

## Course Details

<b>Name of Institution :</b> Phranakhonsi Ayutthaya Rajabhat University
<b>Campus / Faculty / Division :</b> Faculty of Management Science Business Economics Program

### Chapter 1 General Information

<b>1. Code and Course</b> 9001315 Thai's Host
<b>2. Credit Points</b> 3 credits (3-0-6)
<b>3. Program and Type of Course</b> <b>Course :</b> Bachelor of Business Administration, Business Economics Program <b>Type of course :</b> General Education
<b>4. Course Convener and Lecturers</b> Lecturers : Monnapat Bussaparoeak
<b>5. Semester / Year of Study</b> 1/2017
<b>6. Pre-requisite (if any)</b> None
<b>7. Co-requisites (if any)</b> None
<b>8. Location</b> Building 4
<b>9. Latest Update of Course Specifications</b> 3 July 2017

### Chapter 2: Aims and Objectives

<b>1. Aims of Subject</b> - To study foundation in world's culture, concepts of cultural diversity, intercultural, to study practical insights on how people adjust themselves on
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the modern world's today, to discuss on how culture influence way of life, and the truth about each other's culture when we have to travel

## 2. Objectives for Development/Improvement

- To examine the world's continent, Western culture, East culture, Asia culture, races, cross-cultural interaction, Thai's culture as a whole, how to be a good host, and how to be a good travelers when going abroad, understand the attitude on culture's change and adjusting to live in the present world.

### Chapter 3: Description and Implementation

#### 1. Course Description

วัฒนธรรมและความหลากหลายทางวัฒนธรรมในสังคมยุคใหม่ ความคิดในการเข้าใจปฏิสัมพันธ์ระหว่างหรือข้ามวัฒนธรรม วัฒนธรรมในยุคโลกาภิวัตน์ วัฒนธรรมไทย อิทธิพลของวัฒนธรรมทัศนคติ พฤติกรรมต่างชาติต่อวิถีชีวิตของเจ้าบ้าน ขนบธรรมเนียมและกฎระเบียบที่ควรปฏิบัติในฐานะเจ้าบ้าน

Culture and cultural diversity in contemporary society; concept for understanding intercultural or cross-cultural interaction; culture in globalization; Thai's culture; an influence of oversea cultures, attitude, behavior on way of life of the host; customs and regulations on the host should be performed

#### 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

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### Chapter 4: Improvement of Student Learning Outcomes

#### 1. Moral and Ethics

##### 1.1 Morals and ethics to be developed

1. Good conscious (●)
2. Perseverance (o)
3. Public mind (o)

<p><b>1.2 Teaching methods</b></p> <ol style="list-style-type: none"> <li>1. Organize activities in teaching that contain lesson in morally and ethic</li> <li>2. Encourage students to learn from real situations</li> </ol> <p><b>1.3 Evaluation methods</b></p> <ol style="list-style-type: none"> <li>1. Awarding point for attendance and turning in an assignment on time</li> <li>2. Observation of student's behavior</li> </ol>
<p><b>2. Knowledge</b></p> <p><b>2.1 Knowledge to be acquired</b></p> <ol style="list-style-type: none"> <li>1. The knowledge and understanding about the science of life (o)</li> <li>2. Having the knowledge of environmental changed, social and economic issues that arise in the society (●)</li> </ol> <p><b>2.2 Teaching methods</b></p> <ol style="list-style-type: none"> <li>1. Organize activities for teaching in variety formals</li> <li>2. The investigation and presentation of the report</li> </ol> <p><b>2.3 Evaluation methods</b></p> <ol style="list-style-type: none"> <li>1. Evaluate the authentic of learning</li> <li>2. Evaluate assignments</li> </ol>
<p><b>3. Cognitive Skills</b></p> <p><b>3.1 Cognitive skills to be developed</b></p> <ol style="list-style-type: none"> <li>1. Synthesis and critical thinking skills are evaluated by the integrated and linked to the society (o)</li> <li>2. Problem solving skills (●)</li> </ol> <p><b>3.2 Teaching methods</b></p> <ol style="list-style-type: none"> <li>1. Teaching and learning activities that focus on developing critical thinking, synthesis, and evaluation</li> <li>2. Trained to analyze and solve problems from the current situation</li> <li>3. Self-studied, report assignment, and discussion</li> </ol> <p><b>3.3 Evaluation methods</b></p> <ol style="list-style-type: none"> <li>1. Evaluation of learning in real time</li> <li>2. Evaluation from report presentation</li> </ol>
<p><b>4. Interpersonal Relationship Skill and Responsibilities</b></p> <p><b>4.1 Interpersonal relationship skills to be developed</b></p> <ol style="list-style-type: none"> <li>1. Teamwork skill (o)</li> <li>2. Being responsible to himself and society (●)</li> </ol> <p><b>4.2 Teaching methods</b></p> <ol style="list-style-type: none"> <li>1. Collaborative learning</li> </ol>

<p>2. Focus on activities that provide the exchange of ideas and expression</p> <p><b>4.3 Evaluation methods</b></p> <ol style="list-style-type: none"> <li>1. Observation from working as a group</li> <li>2. Observation from presentation and group discussion</li> </ol>
<p><b>5. Numeric analytical Skills, Communication Skills and Information Technology Skills</b></p> <p><b>5.1 Numeral analysis, Communication, and IT skills to be developed</b></p> <ol style="list-style-type: none"> <li>1. Calculation skills (o)</li> <li>2. Can use language to communication (●)</li> <li>3. Can use Information Technology (o)</li> </ol> <p><b>5.2 Teaching methods</b></p> <ol style="list-style-type: none"> <li>1. Practicing language skills to communicate</li> <li>2. Organize activities that focus on teaching numerical analysis</li> <li>3. Researching and report presentation</li> </ol> <p><b>5.3 Evaluation methods</b></p> <ol style="list-style-type: none"> <li>1. Real time assignment</li> <li>2. Evaluation from numerical analysis</li> <li>3. Evaluation from researching and report presentation</li> </ol>

### Chapter 5: Teaching and Evaluation Plans

Week	Topics	No. of hours	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<p><b>Learning methodology's Explanation</b></p> <ul style="list-style-type: none"> <li>- Learning approach /content</li> <li>- Learning activity</li> <li>- Assessment of Learning</li> </ul>	3	<ul style="list-style-type: none"> <li>- Explain</li> <li>- Assignment: study, find a picture and explain about the world</li> </ul>	Monnapat Bussaparoek
2	<p><b>Introduction to culture and the world around us</b></p> <ul style="list-style-type: none"> <li>- World continents</li> <li>- World culture</li> </ul>	3	<ul style="list-style-type: none"> <li>- Brain storming</li> <li>- Small group discussion</li> <li>- Presentation</li> <li>- Exercise</li> </ul>	Monnapat Bussaparoek

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	- Races			
3	Cultural diversity in modern society	3	- Small group discussion - Presentation - Exercise	Monnapat Bussaparoek
4	Concept of intercultural	3	- Small group discussion show examples - Role play activities - Exercise	Monnapat Bussaparoek
5-6	Concept of cross-cultural interaction	6	- Group discussion - Role play activities - Exercise	Monnapat Bussaparoek
7	Culture in globalization	3	- Group discussion - Role play activities - Exercise	Monnapat Bussaparoek
Midterm Examination				
9-10	Asian cultures, Western culture, East Culture when you have to visit those country	6	- VDOs - Group discussion - Exercise	Monnapat Bussaparoek
11	An influence of oversea cultures on the host's resident	3	- VDOs - Group discussion - Role play activities - Exercise	Monnapat Bussaparoek
12	An influence of oversea attitude on the host's resident	3	- VDOs - Group discussion - Exercise	Monnapat Bussaparoek
13	Thai's customs and traditional in modern society	3	- Discussion: Show examples with pictures or VDOs - Exercise	Monnapat Bussaparoek
14	International regulations	3	- Discussion: Show examples with pictures or VDOs - Exercise	Monnapat Bussaparoek

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15	Correcting things on menu and sign	3	- Discussion: Show examples with pictures or VDOs Presentation	Monnapat Bussaparoek
16	Regulations on the host should be performed	3	- Discussion: Show examples with pictures or VDOs - Presentation	Monnapat Bussaparoek
17	Final Examination			

2. Evaluation Plan			
Learning outcomes	Evaluation methods	Week	Proportion of Evaluation
	Classwork/ discussion/ presentation/ observation	Whole semester	30%
	Midterm Examination	Week 8	30%
	Final Examination	Week 16	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
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5. Course Review and Improvement plan for Course Effectiveness
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