

Course Details

Name of Institution : Phranakhonsi Ayutthaya Rajabhat University
Campus / Faculty / Division : Faculty of Management Science

Chapter 1 General Information

1. Code and Course 9001210 The charm and Style in service
2. Credit Points 3 credits (3-0-6)
3. Program and Type of Course Course : Every curriculum at Bachelor's level Type of course : General Education
4. Course Convener and Lecturers Lecturers : Suwanna Sittanaviwat
5. Semester / Year of Study 1/2017 / General Education
6. Pre-requisite (if any) None
7. Co-requisites (if any) None
8. Location 4, 41 Building
9. Latest Update of Course Specifications 3 July 2017

Chapter 2: Aims and Objectives

1. Aims of Subject Providing knowledge about Introduction of the important elements and aspects of service; Concept and theory of personality; Charming management from internal and external personality; The art of negotiation and welcome; Persuasion and impression; Learning and development; The environment management in service; Moral and ethical in service for those who have a great charming and personality can adapt to society.
2.Objectives for Development/Improvement Providing students with basic knowledge for preparation intelligence knowledge, understanding the charming management and personality development for preparation of their own to study other subjects by researching the document, data, reference sample, trend self-improvement, the problem in the daily life and advance in modern technology.

Chapter 3: Description and Implementation

1. Course Description

Introduction to the important elements and aspects of service; Concept and theory of personality; Charming management from internal and external personality; The art of negotiation and welcome; Persuasion and impression; Learning and development; The environment management in service; Moral and ethical in service

2. Teaching Hours per Semester

Lecture	Additional	Practice /Filed Experience/Internship	Self-directed Learning
45 hours / semester	-	-	6 hours/week

3. Academic Advising Time for Students

1 hour per week (individual)

Chapter 4: Improvement of Student Learning Outcomes

1. Moral and Ethics**1.1 Morals and ethics to be developed**

1. Good conscious
2. Perseverance
3. Public mind

1.2 Teaching methods

1. Organize activities in teaching that contain lesson in morally and ethic
2. Encourage students to learn from real situations

1.3 Evaluation methods

1. Awarding point for attendance and turning in an assignment on time
2. Observation of student's behavior

2. Knowledge**2.1 Knowledge to be acquired**

1. The knowledge and understanding about the science of life
2. Having the knowledge of environmental changed, social and economic issues that arise in the society

2.2 Teaching methods

1. Organize activities for teaching in variety formals
2. The investigation and presentation of the report

2.3 Evaluation methods

1. Evaluate the authentic of learning
2. Evaluate assignments

3. Cognitive Skills**3.1 Cognitive skills to be developed**

1. Synthesis and critical thinking skills are evaluated by the integrated and linked to the society

<p>2. Problem solving skills</p> <p>3.2 Teaching methods</p> <ol style="list-style-type: none"> 1. Teaching and learning activities that focus on developing critical thinking, synthesis, and evaluation 2. Trained to analyze and solve problems from the current situation 3. Self-studied, report assignment, and discussion <p>3.3 Evaluation methods</p> <ol style="list-style-type: none"> 1. Evaluation of learning in real time 2. Evaluation from report presentation
<p>4. Interpersonal Relationship Skill and Responsibilities</p> <p>4.1 Interpersonal relationship skills to be developed</p> <ol style="list-style-type: none"> 1. Teamwork skill 2. Being responsible to himself and society <p>4.2 Teaching methods</p> <ol style="list-style-type: none"> 1. Collaborative learning 2. Focus on activities that provide the exchange of ideas and expression <p>4.3 Evaluation methods</p> <ol style="list-style-type: none"> 1. Observation from working as a group 2. Observation from presentation and group discussion
<p>5. Numeric analytical Skills, Communication Skills and Information Technology Skills</p> <p>5.1 Numeral analysis, Communication, and IT skills to be developed</p> <ol style="list-style-type: none"> 1. Calculation skills 2. Can use language to communication 3. Can use Information Technology <p>5.2 Teaching methods</p> <ol style="list-style-type: none"> 1. Practicing language skills to communicate 2. Organize activities that focus on teaching numerical analysis 3. Researching and report presentation <p>5.3 Evaluation methods</p> <ol style="list-style-type: none"> 1. Real time assignment 2. Evaluation from numerical analysis 3. Evaluation from researching and report presentation

Chapter 5: Teaching and Evaluation Plans

Week	Topics	No. of hours	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<p>Introduction to the course and general overview of the period</p> <ul style="list-style-type: none"> - Learning approach /content - Learning activity 	3	<ul style="list-style-type: none"> - Lecture and discussion - Assignment: study, explain about service 	<p>Suwanna Sittanaviwat</p>

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	- Assessment of Learning			
2	Introduction to the important elements and aspects of service	3	<ul style="list-style-type: none"> - Lecture - Brain storming - Small group discussion - Presentation - Assignment 	Suwanna Sittanaviwat
3-4	Concept and theory of personality	6	<ul style="list-style-type: none"> - Lecture - Small group discussion - Self-study - Analysis strengths and weaknesses yourself - Role play activities - video - Assignment 	Suwanna Sittanaviwat
5-6	Charming management from internal and external personality	6	<ul style="list-style-type: none"> - Lecture - Small group discussion - show examples - Role play activities - Self-study - Video - Assignment 	Suwanna Sittanaviwat
7-8	The art of negotiation and welcome	6	<ul style="list-style-type: none"> - Lecture - Group discussion - Role play activities - Assignment -Q&A 	Suwanna Sittanaviwat
Midterm Examination				
9-10	Persuasion and impression	6	<ul style="list-style-type: none"> - Lecture - VDOs - Group discussion - Assignment 	Suwanna Sittanaviwat
11-12	Learning and development	6	<ul style="list-style-type: none"> - Lecture - VDOs - Group discussion - Role play activities - Assignment 	Suwanna Sittanaviwat

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13	The environment management in service	3	- Lecture - VDOs - Group discussion - Role play activities - Assignment	Suwanna Sittanaviwat
14	Moral and ethical in service	3	- Lecture - Discussion: Show examples with pictures or VDOs - Group discussion - Assignment	Suwanna Sittanaviwat
15	Presentation and summary/ review	3	- Discussion: Show VDOs - Presentation - Q&A	Suwanna Sittanaviwat
	Final Examination			

COURSE		1.Moral and Ethic			2.Knowledge		3.Cognitive Skills		4.Interpersonal Relationship S and Responsibilities		5.Numeric analyti Skills, Communication S and Information Technology Skills		
		1	2	3	1	2	1	2	1	2	1	2	3
General Education													
Course code	Humanities												
9001210	The charm and Style in service	●	○	○	○	●	○	●	○	●	○	●	○

2. Evaluation Plan			
Learning outcomes	Evaluation methods	Week	Proportion of Evaluation
	-Classwork / discussion/ presentation/observation	Whole semester	10%
	-Individual and group Presentation		30%
	Midterm Examination		20%
	Final Examination		30%
	Class Attendance	Whole semester	10%

Chapter 6: Teaching Materials

1. Main texts
2.Required readings:
3. Supplementary or extra readings
Recommend Teaching Resources

Chapter 7: Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by students
2. Strategies for Teaching Evaluation
3. Improvement of teaching
4. Verification of Student Achievement in Class
5. Course Review and Improvement plan for Course Effectiveness