TQF.3

☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IAL2401

Course Title: Civil Aviation Management

Credits: 2(2-0-4)

Program: Airline Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester : 1 **Academic Year :** 2019

Section 1 General Information

1. Code and Course Title :

Course Code: IAL2401

Course Title (English): Civil Aviation Management

Course Title (Thai): การจัดการการบินพลเรือน

2. Credits : 2(2-0-4)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Airline Business

(International Program).

3.2 Course Category:

☐ General Education ☐ Major Course

☑ Elective Course ☐ Others ....

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course:

Ms. Kanittha Charernnit,

Mr. Drama Khairiree

4.2 Instructional Course Lecturer(s):

5. Contact/Get in Touch

Room Number 304
E-mail: Kanittha.ch@ssru.ac.th
E-mail: Darmarizal.kh@ssru.ac.th

6. **Semester/ Year of Study**

6.1 Semester: 1 Year of Study 2019

6.2 Number of the students enrolled: 200

7. **Pre-requisite Course (If any)**

Course Code: None Course Title: None

8. **Co-requisite Course (If any)**

Course Code: None Course Title: None

9. **Learning Location**

Building: International College, Nakhon Pathom Education Center

10. **Last Date for Preparing and Revising this Course:**

23rd July, 2019

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

    (1) The ability to deliver or to complete a required task at or the appointed time,

    (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

    (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

    (1) The ability to identify the business theories and describe important case studies,

    (2) The ability to provide an analysis and provide the solution to real world problems,

    (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

    (1) The ability to gather and summarize information, and conduct research,

    (2) Self-study and sharing information to the class,

    (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

    (1) The ability to communicate in English,

    (2) The ability to use English to solve business problem,

    (3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

    (1) Be able to use basic ICT skills and apply them to daily life,

    (2) Be able to use statistics and mathematics to solve business problems,

    (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline

Department of Civil Aviation (DCA) history and background; Role of CAAT; Thai Air Navigation Act; International aviation organizations: IATA, ICAO; International air law; Safety standards; Security and regulations practices in the airline industry; Air service liberalization and its impact; Freedom of the air; Role of CAAT related to tourism promotion and national economic growth; Strategy to make Thailand the hub of aviation in Southeast Asia and its role in the AEC and affiliated organizations.

ประวัติการศึกษาและประวัติของกรมการบินพลเรือน (DCA); บทบาทของ CAAT; พระราชบัญญัติ การเดินอากาศไทย; องค์การการบินระหว่างประเทศ: IATA, ICAO; กฎหมายการเดินอากาศระหว่างประเทศ; มาตรฐานความปลอดภัย; แนวปฏิบัติด้านความปลอดภัยและกฎระเบียบในอุตสาหกรรมการบิน การเปิดเสรี และผลกระทบจากบริการทางอากาศ เสรีภาพของการเดินอากาศ; บทบาทของ CAAT ที่เกี่ยวข้องกับการ ส่งเสริมการท่องเที่ยวและการเติบโตทางเศรษฐกิจของประเทศ กลยุทธ์ที่จะทำให้ประเทศไทยเป็นศูนย์กลาง การบินในภูมิภาคเอเชียตะวันออกเฉียงใต้และบทบาทในการเข้าสู่ AEC และองค์กรต่างๆ

2. Time Length per Semester (Lecture – hours / Practice – hours / Self-Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
32 hours	2+ (if any)	0 hours	4+ hours

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 304

Building: International College (Nakhon Pathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 081-6682310

3.3 Consulting via E-Mail:

Kanittha.ch@ssru.ac.th / Darmarizal.kh@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line: Kanittha_ssruic

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website   : http://www.teacher.ssru.ac.th/Kanittha_ch

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

● (1) The ability to deliver or to complete a required task at or the appointed time,

o (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

o (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time,

(2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains airline business ethics.

1.3 Evaluation Strategies

(1) Checking student attendance every class.

(2) Student able to apply their knowledge in practical i.e. airline marketing exhibition, safety fair...

(3) Evaluate students' responsibility based on their contribution to the group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify air transportation business services and activities and describe important case studies,
  - o (2) The ability to provide analysis and solutions to real world problems,
  - o (3) The ability to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use Problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speaker who is an expert in real world business

2.3 Evaluation Strategies

(1) Test, midterm, and final exam,

(2) A group project,

(3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
  - o (2) Self-study and sharing information to the class,
  - o (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

(1) Group Presentations

(2) Participate in competitions

(3) Problem-based learning

3.3 Evaluation Strategies

(1) Evaluate individual and group research and studies,

(2) Evaluate in class activities and personal involvement,

(3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- ● (1) The ability to communicate in English,
- ○ (2) The ability to use English to solve airline business problems,
- ○ (3) The ability to initiate some new air transport business ideas and have leadership.

4.2 Teaching Strategies

(1) Allow students with work in unfamiliar situation with new team members,

(2) Practice business manner and how to deal with customers,

(3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

(1) How students participate in teamwork,

(2) How students use advance business English in their presentation,

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- ● (1) Be able to use basic ICT skills and apply them to daily life,
- ○ (2) Be able to use statistics and mathematics to solve business problems,
- ○ (3) Be able to use ICT in the work place and apply numerical analysis in communication i.e. fare and ticketing, check-in, e-passport

5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve problems

(2) Use activities such as encouraging students to show their work in an exhibition.

(3) Students will form a team and do the group projects that require two-way communication and develop their social skills.

5.3 Evaluation Strategies

（1）Evaluate the correct application of statistics and mathematics to solve problems.

（2）Evaluate their ability to present their work in at a exhibition.

（3）Evaluate their ability to use software computer such as Amadeus doing their work.

Remark：Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2.（Program Specification）

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1-2	• Civil Aviation Authority of Thailand (CAAT) • Role of CAAT • Thai Air Navigation Act	3 hrs	• Direct instruction and group discussion • Student centered: cooperative learning	Ms. Kanittha / Mr.Drama Khairiree
3-4	• IATA • ICAT • International Air Law	3 hrs	• Direct instruction • Problem based learning • Student centered: cooperative learning	Ms. Kanittha/ Mr.Drama Khairiree
5-6	• Safety Standards • Security and Regulations Practices	3 hrs	• Direct instruction • Student centered: cooperative learning	Ms. Kanittha/ Mr.Drama Khairiree
7-8	• **Mid-term Test** • Air Service Liberalization • Freedom of the Air	3 hrs	• Direct instruction • Student centered: cooperative learning	Ms. Kanittha/ Mr.Drama Khairiree
9-10	• Role of CAAT in Tourism Promotion and • National Economic Growth	3 hrs	• Direct instruction • Student centered: cooperative learning • Group discussion	Ms. Kanittha/ Mr.Drama Khairiree
11-12	• Thailand's Strategy to be the Hub of Aviation in Southeast Asia	3 hrs	• Direct instruction • Student centered: cooperative learning	Ms. Kanittha/ Mr.Drama Khairiree
13-14	• Thailand's Aviation Strategy in AEC	3 hrs	• Direct instruction • Student centered: cooperative learning • Group discussion	Ms. Kanittha/ Mr.Drama Khairiree
15-16	**Summary Final Examination and Assignment Submission**	3 hrs	• Paper test	Ms. Kanittha/ Mr.Drama Khairiree

2. Learning Assessment Plan

Week	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Ethic and Morals** (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold, (3) The ability to make decisions in business according to moral concepts and judgments.	Attendance criteria	Throughout semester	10 %
2	**Knowledge** (1) The ability to identify air transportation business services and activities and describe important case studies, (2) The ability to provide an analysis and provide the solution to real world problems, (3) The ability to use airline business knowledge integrated with other disciplines.	Paper test	(1) Week 4 (2) Week 8	25 % 25 %
3	**Cognitive Skills** (1) The ability to gather and summarize information, and conduct research, (2) Self-study and sharing information to the class, (3) The ability to solve problems from case studies.	Cooperative learning	Throughout semester	20 %

4	**Interpersonal Skills and Responsibilities** (1) The ability to communicate in English, (2) The ability to use English to solve airline business problems, (3) The ability to initiate some new air transport business ideas and have leadership.	(1) Cooperative learning (2) Group discussion	Throughout semester	10%
5	**Numerical Analysis, Communication and Information Technology Skills** (1) Be able to use basic ICT skills and apply them to daily life, (2) Be able to use statistics and mathematics to solve business problems, (3) Be able to use ICT in the work place and apply numerical analysis in communication i.e. fare and ticketing, check-in, e-passport, Excel database.	Excel exercises	Throughout semester	10 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

International Civil Aviation Organization. (2004). *Manual on the regulation of international air transport* (2nd ed.). Montreal, Canada.

2. Important Documents for Extra Study

3. Suggestion Information (Printing Materials/Website/CD/Others)

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students'

opinions to improve the course and enhance the curriculum. The topics include:

    (1) Content objectives

    (2) The instructional materials

    (3) Learning methods and assessment

    (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

    (1) The lecturer is well prepared for class sessions.

    (2) The lecturer answers questions carefully and completely.

    (3) The lecturer uses examples to make the materials easy to understand.

    (4) The lecturer stimulated interest in the course.

    (5) The lecturer made the course material interesting.

    (6) The lecturer is knowledgeable about the topics presented in this course.

    (7) The lecturer treats students respectfully.

    (8) The lecturer is fair in dealing with students.

    (9) The lecturer makes students feel comfortable about asking question.

    (10) Course assignments are interesting and stimulating.

    (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate

four dimensions of lecturer's competencies: teaching skills, organization

and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
Course Category:	● Major Responsibility								○ Minor Responsibility						
Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAC2401 **Course Title:** Civil Aviation Management	●	○	○	●	○	○	●	○	○	●	○	○	●	○	○