-312 Incentive Travel and Special Event Management

Subject Credit: 3(3-0-6)

Prerequisites: None

**Course Description:**

Incentive travel of employee or customers as a tool to increase company's sales; logistics management, transportation, destination selection, marketing, theme setting, program designing, the planning and design of special events and other elements; roles of destination management companies and other ground operators, and the relationship between clients and the incentive travel companies

**Learning Objectives:**

- Type of Incentive Travel, Target Market of Incentive Travel, Process of Incentive Travel Planning
- Incentive Program and Proposal
- Concepts of event management with an emphasis on cultural events, festivals, public celebrations and sporting events
- financial and operational considerations and strategies to ensure a viable and successful special event

**Lecturer contact details:**

Mr. Krittabhas Khwanyuen

Tel. 076 276 815

Room 2201

kkrittabhas@gmail.com

**Class schedule:** TBA

**Course Outline:**

Week	Items/content	Teaching & Learning activities/teaching materials
1	- Introduction to Incentive Travel - Types of Incentive Travel	- Lecture - Group discussion
2	Incentive Travel: an attractive Option	Group discussion
3	Process of Incentive Travel	- Lecture
4	Team Building	- Lecture - In-class activity
5	Marketing for Incentive Travel	- Lecture
6	Future Trends of Incentive Travel	Group discussion
7	Incentive Travel Programme Presentation	Group presentation
8	Introduction to Special Events	-Lecture -Group discussion
9	Mid-term exam	
10	Strategic Planning in Special Event Management	-Lecture
11	Event Proper and Production	- Lecture
12	- Venue Selection - Risk and Crisis Management in Special Events	- Lecture - Group discussion
13	Wedding planner's experience	- Lecture
14	Financial Administration and Sponsorship	- Lecture - In-class activity

15	Review	- Lecture
16	Final Exam	

#### Learning Assessment Plan:

Evaluation Methods	Percentage of Evaluation
Quizzes	15
In-class exercise	15
Group presentation	20
Mid-term exam	25
Final Exam	25

#### Grading Criteria:

Grade	Range
A	80 - 100
B+	75 - 79
B	70 - 74
C+	65 - 69
C	60 - 64
D+	55 - 59
D	50 - 54
E	< 49

#### Textbook(s):

Glen C. Ramsborg (2008) Professional Meeting Management

Introduction to M.I.C.E Industry by Thailand Convention & Exhibition Bureau

Getz, D. (1997) Event Management and Event Tourism, Cognizant Communication Corp: USA.

McDonnell, I., Allen, J. and O'Toole, W. (1999) Festival and Special Event Management, John Wiley and Sons: Brisbane.

Yeoman, Martin Robertson, Jane Ali-Knight, and Siobhan Drummond (2003) Festival and Events Management: An International Arts and Culture Perspective, USA

Allen, J. (2000) Event Planning, John Wiley and Sons: Canada.



### Other Course Materials:

Gido, J. and Clements, J.P. (2003) Successful Project Management, Second edition, Thomson: USA.

Xiang, Z. and Formica, S. (2007) Mapping Environmental Change in Tourism: A study of the incentive travel industry. Tourism Management. 28. pp.1193-1202.

Shinew, K. J., and Backman, S. J., (1995) Incentive Travel: an attractive Option. Tourism Management. 16(4). pp. 285-293.

Aguinis, H., Joo, H., and Gottfredson, R. K., (2013) What monetary rewards can and cannot do: How to show employees the money. Business Horizons. 56. pp. 241-249.

Getz, D. (1997) Event Management and Event Tourism, Cognizant Communication Corp: USA.

Gido, J. and Clements, J.P. (2003) Successful Project Management, Second edition, Thomson: USA.



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 819-101 Coastal and Marine Tourism Management

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Coastal and marine tourism management concepts, theories and practice at organizational, local and national levels; the needs and importance of coastal and marine tourism management; the interrelationship between coastal areas and tourism planning and development; coastal and marine tourism development issues and its characteristic; integrated coastal tourism management; disaster risk management for coastal and island tourism destinations, sustainable coastal tourism challenges

**Learning Objectives:**

To provide students the knowledge in principles of marine and coastal tourism business management; marine environment; marine and coastal tourism resources; marine tourism produces, services and activities; management in marine tourism attractions; human resource management and laws related to the marine tourism business

**Lecturer contact details:**

Aj. Pisit Tuntipisitkul

E-mail: pisit224455@gmail.com

Mobile: 083-1397097

Class schedule: TBA

Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
01	1. Introduction to the course, Getting to know the subject, the teacher, students (Self-Directed Learning) 2. Why study marine and coastal tourism? 3. The importance of Marine and Coastal tourism industry(Economically, Socially, Environmentally) 3. What's Marine and Coastal Tourism? 4. Exploring Marine and Coastal Tourism Activities	PPT, in class discussion, Whiteboard
02	Exploring Marine and Coastal Environment Characteristics(Past to Present). Relationship of Marine & Coastal Tourism Resources, Attractions, Activities, Product & Services	Group discussion, PPT, Whiteboard, Analysis of case study
03	Discussion of Assignment 1: Selected Major influence activities of Marine & Coastal tourism. Develop an outline of the topics such as diving industry, surfing industry, sailing industry, etc. (Background & History(timeline of its development), products & services, relationship with marine tourism, price, places etc.).	Personal Consultation, Discussion, Open forum
04-05	Presentation and seminar. Instruction on Assignment 2: Reflection Writing paper.	Student share and teach other students about their finding on the selected topics. Student need to create exam questions for other students at the end of presentation (Learn by teaching)
06	Management approaches: - Stakeholders analysis & Strategies used to manage marine tourism attraction, resources and activities.	Lectures, Discussion Questions
07	Service and Route design case study of Community based Tourism in Marine and coastal environment.	Lecture, ppt, case study

08	Marine tourism products: Development, Characteristic, usage(functions), Game changer (Breakthrough innovation)	Lecture, In class discussion and question.
09	Midterm-Exam	
10	Instruction on Group project(contest) & Consultation	Consultation
11	1. Announcement on Midterm-Exam score. 2. Essential Skills and Knowledge in Marine tourism tour operation profession	Lectures, Website Apps, Demonstration
12-13	Analyze Contemporary issues in Marine tourism Industry: Ex. Safety, Services, Communication, limitation etc. and How to turn that into opportunities?	Lecture, Open group discussion and analysis.
14	Final Consultation on Group project. Weather Forecast and marine tourism.	Consultation, Discussion, Lecture, website, apps
15-16	Group project presentation and discussion. review of the lessons for final exam	Group presentation and Discussion
17	Final Examination	

#### Learning Assessment Plan:

Evaluation Methods	Percentage of Evaluation
Midterm Exam	25
Final Examination	25
Assignment 1: Exploring the Marine tourism product&services biz. From Past to Present	10
Assignment 2: Reflection paper...Students will have to write to explain the Human connection to the Ocean and the beach in term of sensory experience(sounds, vision, touch(body), smell, mind in their own experience. Moreover, the writing need to be back up with scientific research of some kind.	10

Key questions to considered: Why do people love, attracted and drawn towards the ocean or beach? Is there any connection between human and ocean?	5
Class participation	25

#### Grading Criteria:

Scores	Grade
80% and above	A
75% - 79%	B+
70% - 74%	B
65% - 69%	C+
60% - 64%	C
55% - 59%	D+
50% - 54%	D
< 50 %	E

#### Textbook(s):

Mark Orams (1999). Marine tourism: development, impacts and management.

#### Other Course Materials:

PDF, Video



FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

**Subject:** 819-204 Introduction to Aviation Industry

**Subject Credit:** 3(3-0-6)

**Prerequisites:** None

**Course Description:**

Knowledge of aviation industry; basic knowledge of airplanes, airports and flight, usage of airline and airport operations; the history of airline industry, airport and air traffic control

**Learning Objectives:**

- Overview foundation of aviation
- Overview of airports and airlines
- Understand aviation terminology
- Understand alliance, organization and personnel related with aviation
- Understand impact of aviation and human factors of airlines

**Lecturer contact details:**

Ms. Raphiphan Jiamthawibun

Tel. 076 276 852

yingraphi555@gmail.com

**Class schedule:** TBA

**Course Outline:**

Week	Items/content
1	<ul style="list-style-type: none"><li>- Course Introduction</li><li>- Introduction to Aviation</li></ul>
2	<ul style="list-style-type: none"><li>- Terminology related with Aviation</li><li>- Aviation Alphabet</li></ul>
3	<ul style="list-style-type: none"><li>- Type of Airlines</li><li>- Aircraft Types and Cabin Configurations</li><li>- Quiz</li></ul>
4	<ul style="list-style-type: none"><li>- Main Industry Characteristics of Passenger Airlines</li><li>- Careers in Aviation</li></ul>
5	<ul style="list-style-type: none"><li>- History of Major Flag Carriers and Low Cost Carriers</li><li>- Changes in the Aviation Industry</li><li>- Quiz</li></ul>
6	<ul style="list-style-type: none"><li>- Organization Related with Aviation</li><li>- The Role of Governments</li></ul>
7	<ul style="list-style-type: none"><li>- Airline Alliance</li><li>- Quiz</li></ul>
8	<ul style="list-style-type: none"><li>- Group Presentation</li></ul>
9	Mid-Term Examination
10	Airport Overview and Functions
11	Basic Aeronautics with Aircraft Features
12	<ul style="list-style-type: none"><li>- Safety and Security of Airports and Airlines</li><li>- Quiz</li></ul>
13	Introduction to Wider Impact of Aviation and Project Assignment
14	Human Factors and Organization Culture of an Airline
15	<ul style="list-style-type: none"><li>- Wider Impact of Aviation Project Presentation</li><li>- Quiz</li></ul>
16	Final Examination

**Learning Assessment Plan:**

Evaluation Methods	Percentage of Evaluation
Oral Quizzes	25
Mid-Term Examination	30
Final Examination	30
Group Assignment	15

**Grading Criteria:**

Score	Grade
More than 80	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
Less than 50	E

**Textbook(s):**

Lecturer's note

**Other Course Materials:**

VDO





FACULTY OF HOSPITALITY AND TOURISM  
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 819-310 Airport Management

**Subject Credit:** 3(3-0-6)

**Prerequisites:** No

**Course Description:**

Principles of airport management, definitions of airport functions and facilities; the overall regulatory requirements; managing the airport as a business; managing the operations both landside and airside

**Learning Objectives:**

to introduce the issues concerning management of an airport, including: definitions of an airport functions and facilities; the overall regulatory requirements; airport landside and airside operation and management, airport safety and security operation and management; and finally, management of an airport as a business

**Lecturer contact details:**

Ms. Kristina Stosic

Tel. 076 276 860      Room 2310

Kristinastosic2017@gmail.com

**Class schedule:** TBA

**Course Outline:**

Week	Items/content	Teaching & Learning activities/teaching materials
01	Course Syllabus and presentation of grading criteria for the subject. 'Build an Airport' activity. Active, student focused review of airport related points covered in 'Introduction to Aviation' subject and placing those in the perspective of the Airport Management subject. Introduction to Airport Management	Group Activity Group Discussion Review of the material through quiz type of questions
02	Definitions of airport functions and facilities; the overall regulatory requirements; airport landside and airside operations;	Group Discussion Review of the material through quiz type of questions Airport Planning and Management, Alexander T. Wells, Ed.D. & Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004. Airport Design and Operation, Antonin Kazda & Robert E. Caves, Elsevier, UK, 2007 IATA Airport Ground Handling Manual, IATA, Canada, 2015 IATA Airport Operations, IATA, Canada, 2011
03	Airport Landside Operations. Operational and financial links to environments and societies.	Group Discussion Review of the material through quiz type of questions Airport Planning and Management, Alexander T. Wells, Ed.D. & Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.

		<p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p>
04	<p>Airport Terminals and Ground Access.</p> <p>Airport Functions, Roles and Organizational Chart.</p>	<p>Group Discussion</p> <p>Review of the material through quiz type of questions</p> <p>Airport Planning and Management, Alexander T. Wells, Ed.D. &amp; Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p>
05	<p>Airport Airside Operations. Airfield.</p>	<p>Group Discussion</p> <p>Review of the material through quiz type of questions</p> <p>Airport Planning and Management, Alexander T. Wells, Ed.D. &amp; Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p>

		IATA Airport Operations, IATA, Canada, 2011
06	Airspace and Air Traffic Control. Air Traffic Control Activity and post-activity briefing.	Air Traffic Control Group Activity Post-Activity De-briefing Discussion Review of the material through quiz type of questions Airport Planning and Management, Alexander T. Wells, Ed.D. & Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004. Airport Design and Operation, Antonin Kazda & Robert E. Caves, Elsevier, UK, 2007 IATA Airport Ground Handling Manual, IATA, Canada, 2015 IATA Airport Operations, IATA, Canada, 2011
07	Air Traffic Control Visit and Tour at Phuket International Airport for first half of the students on the registry list for the class. Active listening and insightful questions to the tour guides will be monitored and encouraged.	Air Traffic Control practitioners at Phuket International Airport.
08	Air Traffic Control Visit and Tour at Phuket International Airport for the second half of the students on the registry list for the class. Active listening and insightful questions to the tour guides will be monitored and encouraged.	Air Traffic Control practitioners at Phuket International Airport
09	Mid Term Exam for maximum 30% of the grade	
10	Airport Safety (SMS), Risk Management, Security Plans and Management.	Group Discussion Review of the material through quiz type of questions Airport Planning and Management, Alexander T. Wells, Ed.D. & Seth B.

		<p>Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p>
11	Airport Emergency Response Plan and Procedures	<p>Group Discussion</p> <p>Review of the material through quiz type of questions</p> <p>Airport Planning and Management, Alexander T. Wells, Ed.D. &amp; Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p> <p>Major Airline ERPs</p>
12	Airport Operations Observation and Tour of Phuket International Airport for the second group of students from the class registration list. Active participation and insightful questions will be monitored and encouraged.	<p>Airport Personnel Practitioner's Knowledge and Expertise at Phuket International Airport.</p>
13	Airport Operations Observation and Tour of Phuket International Airport for the first group of students from the class registration list. Active participation and insightful questions will be monitored and encouraged.	<p>Airport Personnel Practitioner's Knowledge and Expertise at Phuket International Airport.</p>

14	Management of an airport as a business, airport financial management.	<p>Group Discussion</p> <p>Review of the material through quiz type of questions</p> <p>Airport Planning and Management, Alexander T. Wells, Ed.D. &amp; Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p>
15	Airport Management as a career, Sustainable management of the business in a long-term, communities and societies beneficial way.	<p>Group Discussion</p> <p>Review of the material through quiz type of questions</p> <p>Airport Planning and Management, Alexander T. Wells, Ed.D. &amp; Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.</p> <p>Airport Design and Operation, Antonin Kazda &amp; Robert E. Caves, Elsevier, UK, 2007</p> <p>IATA Airport Ground Handling Manual, IATA, Canada, 2015</p> <p>IATA Airport Operations, IATA, Canada, 2011</p>
16	Final Exam for a maximum of 30% of the grade	

**Learning Assessment Plan:**

Evaluation Methods	Percentage of Evaluation
Students will be asked to describe two individual learning points from Build an Airport activity (2%) in a report which will be submitted along with the Air Traffic Control activity learning points (2%). In addition, students will be asked to describe four learning points from their Air Traffic Control Airport Visit (for a maximum grade of 8%) and four learning points from Airport Operations Visit (for a maximum grade of 8%). The complete report can be awarded maximum of 20%	20
Mid Term Exam	30
Final Exam	30
Participation and answering review questions in class, 1% per class. Maximum of 10% can be awarded per student throughout the Semester.	10
Weeks 1, 2, 3, 4, 5, 6, 10, 11, 14, 15	10

**Grading Criteria:**

Grading Criteria	Range
A	>86
B+	80-85
B	74-79
C+	68-73
C	62-67
D+	56-61
D	50-55
E	<49

**Textbook(s):**

Airport Planning and Management, Alexander T. Wells, Ed.D. & Seth B. Young, Ph. D., McGraw-Hill books, USA, 2004.

Airport Design and Operation, Antonin Kazda & Robert E. Caves, Elsevier, UK, 2007

IATA Airport Ground Handling Manual, IATA, Canada, 2015

IATA Airport Operations, IATA, Canada, 2011

**Other Course Materials:**

Input of Phuket International Airport Air Traffic Controllers and Operations Personnel during the Airport Tours. Practitioners' first hand knowledge and experience.