College of Hospitality Industry Management

TQF3
Course Specification

Course Code: IAC 2302 Course Title: Reservation Management

Credits: 3(3-0-6)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2020

Section 1 General Information

1. Code and Course Title:

Course Code: IAC 2302

Course Title (English): Reservation Management

Course Title (Thai): -

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Airline Business

3.2 Course Category:

☐ General Education ☒ Required Course

☐ Elective Course ☐ Others …………….

4. Lecturer Responsible for Course and Instructional Course Lecturer (s):

4.1 Lecturer Responsible for Course: A. Kanittha Charernnit

4.2 Instructional Course Lecturer (s): A. Kanittha Charernnit

5. Contact/Get in Touch

Room Number: 306 Tel.: 034 964 935

E-mail: Kanittha.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2   Year of Study: 2020

6.2 Number of the students enrolled: 105

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center

Group	Teaching Schedule	Time	Room No.	Lectures
AB G1-4	Monday-Friday	09.00-12.00 13:00-16:00	302	A. Kanittha Ch

10. Last Date for Preparing and Revising this Course:

Date: 15   Month: Dec   Year: 2020

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) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
  (2) Have positive attitudes towards service careers;
  (3) Be able to lead and follow group members, work in team and be a role model for others; and
  (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge
  (1) Have up-to-date knowledge in the general Amadeus, encode/decode city and airport codes, country, airline, and aircraft types.
  (2) Have integrated knowledge in other related disciplines.

(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive skills

(1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

(2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and

(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal skills and responsibility

(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and

(2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical analysis, communication and information technology skills

(1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

(2) Be able to communicate with foreigners effectively in the appropriate contexts;

(3) Be able to use technology to communicate and present effectively; and

(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students' program in Airline Business Management Program should have essence of knowledge in airline reservation and ticketing, as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Reservation manual, airfare and ticketing, geography, booking system(CRS, GDS, booking machine, internet based system), timetable, availability/schedule, Reservation Booking Designator (RBD), flight information, Passenger Name Record (PNR),cautions, special service requirement, special passenger handling (sick passenger, handicapped passenger, Unaccompanied Minor (UM), Young Passenger (YP), first-time traveler, elderly passenger).

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)
30 hours	Upon Request	30 hours	75 hours

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

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 304

Building: International College

(Nakhonpathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: -

3.3 Consulting via E-Mail: Kanittha.ch@ssru.ac.th

3.4 Consulting via social media (Facebook/Twitter/Line):

Facebook: -

Line ID: Kanittha_SSRUIC

3.5 Consulting via Computer Network (Internet/Web board): -

Lecturer's website: http://www.teacher.ssru.ac.th/Kanittha_ch/

Section 4 Developing Student's Learning Outcomes

1. **Morals and Ethics**

1.1 Learning outcomes with regard to morality and ethics

●1. Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;

○ 2. Have positive attitudes towards service careers;

○ 3. Be able to lead and follow group members, work in team and be a role model for others; and

○ 4.Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching strategies

1. Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;

2. Provide case studies that explain ethics in careers in the tourism industry; and

3. Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3Evaluation strategies

1. Class attendance, class participation, and behavior in class;

2. On-time submission of report and assignments and their quality; and

3. Students' contribution on group assignments.

2. Knowledge

2.1 Learning outcomes with regard to knowledge

●1. Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.

○ 2. Have integrated knowledge in other related disciplines.

○ 3. Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching strategies

1. Use problem-based learning.

2. Use cooperative learning strategies.

3. Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3Evaluation strategies

1. Quizzes

2. Midterm and final examination

3. Assignments

3. Cognitive Skills

3.1Learning outcomes with regard to cognitive skills

● 1.Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

○2. Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and

○ 3.Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching strategies

(1) Use problem-based learning

(2) Use cooperative learning strategies

(3) Use case studies

(4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 Evaluation strategies

(1) Quizzes

(2) Midterm and final examination.

(3) Assignments

4. Interpersonal Skills and Responsibilities

4.1 Learning outcomes with regard to interpersonal skills and responsibility

○ 1. Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and

● 2. Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching strategies

1. Group assignments

2. Use cooperative learning strategies

3. Field trips

4.3 Evaluation strategies

1. Students' contribution and behavior in group assignments

2. Class presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Learning outcomes with regard to numerical analysis, communication and information technology skills

●1. Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

○2. Be able to communicate with foreigners effectively in the appropriate contexts;

○3.Be able to use technology to communicate and present effectively; and

○ 4.Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

2.5.2   Teaching strategies

(1) Provide assignments that require students to use numerical analysis skills and knowledge.

(2) Provide assignments that require students to use information technology skills and knowledge.

(3) Use e-learning.

(4) Use group discussions.

(5) Use oral presentation for practicing communication skill.

2.5.3   Evaluation strategies

(1) Assignments

(2) Project report and presentation

(3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class.

(4) Midterm and final examinations

6. Other Domain

None

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	• Overview the course • The improvement activity	3	Online Lecture, Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
2	• Airport Code / Airline Code • Geography	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides **Online**	A. Kanittha Ch.
3	Introduction to Amadeus Basic Reservation	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
4	Sign-In Procedures	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
5	Conversion Function	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
6	AIS Pages	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
7	Amadeus Air	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
8	……..…………………Midterm Examination ……………………………			
9	PNR	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
10	Other Service Information	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides **Online**	A. Kanittha Ch.
11	Special Service Request	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides **Online**	A. Kanittha Ch.
12	PNR Security	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
13	PNR Retrieval	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
14	PNR Modification	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides **Online**	A. Kanittha Ch.
15	Presentation	3	Online Lecture Discussion and Exercises **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.
16	Review	3	Online Lecture **Teaching Media** PowerPoint Slides Whiteboard	A. Kanittha Ch.

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
17	…………………………Final Examination…………………………… …………………Deadline Week for Final Assignment……………..…			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics**	1.1 Monitor students' attendance 1.2 Evaluate from how much students' level of satisfaction and change of attitudes. 1.3 Evaluate from how much students' papers and presentations are accurate. 1.4 Evaluate from students' responsibility on their contribution on group projects.	Throughout the semester	10%
2	**Knowledge**	2.1 Evaluate from test, midterm, and final examination. 2.2 Evaluate from group project and individual reports. 2.3 Evaluate from class presentation and trip.	Throughout the semester	40% for assignments 20% for midterm examination 30% for final examination

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	**Cognitive Skills**	3.1 Evaluate from test, midterm, and final examination. 3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments.	Throughout the semester	(Referred to number 2)
4	**Interpersonal Skills and Responsibilities**	4.1 Evaluate from group project. 4.2 Evaluate from class presentation and participation.	Throughout the semester	(Referred to number 2)
5	**Numerical Analysis, Communication and Information Technology Skills**	5.1 Evaluate from group presentation and group discussion. 5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms.	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Amadeus Basic Reservation (2014). Thai-Amadeus Southeast Asia, Bangkok

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

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

(1) Content objectives were made clear to the students.
(2) The content was organized around the objectives.
(3) The content was sufficiently integrated.
(4) The content was sufficiently integrated with the rest of the first-year curriculum.
(5) The instructional materials were used effectively.
(6) The learning methods appropriately assess the students' understanding of the content.
(7) Overall, students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss 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 stimulates 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 dealing with students.
(9) The lecturer makes students feel comfortable about asking questions.
(10) Course assignments are interesting and stimulating.
(11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ 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 questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

(1) Revise and develop course structure and process every three years.
(2) Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level
● Major Responsibility   ○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
IAC 2302 Reservation Management	●	○	○	●	○	○	●	○	○	○	●	○	●	○	○