



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code:IAC2403 Course Title : Introduction to Security Risk and
Crisis Management
Credits : 2(2-0-6)

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: IAC2403

Course Title (English): Introduction to Security Risk and Crisis
Management

Course Title (Thai):

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, 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: Ms. Korawin Kungwol

4.2 Instructional Course Lecturer(s):

(1) Ms. Korawin Kungwol

(2) Ms. Nisara Paethrangsi

5. Contact/Get in Touch

Room Number 304 Tel.063-9914288

E-mail Korawin.ku@ssru.ac.th

Room Number 304 Tel. 091-4242454.

E-mail: lekнисara@gmail.com

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2020

6.2 Number of the students enrolled

7. Pre-requisite Course (If any)

Course Code: ...-.....Course Title-.....or None

8. Co-requisite Course (If any)

Course Code: ...-.....Course Title-.....or None

9. Learning Location

International College, Nakhonpathom Education Center

10. Last Date for Preparing and Revising this Course:

Date 20 Month December 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 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 business according to moral concepts and judgments.

1.2 Knowledge

(1) Understanding the airline business theories and important case studies taught.

(2) To be able to provide an analysis and provide the solution to real world problems.

(3) To 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 regarding security risk management system.

(3) Initiate some airline security risk management 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 airline security risk management system.

(2) Be able to use statistics and mathematics to solve business problem.

(3) Be able to use ICT in the work place and apply numerical analysis in communication airline security risk management system.

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

Students’ engagement can be assessed by case studies including multimedia, assignment. Updated case studies exercise and activities will be adapted to the future lessons.

Section 3 Characteristics and Operation

1. Course Outline

(English) Introduction to international security framework, Emerging trends and future threats, Security management system, Introduction to Threat assessment and risk management, ICAO standards and requirements.

(Thai).....

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/semester)	(By appointment/ Subject to individual needs)	0	64

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 Number304
International College (Nakhonpathom Education Centre/SSRU)

3.2 Consulting via office telephone/mobile phone: 063-9914288
,091-4242454/

3.3 Consulting via E-Mail [Korawin.ku@ssru.ac.th/](mailto:Korawin.ku@ssru.ac.th)
leknisara@gmail.com

3.4 Consulting via Social Media (Facebook/Twitter/Line)
NokKorawin/ ,FB:Lekpaeth

3.5 Consulting via Computer Network (Internet/Web board)
Website:<http://www.teacher.ssru.ac.th/korawin>
Website:<http://www.teacher.ssru.ac.th/nisara>

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 business according to moral concepts and judgments.
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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 Assessment Strategies

- (1) Class attendance, class participation and behavior in class.
- (2) Students are able to apply their knowledge in practice i.e. airline safety campaign week, safety exhibition.
- (3) Evaluate from students responsibilities on their contribution on group project.

2. Knowledge

2.1 Knowledge to be developed

- (1) Understanding the airline business theories and important case studies taught.
- (2) To be able to provide an analysis and provide the solution to real world problems
- (3) To be able to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use case studies analysis learning
 - (2) Use cooperative learning techniques.
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- (3) Invite guest speaker who is an expert in the security risk management in aviation business.

2.3 Assessment Strategies

- (1) Test, midterm examination, and final examination.
- (2) Self–study and task assignment that sharing to the class.
- (3) The ability to solve problem, evaluate risks and create safety promotion.

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) Group presentation
- (2) Participation in competitions
- (3) Problem base learning

3.3 Assessment Strategies

- (1) Evaluate individually and group project
- (2) Class activities and discussion and personal involvement

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 regarding security risk management system.
 - (3) Initiate some airline security risk management ideas
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and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members...
- (2) Practice safety awareness and encourage / communicate with people concerned
- (3) Use proper business English to communicate in class and with lecturers.

4.3 Assessment Strategies

- (1) How students participate in team work.
- (2) How student use English regards security risk management on their presentation

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 airline security risk management system.
- (2) Be able to use statistics and mathematics to solve business problem.
- (3) Be able to use ICT in the work place and apply numerical analysis in communication airline security risk management system.

5.2 Teaching Strategies

- (1) Use case studies and allow students to implement their knowledge of statistics and mathematics to identify and evaluate risks
 - (2) Use activities e.g. safety promotion exhibition.
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- (3) Students form teams and do assigned project that required two ways communication and develop their social skills.

5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics and mathematics to analyze case studies
- (2) Evaluate students' ability to present their project or exhibition
- (3) Evaluate students' ability to use computer do their project.

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	Unit 1: Introduction to security risk <ul style="list-style-type: none"> ● Process of risk management ● Risk assessment ● Risk mitigation ● Evaluation an assessment 	2	Online - Cooperative learning - YouTube -Power point	Ms. Korawin Ms. Nisara
2	Unit 2: ICAO standards and requirements ICAO Annex 17	2	Online - Cooperative learning	Ms. Korawin Ms. Nisara

	<ul style="list-style-type: none"> • The Concepts of Risk, Safety, and Security • Safety and Security: The Challenges of Bringing Them Together 		<ul style="list-style-type: none"> - YouTube -Power point 	
3	Unit 3: Introduction to international security framework <ul style="list-style-type: none"> • The Concepts of Risk, Safety, and Security • Standard Definitions • Incident /Mishap • Disaster /Catastrophe 	2	Online <ul style="list-style-type: none"> - Cooperative learning - YouTube -Power point 	Ms. Korawin Ms. Nisara
4	Unit 4: Emerging trends and future threats <ul style="list-style-type: none"> • Nature and types of Threats • Sources of Threats • Motives of Terrorist Groups 	2	Online <ul style="list-style-type: none"> - Cooperative learning - YouTube -Power point 	Ms. Korawin Ms. Nisara
5	Unit 5: Evolution of attacks to civil aviation *case study <ul style="list-style-type: none"> • Evolution of Attacks to Civil Aviation *case study • Hijack-El Al Flight, Rome- Tel Aviv's Airport Attack • 21 December 1988: PAN AM London- New York • 11 September 2001 • Aviation security: The Response 	2	Student centered <ul style="list-style-type: none"> - Cooperative learning - Youtube case study -Power point 	Ms. Korawin Ms. Nisara
6	Unit 6: Security management system:	2	<ul style="list-style-type: none"> - Student centered - Cooperative 	Ms. Korawin Ms. Nisara

	<ul style="list-style-type: none"> • Concepts of Cargo Security • Basic Principles of Cargo Security • Constraints on Security 		learning - Youtube case study -Power point	
7	Review	2	- Student centered - Cooperative learning - Youtube case study -Power point	Ms. Korawin Ms. Nisara
8	Midterm	2	- Exam	Ms. Korawin Ms. Nisara
9	Unit 7: Introduction to crisis management <ul style="list-style-type: none"> • The definition of a crisis • Types of crisis (Nature disasters, Human made disasters) • How a crisis jeopardize the organization's reputation 	2	- Student centered - Cooperative learning - Youtube case study -Power point	Ms. Korawin Ms. Nisara
10	Unit 8: Crisis management principals <ul style="list-style-type: none"> • Understand media interest in a crisis situation • compliance with all legal and regulatory matters • Manage the flow of information • Assume that the situation will escalate and get worse • Measure results in real time 	2	- Student centered - Cooperative learning - Youtube case study -Power point	Ms. Korawin Ms. Nisara

	<ul style="list-style-type: none"> • Exercises (Group) 			
11	Unit 9: Crisis Management Planning <ul style="list-style-type: none"> • Hazard analysis, • Organizational information, • Regulatory guidance • Company policy procedures • Location specific data. 	2	<ul style="list-style-type: none"> - Student centered - Cooperative learning - Youtube case study -Power point 	Ms. Korawin Ms. Nisara
12	Unit 10: Crisis Communication Plan <ul style="list-style-type: none"> • The spoken word • Written communications -Why the document should be written? -What should be the main content of the document and which is the main message that the document is going to deliver? -Who are going to read the document -What kinds of actions or reactions are expected from the persons that are going to read the document? • Visual images • Mixed methods • Group assignment 	2	<ul style="list-style-type: none"> - Student centered - Cooperative learning - Youtube case study -Power point 	Ms. Korawin Ms. Nisara
13	Unit7-10 : Group work On Crisis communication plan	2	- Group work	Ms. Korawin Ms. Nisara
14	Unit 7-10: Presentation	2	<ul style="list-style-type: none"> - Student centered - Cooperative learning - 	Ms. Korawin Ms. Nisara

15	Unit 11 Phase of a crisis management <ul style="list-style-type: none"> • Pre-crisis phase • Crisis-response phase • Post- crisis phase Prevention and preparation <ul style="list-style-type: none"> • Creating escalation rules for employees • creating a crisis management team 	2		Ms. Korawin Ms. Nisara
16	Final Examination	2	EXAM	Ms. Korawin Ms. Nisara

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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 business according to moral concepts and judgments.	Attendance criteria.	Every week	10%
2	Knowledge (1) Understanding the airline business theories and important case studies taught. (2) To be able to provide an analysis and provide the solution to real world problems. (3) To be able to use airline business knowledge integrated with other disciplines.	1. Test, midterm examination, and final examination. 2. Self–study and task assignment that sharing to the class.	Week 8 & 16	50%.

3	<p>Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research.</p> <p>(2) Self- study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>-Case studies analysis, - communication exercise</p>	<p>Throughout semester</p>	<p>20%</p>
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Be able to communicate in English</p> <p>(2) Be able to use English to solve airline business problem regarding security risk management system and crisis management.</p> <p>(3) Initiate some airline security risk management ideas and have leadership.</p>	<p>- Cooperative learning</p> <p>- Group discussion</p>	<p>Throughout semester</p>	<p>10%</p>
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to airline security risk management system.</p> <p>(2) Be able to use statistics and mathematics to solve business problem.</p> <p>(3) Be able to use ICT in the work place and apply numerical analysis in communication airline security risk management system and crisis management.</p>	<p>- Project & Communication</p>	<p>Throughout semester</p>	<p>10%</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

1.1 IAC 2403 Introduction to Security Risk and Crisis

Management handouts

1.2 Eder, Hannes; Alvintzi, Patrick. (2010). Crisis management. New York : Nova Science Publishers,. eBook.

1.3 Buama, Chester Alexis C. (2019) Crisis Communication and Crisis Management. Vol. E-Book edition, Society Publishing,

1.4 https://www.icao.int/Meetings/a38/Documents/GASP_en.pdf

2. Important Documents for Extra Study

2.1 Pecujlija, Mladen; Cosic, Djordje. (2019). Crisis Management: Introducing Companies Organizational Reactivity and Flexibility eBook New York : Nova. eBook.

2.2 ICAO, Global Aviation Safety Plan

2.3 CASA,(2014) SMS for aviation- a practical guide edition 2. SMS Book 6 human Factors-

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

3.1 Nitin Pangarkar (2016). A framework for effective crisis response. Retrieved from: Emerald Insight at: www.emeraldinsight.com/0953-4814.htm

3.2 Adebayo, O. (2017). The application of Facebook to crisis communication management : a case study of Malaysia Airlines. (Order No. 27792637, University of Salford (United Kingdom)). PQDT - UK & Ireland, Retrieved from <https://search.proquest.com/dissertations-theses/application-facebook-crisis-communication/docview/2341099321/se-2?accountid=44809>

3.3 Filipowski, C. R. (2017). A Qualitative Case Study of Airline Pilot Leadership Behaviors and Practices During Crisis Situations. (Order No. 10619892, Grand Canyon University). ProQuest Dissertations and Theses, , 353. Retrieved from <https://search.proquest.com/dissertations-theses/qualitative-case-study-airline-pilot-leadership/docview/1954722606/se-2?accountid=44809>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Student evaluation of classes

Student self-assessment of learning outcomes

2. Strategies for Course Evaluation by Lecturer

Students' evaluation of classes

Observation of classes

3. Teaching Revision

Training and Exhibition

Peer observation

Collegial sharing and reflection

4. Feedback for Achievement Standards

Class and grading examine by Administrator Committee

5. Methodology and Planning for Course Review and Improvement

Review by head of program, course coordinators and instructors

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		
	●Major Responsibility									○Minor Responsibility								
Course Category Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IAC 2403.. Course Title : Introduction to Security Risk and Crisis Management	●	○	○	●	○	○	●	○	○	○	●	○	●	○	○			