

TQF 3

Bachelor's Degree

Master's Degree

TQF3 Course Specification

Course Code: IAC 2301

Course Title: Introduction to Airline Customer Service

Credits: 3 (3-0-6)

Program: Airline Business, College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester: 3 **Academic Year:** 2020

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Section 1 General Information

1. Code and Course Title:

English: IAC2301 Introduction to Airline Customer Service

Thai: IAC2301 การบริการลูกค้าสายการบินเบื้องต้น

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 *Major Area Course: Cluster of Airline Business Requirement Courses.*

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course:

Ms. Korawin Kungwola

4.2 Instructional Course Lecturers:

Mr. Theppaluk Komolvani

5. Contact/Get in touch

Room number 304

5.1 Ms. Korawin Kungwola

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5.2 Mr. Theppaluk Komolvani

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6. Semester/Year of study

6.1 Semester 3 Year of study 2020

6.2 Number of students enrolled: AB63 Students

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,
Nakhon Pathom Campus

10. Last Date for Preparing and Revising this Course: Revised on May, 2021

Section 2 Objectives and Purposes

1. Course Objectives

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 duties in corporate communication management
- (2) Able to understand the terminology, idiom, and structure of English related to ground service

- (3) Able to understand the basic operations of the ground service

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 corporate communication

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) Able to use the statistics to solve the problem
- (3) Able to understand and apply to use the system for corporate communication

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

English: Standards of airline customer service, new trends in customer service, customer service channels: internet, mobile, social, and cross, Customer Relationship Management (CRM), customer service points, customer perception, effective communication skills, customer contact techniques, self-presentation skills, telephone communication, Email etiquette, handling customer questions, responding to customer complaints through social media, cross- cultural awareness, social styles and tact, characteristics of four social styles, identifying a customer’s social style, dealing with complaints effectively, managing stress and pressure.

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	- hours	90 hours/week	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 304 CHM Building,
College of Hospitality Industry Management (Nakhonpathom Campus/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 /
Personal 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, role play, 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, role play, group discussion

(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)

IAC2301 Introduction to Airline Customer Service	●	○	○	●	○	●	●	○	○	○	●	○	●	○	○
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Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Introduction to Customer Service <ul style="list-style-type: none"> • Rules and Regulations in class • What is Customer Service 	3	Guide line to study the course <ul style="list-style-type: none"> • Online teaching via Google Meet • Discussion • Student-centered: Cooperative learning
1	Unit 1: Introduction to Customer Service <ul style="list-style-type: none"> • Why customer service is important • Understand Customer expectation 	3	<ul style="list-style-type: none"> • Online teaching via Google Meet • Direct instruction • Student-centered: Cooperative learning • Students' individual presentation on 'Service Excellence'
2	Unit 2: Airline Customer Service <ul style="list-style-type: none"> • Understand Nature of Customer Service in Airline Business 	3	<ul style="list-style-type: none"> • Online teaching via Google Meet • Student-centered: Cooperative learning • Students' individual presentation on 'Service Excellence'
2	Unit 3: Social styles <ul style="list-style-type: none"> • Social styles and tactic • Characteristics of four social styles 	3	<ul style="list-style-type: none"> • Direct instruction • Online teaching via Google Meet • Student-centered: Cooperative learning • Students' individual presentation on 'Service Excellence'

Week	Topic/Outline	Period	Learning Activities and Medias
3	Unit 4: Cross- Cultural Awareness <ul style="list-style-type: none"> • The importance of Service • Factors that influence differences in service 	3	<ul style="list-style-type: none"> • Online teaching via Google Meet • Direct instruction • Student-centered: Cooperative learning • Students' individual presentation on 'Service Excellence'
3	Unit 5: Communication Skills <ul style="list-style-type: none"> • Verbal - Non Verbal Skills • Communication barrier 	3	<ul style="list-style-type: none"> • Online learning • Google Meet + Mentimeter • Six Thinking Hat • Students' individual presentation on "Service Excellence"
4	Unit 6: Effective Communication Skills <ul style="list-style-type: none"> • Customer Contact technique • Phone Skills • Email Skills • Online Chat Skills 	3	<ul style="list-style-type: none"> • Online Learning: Google Meet with Garden Answer or Padlet • Student-centered: Cooperative learning
4	Mid-term Examination	2	<ul style="list-style-type: none"> • Paper test / Online test
5	Discussion on 'Service mind'	3	<ul style="list-style-type: none"> • Online teaching via Google Meet • Student-centered: Cooperative learning Students' individual presentation on "Service Excellence"
5	Unit 7: Dealing with Complaints <ul style="list-style-type: none"> • Rude 	3	<ul style="list-style-type: none"> • Online Learning: Google Meet with Garden Answer or

Week	Topic/Outline	Period	Learning Activities and Medias
	<ul style="list-style-type: none"> • Anxious • Disappointed • Difficult Customer 		Padlet <ul style="list-style-type: none"> • Student-centered: Cooperative learning
6	Unit 8: Customer Relationship Management CRM <ul style="list-style-type: none"> • Handling customer questions, • Responding to customer complaints through social media 	3	<ul style="list-style-type: none"> • Online teaching via Google Meet • Direct instruction • Student-centered: Cooperative learning • Students' individual presentation "Service Excellence"
6	Unit 9: Managing Stress <ul style="list-style-type: none"> • Definition • Causes of Stress • Technic to manage stress 	3	<ul style="list-style-type: none"> • Online teaching via Google Meet with Garden Answer or Padlet and You tube
7	Unit 10: New Trends of Customer Service	3	<ul style="list-style-type: none"> • Online teaching via Google Meet Direct instruction • Student-centered: Cooperative learning • Students' individual presentation on "Service Excellence"
7	Make-up class	3	<ul style="list-style-type: none"> • Online teaching via Google Meet Direct instruction
8	• Final Examination	2	• Paper test / Online test

** Remark: Subject to change related to situation during the semester.*

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>1 Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance • Quizzes • Student behavior 	<p>Throughout semester</p>	<p>10 %</p>
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>55 %</p>
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>20 %</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class 	<p>Throughout semester</p>	<p>5 %</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>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 solve air transport business problems by using basic ICT skills and apply them daily.</p> <p>5.2 Be able to use ICT skills and apply them.</p> <p>5.3 Be able to use ICT in the work place and apply numerical analysis in communication.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality	Individual Assignment	Group Assignment	Group Assignment	Quiz (10%)	Midterm Examination	Final Examination	Total Five Domains
1. Morals and Ethics (10%)								
- Be able to deliver or to complete a required task at appointed time	2	1		1	1			5
- Be able to do the right thing according to the values, beliefs, and principles they claim to hold	2				1			3
- Be able to make decisions in business according to moral concepts and judgments			1	1				2
2. Knowledge (55%)								
- Be able to identify the proper theories and describe important case studies (Individual presentation and Examination)		4	1		2	8	20	35
- Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation)			2	1	3	5		11
- Be able to organize self-study and sharing information to the class (Presentation)	2	2	5					9
3. Cognitive skills (20%)								
- The ability to gather and summarize information, and conduct research (In-class practice)	2	1						3
- Self-study and sharing information to the class		1						1
- The ability to solve problems from case studies (Examination and Report – if any)			1			6	9	16
4. Interpersonal skills and Responsibilities (5%)								
- Be able to use interpersonal English communication skills	1		1					2
- Be able to collaborate well in teams for problem solving			1	1				2
- Be able to show leadership skills			1					1
5. Numerical Analysis, Communication and Information Technology Skills (10%)								
- Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences		1	1			1	2	3
- Be able to use ICT skills and apply them	1				2			4
- Be able to use ICT in the work place and apply numerical analysis in communication			1					3
Total	10	10	15	5	10	20	30	100

***Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.

3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.
4. The individual and group assignment evaluation will be based on each person's presentation of Content, English skill, and Interpersonal skill.

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Airline Customer Service (3rd Edition, 2013). International Aviation Training Program, Course Textbook.

2. Important Documents for Extra Study

N Shaw, S. (2011). *Airline Marketing and Management*. Ashgate Publishing.

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

4. Keywords for searching : Airline, Customer, Service, Marketing

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/review from the students' survey questions, the lecturer team's observation, results from the research on 'The communicative innovation for Airlines' and classroom research. In case of the students were unable to understand, the lecturers will try to use the alternative ways to explain to be cleared and testing.

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.

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			6. Other Domain ie. Learning Management Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category – Required Course	●Major Responsibility									○Minor Responsibility								
IAC2301 Introduction to Airline Customer Service	●	○	○	●	○	●	●	○	○	○	●	○	●	○	○			