ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF BUSINESS ENGLISH
COURSE OUTLINE 2/2026

Course : EN 3294 English for Hotel Services
Credits : 3 (3-0-6)
Status : Major Elective
Prerequisite : ELE 1002 Communicative English II
Lecturers : A. Sirakan Y.

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

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**)

Mark Allocation:

Mid-term Examination	200 marks
Final Examination	300 marks
Class Assignments	150 marks
Quiz I & II	100 marks
Role-play	100 marks
Attendance and Participation	50 marks
Hotel Pitching Presentation	100 marks
Total	**1,000 marks**

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

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

	******* Quiz 1 ******* - Classroom activity
7	**Chapter 6: Continued** - Reading focus: Keeping hotel workers - Hotel vocabulary in context
	Chapter 7: Helping Guests and Tackling Complaints **- Studying a Complaint Letter** Writing a response letter to a customer complaint **Dialog Presentation (Role-play)** - Show guidelines - Assign groups - Assign dates on Group Presentation
8	**Chapter 8: Hotel Post Application** - Reading focus - Grammar: Causatives
	Midterm exam review
	Midterm Examination: January 7th, 2026 (15:00 – 17:00) ***Remark: Please check again with the Office of the Registrar.***
9	**Role-play presentation: Day 1**
	Role-play presentation: Day 2
10	**Chapter 9: Hotel Departments** - Front Office department
	Chapter 9: Continued - Housekeeping department
11	**Chapter 9: Continued** - Food and Beverages department - Reading focus: Increasing Food & Beverages Revenues in Hotels
	Chapter 10: Viewing Hotel Fact Sheets - Vocabulary in context: Match the terminologies from Hotel's fact sheet
12	**Final Project** - Assign groups - Hotel project criteria guidelines
	Chapter 11: Into Hotel Marketing - Reading focus: Effective Ideas for Hotel Advertising
13	**Chapter 12: All about English for Hotel Business** - Vocabulary in context: Complete a Hotel Information Pamphlet

	Chapter 12: Continued - Reading focus: Hotel News Update - Reading focus: Critical Success Factors in the Hotel Industry
14	***** Quiz 2 ***** - Classroom activity
	Hotel project presentation: Day 1
15	**Hotel project presentation: Day 2**
	Final exam review
	Final Examination: March 9th, 2027 (13:00 – 16:00) ***Remark: Please check again with the Office of the Registrar.***

***February 19, 2027*:** 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)
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.

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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.

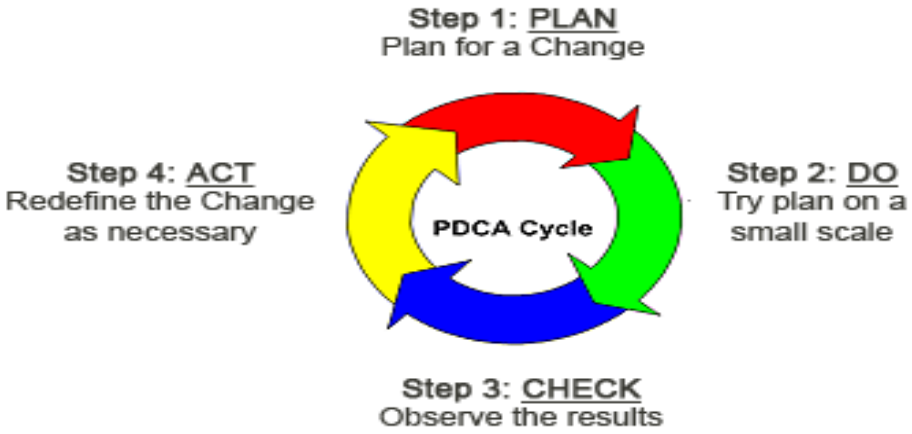


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.