



Undergraduate Program

Course Title: Spa and Health Resort Management

Mahidol University International College

Course Code: ICHI 326

Tourism and Hospitality Management Division

TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

Thai ICHI 326 การจัดการสปาและรีสอร์ทเพื่อสุขภาพ

English ICHI 326 Spa and Health Resort Management

2. Number of credits 4(4-0-8)

3. Program and type of subject

3.1 Program Undergraduate Degree (International Program)

3.2 Type of Subject Elective Course

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator Ms. Nate-tra Dhevabanchachai

4.2 Course Lecturer MS. Nate-tra Dhevabanchachai

Tourism and Hospitality Management Division

Email: natetra.dhe@mahidol.ac.th

5. Trimester/ Year of Study

5.1 Trimester At least once a year

5.2 Course Capacity Approximately 40 students

6. Pre-requisite Introduction to Hospitality and Tourism Industry

7. Co-requisites None

8. Venue of Study Mahidol University International College

9. Date of Latest Revision February 2018



Section 2 Goals and Objectives

1. Course Goals

To let the students having knowledge in relation to spa management of hotel industry: students will be able to apply knowledge learned to evaluate types of spa, the effectiveness of spa operation and management and be able to successfully operate spa business.

2. Objectives of Course Development/Revision

2.1 Course Objectives

At the end of the course, students will be able to:

- 1) Apply professional and ethics standard in the field of spa operation and management
- 2) Analyse the effectiveness of service excellence of spa operation and its management
- 3) Assess the quality of spa operation and management in the spa business

2.2 Course-level Learning Outcomes: CLOs

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

CLO1: Apply professional and ethics standard in the field of spa operation and management

CLO2: Analyse the effectiveness of service excellence of spa operation and its management

CLO3: Assess the quality of spa operation and management in the spa business



Section 3 Course Management

1. Course Description

เข้าใจการปฏิบัติการงานที่สำคัญด้านพื้นฐานของงานสปาและการจัดการสปา ประเภทของสปาและการปฏิบัติงานของแต่ละประเภทสปา การจัดการเชิงปฏิบัติการเช่นการออกแบบเมนูสปา ผลิตภัณฑ์ราคา การจัดสรรบุคลากรและการบริการ รวมถึงการรูปแบบ การออกแบบสถานที่และแนวโน้มการบริการของสปา

Understanding the essential fundamental in spa & health resort operation and management; types of spa and its operation, the operational management like menu design, product, pricing, staffing and service excellence. This includes concept, design and trends of spa facilities and services.

2. Credit hours per trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
48 hours (4 hours x 12 weeks)	-	96 hours (8 hours x 12 weeks)

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

Tuesday 09:00 to 11:00 (pre-booking is the preferred)



Section 4 Development of Students' Learning Outcome

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

By the end of the course, students will be able to

CLO 1: Apply professional and ethics standard in the field of spa operation and management

CLO 2: Analyse the effectiveness of service excellence of spa operation and its management

CLO 3: Assess the quality of spa operation and management in the spa and health resort business

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Lecture, group research and discussion	Q&A and project assignment
CLO2	Lecture, case studies and presentation	Q&A, assignment, Mid term
CLO3	Lecture, personal trip and presentation	Final project

3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

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

- 1) Fundamental rules and regulations- following MUIC students' code of conduct, academic integrity and honesty;
- 2) Professionalism;



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- a. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
- b. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).

This subject serves code of ethics level 1 and 2 by:

- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams. Team work is required from students in the group project. Evaluation with clear criteria for team work will be applied when assessing the group project.
- 3) Adding the specific industry professionalism in the lecture, using the case study obtained from the hotel industry and/or the lecture given by a guest speaker working in the hotel industry



Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours	Teaching methods/multimedia	Instructor
1	Spa management -Spa and its history -Types of spa and its operation -Spa in different countries	4	Power point Video Lecture Class discussion	NTT
2	Spa operation and its requirements -Spa facilities and design -Spa menu design and services -Spa product and its trends	4	Power point Lecture Group Work / Report / Presentation	NTT
3	Spa operation and its human resources management	4	Power point Lecture Group activity Group presentation	NTT
4	Spa service cycle and its excellence	4	Power point Lecture Class discussion	NTT
5	Types of Resorts and Health Resort's characteristic	4	Power point Lecture	NTT
6	Midterm exam			NTT
7	Health Resort and its operation	4	Power point Lecture Pair activity	NTT
8	Health Resort, its operation and management	4	Power point Lecture	NTT
9	Merging between SPA and Resort Management together	4	Power point Class discussion	NTT
10	How to effectively evaluate the SPA and health management	4	Power point Case studies Group presentation	NTT
11	Group presentation on "criteria and	4	Power point	NTT



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Week	Topic	Hours	Teaching methods/multimedia	Instructor
	evaluation of SPA Health resort Management”		Lecture	
12	Review chapters	4	Lecture, Discussion, Q&A	NTT
13	Final exam	2		

2. Plan for Assessing Course Learning Outcomes

2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

- Weekly Q&A revision about the last-class understanding before commencement of next lecture
- Weekly verbal verification during the first break of each lecture about the quality of the lecture
- Written feedback from students after midterm examination

b. Summative Assessment

1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO1 apply discipline, ethics and professional standard in the field of human resources management	Class attendance, punctuality	5	25
	Group work	20	
CLO 2 analyze the causes of problem and provide appropriate solutions within the area of human resources management	Individual mini quiz / class participation	15	15
CLO 3 assess the quality of resources management system in any service related organization	Midterm examination	30	60
	Final examination	30	
Total			100



1. Class Participation

20% (5%+15%)

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

A.		ASSESSMENT CRITERIA FOR CLASS PARTICIPATION			
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Participation in class discussion	Often participated in class activities, answered questions and posed thoughtful questions without teacher prompting.	Sometimes participated in class activities, and answered questions when called upon by teacher.	Occasionally participated in class activity; responded to teacher questions.	Rarely participated in class activity; rarely responded to teacher questions.	Never participated in class activity; did not respond to teacher questions.
Total for this assessment to be added to other subject assessments to give an overall grade for the subject from A-F.					

2. Group Project

20%

B.		ASSESSMENT CRITERIA FOR GROUP PROJECT			
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Organization	Very well-organized, complete and factual, correctly formatted	Well-organized, mostly complete and factual, very few errors in format	Fairly well-organized, generally complete and factual, a few errors in format	Poorly organized, lacking significant factual information, several errors in format.	Badly organized, lacking factual information, many errors in format.
Process	Clear and	Thorough	Satisfactory	Basic or no	No discussion



	extensive discussion of issues and challenges, resulting in comprehensive understanding of the principles of service quality management	discussion of issues and challenges, resulting in very good understanding of the principles of service quality management	discussion of issues & challenges, resulting in reasonable understanding of the principles of service quality management	discussion of issues & challenges, resulting in poor understanding of the principles of service quality management	of issues & challenges, resulting in very poor understanding of the principles of service quality management
Application	Critically evaluated and successfully applied concepts in solving a real-life problem	Evaluated and applied concepts in solving a real-life problem	Satisfactorily evaluated and applied concepts in solving a real-life problem	Poorly applied concepts in solving a real-life problem	Unable to apply concepts to resolve a problem
Analytical skills	Recommendation is very clear and very well-supported by factual arguments.	Recommendation is clear and well-supported by factual arguments.	Recommendation is reasonably clear and is satisfactorily supported by factual arguments.	Recommendation is unclear and mainly supported by opinions.	Recommendation is very unclear and supported by opinions.
Teamwork	All group members fully and actively involved in research, planning, organization, and	All group members actively involved in research, planning, organization, and presentation.	All members involved in most group activities.	Inconsistent effort by group members.	Poor effort by group members.



	presentation.				
Presentation	Interesting with smooth delivery that hold audience attention.	Relatively interesting with fairly smooth delivery that usually hold audience attention.	Delivery somewhat smooth but able to hold audience attention most of the time.	Delivery not smooth and many audiences' attention lost.	Delivery not smooth and all audiences' attention lost.

3. Written examination – Midterm

30%

ASSESSMENT CRITERIA FOR WRITTEN EXAMINATION – IN CLASS					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts to solve simulated airline management problems.	Demonstrated clear application of concepts to solve simulated airline management problems.	Demonstrated satisfactory application of concepts to solve simulated airline management problems.	Demonstrated very limited ability to apply concepts to solve simulated airline management problems.	Unable to apply concepts to solve simulated airline management problems.
Analysis	Demonstrated clearly the ability to analyze and draw	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions.	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.



	appropriate and inventive conclusions.				
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4. Written examination – Final examination

30%

Written examination will be conducted to evaluate students’ understanding and application of knowledge of key concepts and principles

ASSESSMENT CRITERIA FOR EXAMINATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts to solve simulated airline management problems.	Demonstrated clear application of concepts to solve simulated airline management problems.	Demonstrated satisfactory application of concepts to solve simulated airline management problems.	Demonstrated very limited ability to apply concepts to solve simulated airline management problems.	Unable to apply concepts to solve simulated airline management problems.
Analysis	Demonstrated clearly the ability to analyze and draw appropriate and inventive conclusions.	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions.	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.



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2) Grading System

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

3. Student Appeals

Following MUIC Appeal Procedures



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Section 6 Teaching Materials and Resources

1. Texts and main documents

Books and Journals that are related to the Spa and health resort management

2. Recommended textbooks and/other documents/materials

- 1) Updated articles in newspaper on general human resources and people management
- 2) Updated research in journal on general human resources and people management

3. Documents and recommended information

- 1) Trendy knowledge / news on various magazines
- 2) Up to date knowledge / news in newspaper



Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students

Interview with students after 50% of the course has passed

2. Strategies for evaluating teaching methods

Using the midterm result to discuss the understanding of the course delivery

3. Improvement of teaching methods

Interview students about the used teaching methods and then adjust accordingly.

4. Verification process for evaluating students' standard achievement outcomes in the course

The results of the followings: Daily formative review, midterm result, group presentation and final exam.

5. Review and plan for improving the effectiveness of the course

Results and the analysis of student's evaluation / Stakeholder's evaluation and Examinations' results



Appendix

Alignment between Courses and Programme

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Spa and Health Resort Management	Program Learning Outcomes (PLOs)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ICHI 326			L				P		

Note: Indicate the level of CLOs by letter **I, R, P** or **M**. Using the information as shown below

Table 2 The relationship between CLOs and PLOs (Number in table = Sub LOs)

ICHI 326	Program Learning Outcomes (PLOs)								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
CLO1			3.4						
CLO2							7.1 7.3		
CLO3									9.2



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Table 3 The description PLOs and Sub PLOs of the course

PLOs	SubPLOs
PLO3 Apply professional and ethics standard in the field of spa operation and management	3.4 Demonstrate an ability meet the standards required in the management of the international hospitality industry (Spa's standard)
PLO7 Analyse the effectiveness of service excellence of spa operation and its management	7.1 Diagnose problems, issues and conflicts within teams and organizations, and identify their causes 7.3 Utilize research approaches, displaying various techniques in order to come up with appropriate solutions
PLO9 Assess the quality of spa operation and management in the spa and health resort business	9.2 Synthesize and transform ideas and solutions within particular frameworks in the international hospitality industry