TQF3 Course Specification

Course Code: IAC 1203

Course Title: English for Ground and In-flight Services

Credits: 3 (3-0-6)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 **Academic Year:** 2019

Section 1 General Information

1. Code and Course Title:

    English: IAC 1203 English for Ground and In-flight Services

    Thai: IAC 1203 ภาษาอังกฤษเพื่อการบริการบนภาคพื้นและการบริการบนเครื่องบิน

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

3. Curriculum and Course Category:

    3.1 Curriculum: Bachelor of Arts in Airline Business

    3.2 Course Category:

        ☐ General Education   √ Required Course

        ☐ Elective Course   ☐ Others …………….

    This course of Bachelor of Arts, International College, SSRU, is categorized in *General Education Area Course: Cluster of Airline Business General Education Courses.*

4. Lecturers Responsible for Course and Instructional:

    Course Lecturers:

    4.1 Lecturer responsible for Course: Ms. Kanittha Charernnit

    4.2 Instructional Course Lecturers: Ms. Kanittha Charernnit

5. Contact/Get in touch

    5.1 Ms. Kanittha Charernnit

      Tel: 081 6682310   E-mail: Kanittha.ch@ssru.ac.th

6. Semester/Year of study

    6.1 Semester 1 Year of study 2019

    6.2 Number of students enrolled: 150 students

7. Prerequisite Course

    None

8. Co-requisite Course:

    None

9. Learning Location

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

10. Last Date for Preparing and Revising this Course:

1st May, 2019

Section 2 Objectives and Purposes

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) Able to demonstrate on-time performance

(2) Able to demonstrate morality in all areas

(3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

(1) Able to understand the nature of the Thai society and culture

(2) Able to understand the terminology, idiom, and structure of English related to Thai society and culture

(3) Able to understand the basic Thai society and culture

1.3 Cognitive Skills

(1) Able to demonstrate what the main idea of the course

(2) Able to understand and demonstrate in daily life

(3) Able to drill and apply English comprehension skills in explaining Thai society and culture

1.4 Interpersonal Skills and Responsibility

(1) Able to demonstrate working as a team in a professional manner

(2) Able to apply morality in a teamwork

(3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Be able to use the statistics to solve the problem

(3) Be able to understand and apply to use the system for search for the information

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 Course Structure

1. Course Outline

Terminologies, idiom and structure of English related to ground service & in-flight services. English level to harmonize with the situation, environment and circumstance. Drill upon reading, writing, listening and speaking English associated with ground service & in-flight services field.

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	0 hours	90 hours	3+ (if any)

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 Number 401 International College Building, International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

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

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

Section 4 Developing Student's Learning Outcomes

1. **Morals and Ethics**

   1.1 Morals and Ethics to be developed

   - (1) Be able to deliver or complete the required task on time

   - (2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold

   - (3) Be able to make decisions according to moral concepts and judgements

   1.2 Teaching Strategies

   - (1) Direct instruction to help each other reminding about punctuality

   - (2) Morality in business

   - (3) Student research about morality in business

   1.3 Assessment Strategies

   - (1) Measurement of punctuality and attendance

   - (2) Measurement of personal interaction style to apply in daily life

   - (3) Measurement of original contribution from the activities

2. **Knowledge**

   2.1 Knowledge to be developed

   - (1) Be able to identify the proper theories and describe important case studies

   - (2) Be able to provide an analysis and provide solutions to real world problems

   - (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Quizzes, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

3. Cognitive Skills

3.1 Cognitive Skills to be developed

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

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Cooperative learning with new situations and group members
- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

4.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. **Numerical Analysis, Communication and Information Technology Skills**

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
- ○ (2) Be able to use the statistics to solve the problem
- (3) Be able to understand and apply to use the system for ticketing. checking in passengers

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities
- ○ (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

5.3 Assessment Strategies

- (1) On-line quizzes, pop quizzes and Group work evaluations
- ○ (2) Be able to communicate clearly via exhibitions
- (3) Be able to access the computer system to help finding the solutions

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	Period	Learning Activities and Medias
1	Introduction to the course	3	• Direct instruction • Group discussion
2	The pre-flight briefing	3	• Direct instruction • VDO
3	Welcome on board	3	• Direct instruction • Group research
4	After take-off and into the flight	3	• Direct instruction • Group discussion
5	Food and drink	3	• Direct instruction • Group discussions
6	One-on-one test	3	• Direct instruction • Role playing activity
7	Minor passenger problems		• Direct instruction • Group presentation
8	**Mid-term Examination**	3	• Paper test
9	Is there a doctor on board?	3	• Direct instruction • Case studies
10	In-flight emergencies	3	• Direct instruction • Case
11	Complaints and disruptive passengers	3	• Direct instruction • Role playing activity
12	Group test	3	• Direct instruction • Role playing activity
13	Preparing for landing	3	• Direct instruction • Group discussion

14	Saying goodbye	3	• Direct instruction • Presentation
15	Summary	3	• Direct instruction • Group discussion
16	Group role play and review	3	• Direct instruction • Role play
17	**Final Examination**	**3**	• **Paper test**

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1 Morals and Ethics 1.1 Be able to deliver or to complete a required task at appointed time; 1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold; 1.3 Be able to make decisions in business according to moral concepts and judgments.	• Attendance and participation .	Throughout semester	10 %
2. Knowledge 2.1 Be able to identify the proper theories and describe important case studies; 2.2 Be able to provide an analysis and provide the solution to real world problems; 2.3 Be able to organize self-study and sharing information to the class.	• Midterm and final exams • Case studies • Group discussions and role plays	Throughout semester	55 %

3. Cognitive Skills 3.1 The ability to gather and summarize information, and conduct research; 3.2 Self-study and sharing information to the class; 3.3 The ability to solve problems from case studies	• Midterm and final exams • Case studies • Group discussions and role plays	Throughout semester	20 %
4. Interpersonal Skills and Responsibilities 4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in teams for problem solving. 4.3 Be able to show leadership skills.	• Midterm and final exams • Case studies • Group discussions and role plays	**4. Interpersonal Skills and Responsibilities** 4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in teams for problem solving. 4.3 Be able to show leadership skills.	• Midterm and final exams • Case studies • Group discussions and presentations
5. Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to	• Midterm and final exams • Case studies • Group discussions and role plays	Throughout semester	10 %

solve air transport business problems by using basic ICT skills and apply them daily. 5.2 Be able to use ICT skills and apply them. 5.3 Be able to use ICT in the work place and apply numerical analysis in communication.	14		

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

      Gerighty, T. & Davis, S, 2011. *English for Cabin Crew*. China: Cengage Learning.

2. Important Documents for Extra Study

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

      Keywords for searching : English, conversation, airline services, airport services, ground services

Section 7 Course Evaluation and Improvement

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 questions:

1.1 Content objectives were made clear to the students.

1.2 The content was organized around the objectives.

1.3 Content was sufficiently integrated.

1.4 Content was sufficiently integrated with the rest of the first year curriculum.

1.5 The instructional materials used were effectively.

1.6 The learning methods appropriate assessed the students' understanding of the content.

1.7 Overall, Students are satisfied with the quality of this course.

2.   Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observe the class and discuss the results as follow:

2.1.1 The lecturer is well prepared for class sessions.

2.1.2 The lecturer answers questions carefully and completely.

2.1.3 The lecturer uses examples to make the materials easy to understand.

2.1.4 The lecturer stimulated interest in the course.

2.1.5 The lecturer made the course material interesting.

2.1.6 The lecturer is knowledgeable about the topics presented in this course.

2.1.7 The lecturer treats students respectfully.

2.1.8 The lecturer is fair in dealing with students.

2.1.9 The lecturer makes students feel comfortable about asking question.

2.1.10 Course assignments are interesting and stimulating.

2.1.11 The lecturer's use of technology enhanced 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 monitor to assessment process and Grading.

5. Methodology and Planning for Course Review and Improvement

(1) Revise and develop course structure and process every two years.

(2) Assign different lecturers to teach this course to enhance students' performance.

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