



TQF 3

Bachelor's Degree

Master's Degree

TQF. 3 Course Specification

Course Code: IAC1201

Course Title: Introduction to Aviation Industry

Credits: 3(3-0-6)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 **Academic Year:** 2017

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Section 1 General Information

1. Code and Course Title:

Course Code: IAC1201

Course Title (English): Introduction to Aviation Industry

(Thai): ธุรกิจการบินเบื้องต้น

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

3. Curriculum and Course Category:

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline Business sequencer

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: Mr. Theppaluk Komolvani

4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvani

Mrs. Korawin Kungwola

5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvani

Tel: 081-8053085

E-mail: theppaluk.ko@ssru.ac.th

5.2 Mrs. Korawin Kungwola

Tel: 081-6235883

E-mail: korawin.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2017

6.2 Number of the students enrolled: 1 class (approx. 30 students/ class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Suan Sunandha Rajabhat University, Nakhonpathom Education Center.

10. Last Date for Preparing and Revising this Course:

December, 2016

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 able to deliver or to complete a required task at the appointed 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 in airline business according to moral concepts and judgments.

1.2 Knowledge

(1) Be able to identify the air transport business services and activities and describe important case studies

(2) Be able to provide an analysis and provide the solution to real world problems

(3) Be able to use airline 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) Be able to communicate in English.

(2) Be able to use English to solve Airline business problem.

(3) Initiate some new type of air transport 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.

(2) Be able to use statistics and mathematics to solve air transport 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

English: Introduction to the international and local aviation organization, IATA rules regarding to Airline Industry, Ground operation, catering, cargo, in-flight, marketing, sales and back office operation. Airline's terminology, airport city code, the impact of airline business on social, tourism, economic, the growth of airline business in region; AEC and the world.

Thai: การปฏิบัติการภาคพื้นดิน การจัดเตรียมอาหารขึ้นเครื่องบิน การขนส่งสินค้าทางอากาศ การบริการบนเครื่อง การขายและงานสำนักงานสายการบิน ศัพท์เฉพาะทางทางการบิน ตัวอย่างท่าอากาศยาน ผลกระทบของอุตสาหกรรมการบินต่อสังคม เศรษฐกิจ การท่องเที่ยว ความก้าวหน้า ความก้าวหน้าทางการบิน ในภูมิภาคอาเซียน และในโลก ความรู้พื้นฐานต่อองค์กร การบินทั้งในประเทศ และนานาชาติ

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)
45	3+ (if any)	0	90

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

- Self consulting at the lecturer's office: Room Number 304 International College, Nakhonpathom Education Center
- Consulting via E-Mail: theppaluk.ko@ssru.ac.th and korawin.ku@ssru.ac.th

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 to complete a required task at the appointed 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 in airline business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the air transport business services and activities and describe important case studies.
- (2) Be able to provide an analysis and provide the solution to real world problems.

- (3) Be able to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

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

3.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate in English.
- (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport 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.

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

5.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Introduction to Aviation Industry course - Rules and Regulations in class - Individual and Group Assignment - Pre test Unit 1: Introduction to Aviation Industry - A trip to history	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning
2	Unit 2: Evolution of aviation - From flying to commercial airline	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Cooperative learning approaches • Individual presentation “Airline news” 4 persons
3	Unit 3: Airline Industry today - What is airline industry - Scope of airline industry - Type of airline service - Schedule flight - Non schedule flight	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning • Individual presentation “Airline news” 4 persons
4	Unit 4: The Airplane and Flight	3	<ul style="list-style-type: none"> • Lecture and group discussion

Week	Topic/Outline	Period	Learning Activities and Medias
	<ul style="list-style-type: none"> - ‘Four Forces’ - Airplane parts - Aircraft Types - Phase of flight - Airplane manufacturer - Configuration 		<ul style="list-style-type: none"> • Student-centered: Problem-Based learning • Cooperative learning • Individual presentation “Airline news” 4 persons
5	Unit 5: Airline Management and Organization <ul style="list-style-type: none"> - Duties and responsibilities of the airline personnel 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • Individual presentation “Airline news” 4 persons
6	Unit 6: All about airport <ul style="list-style-type: none"> - Airport term - Airport Code and ICAO phonetics alphabet - Alliance in the world 	3	Lecture and group discussion Student-centered: Problem-Based learning and Cooperative learning approaches <ul style="list-style-type: none"> • Individual presentation “Airline news” 4 persons
7	Mid-term Examination	3	<ul style="list-style-type: none"> • Paper and pencil test
8	Unit 7: Air safety and security <ul style="list-style-type: none"> - Role of regulating agencies - Manufacturer responsibilities - Airside Safety - Safety in the air 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning and Cooperative learning approaches • Individual presentation “Airline news” 4 persons
9	Unit 8: Within the airline	3	<ul style="list-style-type: none"> • Lecture and group discussion

Week	Topic/Outline	Period	Learning Activities and Medias
	<ul style="list-style-type: none"> - Flight crew duty - Cabin crew duty <p>Groups Discussion</p> <ul style="list-style-type: none"> - Topic 1 ‘Touch of Thai’ - Topic 2 ‘Attention to Details’ - Topic 3 ‘First Impression’ - Topic 4 ‘Magic Words’ - Topic 5 ‘Uniform’ 		<ul style="list-style-type: none"> • Student-centered: Problem-Based learning • Cooperative learning • Individual presentation “Airline news” 4 persons • Assignment for group presentation VDO clip “Organizational culture”
10	<p>Unit 9: Future of Airline Industry</p> <ul style="list-style-type: none"> - Industry overview and market - Threats to the Airline Industry 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Case study • Individual presentation “Airline news” 4 persons
11	<p>Unit 10: Travel Planner</p> <ul style="list-style-type: none"> - Baggage and Prohibited Items - Travel documents - Immigration - Security checkpoint - Boarding Gate - Duty Free - Custom & Quarantine 	3	<ul style="list-style-type: none"> • Lecture and group discussion • Case study • Individual presentation “Airline news” 4 persons
12	<p>Cooperative Learning</p> <p>Walk Rally activity ‘Cultural Awareness in Airline Business’</p>	3	<ul style="list-style-type: none"> • Cooperative Learning: Students attend the “<i>Cultural Walk Rally</i>”

Week	Topic/Outline	Period	Learning Activities and Medias
13	- Cultural Awareness in Airline Business Quiz' - Conclusion	3	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Problem-Based learning • Cooperative learning
14	Group presentation VDO clip “ Organization culture”	3	<ul style="list-style-type: none"> • Student-Centered • Group presentation about airline’s culture, vision , norms
15	Summary		<ul style="list-style-type: none"> • Student-Centered: Constructivist approaches and Cooperative Learning
16	Final Examination and Assignment Submission	3	<ul style="list-style-type: none"> • Paper and pencil test

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	Knowledge - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	40%
3	Cognitive Skills -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	Interpersonal Skills and responsibility - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%

5	Numerical Analysis, Communication and Information Technology Skills - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Alexander T. Wells (1989) *Air Transportation: A Management Perspective*.
Wadsworth Publishing Company. USA.

IATA Course Textbook (2012) *Introduction to the Airline Industry*.

IATA Training and Development Institute. Canada.

2. Important Documents for Extra Study: Airline News.

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

Keywords for searching:

Airline Operations, Airline Management, English Skills, English Learning, Cargo Operations, Maintenance, Catering

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 questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed 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 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 assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the
Class room.

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
Student evaluation and suggestions for improvement to the course

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.