

**ASSUMPTION UNIVERSITY**  
**FACULTY OF ARTS**  
**DEPARTMENT OF BUSINESS ENGLISH**  
**COURSE OUTLINE 1/2025**

**Course :** EN 3294 English for Hotel Services  
**Credits :** 3 (3-0-6)  
**Status :** Major Elective  
**Prerequisite :** BG 2000 English III  
**Lecturers :** A. Pawinee J. and A. Sirakan Y

**Course Description:** This course is designed to study and practice English as used in hotel administration, reception, services and business contacts.

**Objectives:** This course aims to enable the students to:

1. explain terms and expressions in the hospitality industry
2. develop appropriate dialogs based on various situations and take part in group presentation
3. demonstrate skills in listening, speaking, and writing in English
4. analyze and criticize reading materials in hotel contexts
5. create a hotel business model

**Teaching-Learning Activities:**

1. Lecture
2. Group Discussion
3. Class Participation
4. Role-play (Dialog presentation)
5. Assignments
6. Group Presentation

**Course Requirement:** 80% Attendance (Maximum absence = 6 times)

<b>Mark Allocation:</b>	Mid-term Examination	200 marks
	Final Examination	300 marks
	Class Assignments	200 marks
	Quiz	100 marks
	Role-play (Before Midterm)	100 marks
	Hotel Presentation (After Midterm)	100 marks
<b>Total</b>		<b><u>1,000 marks</u></b>

**Standard Grade Ranges**

A	85–100%	A-	82–84%	B+	79–81%	B	75–78%	B-	72–74%
C+	69–71%	C	65–68%	C-	62–64%	D	50–61%	F	0–49%

**Textbooks/References:**

1. Phothongsunan, S. (2013). Intermediate to Advanced English for Hotel Business (Revised Edition). Bangkok: Assumption University Press

**Note: Students must have their own textbook. Only new textbooks are allowed in class.**

2. Supplementary sheets collated by Assoc.Prof.Dr. Sureepong P.

### Study Plan and Schedule

<b>Week No.</b>	<b>Topic Unit and Learning Activity</b>
<b>1</b>	<b>Course Introduction</b>
	<b>Chapter 1: Introduction</b>
<b>2</b>	<b>Chapter 2: Types of Hotels</b> - A categorization of hotels based on major types - Vocabulary in context: The types of hotels - Reading: Types of lodging to recommend
	<b>Chapter 2: Continued</b> - Grammar practice - Vocabulary in context: Match the terminologies in the passage - Reading Focus: Motels and Hotels in Santa Fe
<b>3</b>	<b>Chapter 3: Types of Hotel Rooms</b> - Vocabulary in context: The variety types of hotel rooms - Vocabulary in context: Matching (hotel bedroom: furniture & fittings) - Practice Dialogue
	- Vocabulary in context: Complete the short conversation dialogue - Grammar practice - Reading Focus
<b>4</b>	<b>Chapter 4: Making Reservations and Checking in</b> - Vocabulary in context: Complete the reservation and confirmation letter - Warm up exercise - Vocabulary in context: Match the correct terminologies - Reading Focus
	<b>Chapter 5: Hotel Amenities and Services</b> - Warm up exercise - Vocabulary in context: Complete the passage
<b>5</b>	- Vocabulary in context: Complete the passage - Grammar practice - Reading focus: Dusit Dubai Hotel
	<b>Chapter 6: Hotel staff</b> - Vocabulary in context: Fill in the blanks with the correct type - Grammar practice
<b>6</b>	- Vocabulary in context: Fill in the blanks with the correct type - Practice Dialogue

	<p><b>***** Quiz 1 *****</b></p> <p>- Classroom activity</p>
<b>7</b>	<p><b>Chapter 6: Continued</b></p> <p>- Reading focus: Keeping hotel workers</p> <p>- Hotel vocabulary in context</p>
	<p><b>Dialog Presentation (Role-play)</b></p> <p>- Show guidelines</p> <p>- Assign groups</p>
<b>8</b>	<p><b>Chapter 7 Helping Guests and Tackling Complaints</b></p> <p><b>- Studying a Complaint Letter</b></p> <p>Writing a response letter to a customer complaint</p> <p>- Assign dates on Group Presentation</p>
	<p><b>Midterm exam review</b></p>
	<p><b>Mid-term Examination: August 1, 2025 (15:00 – 17:00)</b></p> <p><i>Remark: Please check again with the Office of the Registrar.</i></p>
<b>9</b>	<p><b>Role-play presentation: Day 1</b></p>
	<p><b>Role-play presentation: Day 2</b></p>
<b>10</b>	<p><b>Chapter 9: Hotel Departments</b></p> <p>- Front Office department</p>
	<p><b>Chapter 9: Continued</b></p> <p>- Housekeeping department</p>
<b>11</b>	<p><b>Chapter 9: Continued</b></p> <p>- Food and Beverages department</p> <p>- Reading focus: Increasing Food &amp; Beverages Revenues in Hotels</p>
	<p><b>Chapter 10: Viewing Hotel Fact Sheets</b></p> <p>- Vocabulary in context: Match the terminologies from Hotel's fact sheet</p>
<b>12</b>	<p><b>Final Project</b></p> <p>- Assign groups</p> <p>- Hotel project criteria guidelines</p>
	<p><b>Chapter 11: Into Hotel Marketing</b></p> <p>- Reading focus: Effective Ideas for Hotel Advertising</p>
<b>13</b>	<p><b>Chapter 12: All about English for Hotel Business</b></p> <p>- Vocabulary in context: Complete a Hotel Information Pamphlet</p>
	<p><b>Chapter 12: Continued</b></p> <p>- Reading focus: Hotel News Update</p> <p>- Reading focus: Critical Success Factors in the Hotel Industry</p>

<b>14</b>	<b>***** Quiz 2 *****</b> - Classroom activity
	<b>Hotel project presentation: Day 1</b>
<b>15</b>	<b>Hotel project presentation: Day 2</b>
	<b>Final exam review</b>
	<b>Final Examination: October 6, 2025 (13:00 – 16:00)</b> <b><i>Remark: Please check again with the Office of the Registrar.</i></b>

**September 19, 2025:** Last day to withdraw with “W” (withdrawing after this date will be given “WF”)

### **Au VISION 2000**

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

### **ENVISIONING Au GRADUATES**

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

### **Au UNIQUENESS**

“An International Catholic University”

### **Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

### **THEODORE MARIA SCHOOL OF ARTS**

([www.arts.au.edu](http://www.arts.au.edu))

### **VISION AND MISSION**

#### **Vision**

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and

- internship opportunities.

### **Mission**

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

### **Core Values**

A = Adaptability

R = Responsibility

T = Thrivability

S = Sustainability

### **Quality Assurance Process**

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

**Plan:** Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

**Do:** Implement the plans and new processes developed.

**Check:** Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

**Act:** Apply actions necessary for improvement if the results require changes.

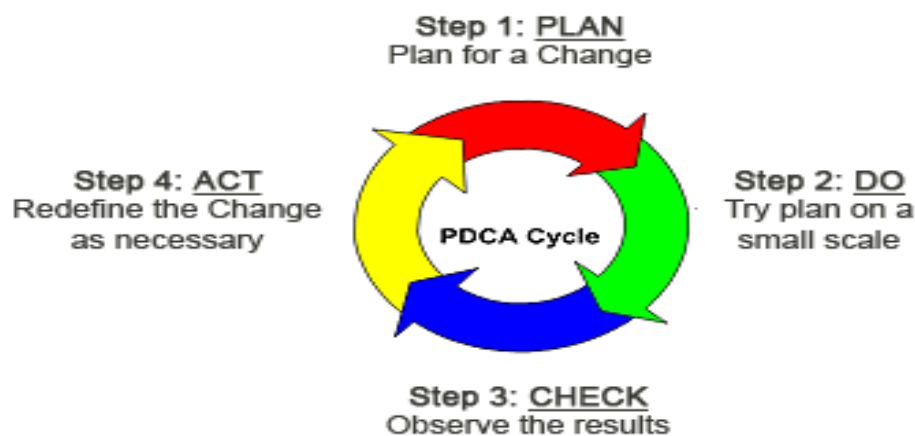


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

### **Plagiarism**

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.