

TQF.3

□ Master’s Degree

√□ Bachelor’s Degree

**Course Specification**

**Course Code**: IAL 3307 **Course Title**: Ground Service Management

**Credits:** 3 (3-0-6)

**Program:** Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

**Semester:** 1 **Academic Year:** 2017

**Section 1 General Information**

**1. Code and Course Title:**

**English:** IAL3307 Ground Service Management

**Thai:** IAL3307 การจัดการบริการภาคพื้นดิน

**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 Core Courses****.***

**4. Lecturers Responsible for Course and Instructional**

**Course Lecturers:**

* 1. Lecturer responsible for Course: Ms.Korawin Kungwola

4.2 Instructional Course Lecturer(s):

(1) Ms.Korawin Kungwola

**5. Contact/Get in touch**

Room number 304

5.1 Ms.Korawin Kungwola Mobile: 063- 9914288

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

**6. Semester/Year of study**

6.1 Semester 1 Year of study 2017

6.2 Number of students enrolled: TBA Students

**7. Prerequisite Course**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

International College, Suan Sunandha Rajabhat University,

Nakhon Pathom Education Center

**10. Last Date for Preparing and Revising this Course:**

January 2017

**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:

1.1Morals and Ethics

(1) Academic honesty

(2) Personal discipline, integrity, and responsibility

(3) The ability to do the right thing according to values beliefs, and principles they claim to hold.

1.2 Knowledge

(1) Basic understanding of information system theories and knowledge relevant to aviation industry

(2) The ability to provide an analysis and provide the solution to real practice in information system

(3) The ability to use aviation knowledge integrated with other disciplines.

1.3 Cognitive Skills

(1) Development of analytical of work

(2) Self-study and sharing information from case studies

(3) The ability to solve problems from case studies

1.4 Interpersonal Skills and Responsibility

|  |
| --- |
| (1) Ability on Information technology skills |
| (2) Ability to calculate on mathematic for business skills  (3) Ability to use ICT skills and apply them to daily life |
| 1.5 Numerical Analysis, Communication and Information Technology Skills |

(1) Development of communication and information technology skills

(2) Ability to communicate in English

(3) Ability to use ICT skills and apply them to daily life

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

According to TOF (Thailand Quality Framework) for Core Course, undergraduate students should have capabilities to discuss and analyze the term of ground management, their functions and duties. Each unit presents a different part of duties of ground staffs and function concerned in the airport. Students also learn about special cases, special passengers and varieties of irregularities in ground service. After finished this course, students can understand clearly about ground staffs’ duty and management.

**Section 3 Characteristics and Operation**

**1. Course Outline**

Official Airline Guide (OAG), Airline Guide, and IATA manual, tickets and ticket acceptance, miscellaneous charges orders, credit cards, endorsement, fraud, passenger handling service, baggage, dangerous goods for passenger handling staff, check-in procedure, boarding and arrival: gate procedure and problem special passenger handling procedure, delay handling and handling difficult situations and disruptive passengers.

คำแนะนำของสายการบินต่าง ๆ และคู่มือของสมาคมขนส่งทางอากาศ,บัตรโดยสารและการ รับบัตรโดยสาร การคิดค่าบริการอื่น ๆ, เครดิตการ์ด, การโอนย้ายสารการบิน, เอกสารการเดินทางปลอม, ทักษะสำหรับการให้บริการผู้โดยสาร สัมภาระ วัตถุอันตราย สำหรับเจ้าหน้าที่ที่ดูแลผู้โดยสาร ขั้นตอนการ เช็คอิน การขึ้นเครื่อง ขั้นตอนการเข้าประเทศ การดูแลผู้โดยสารพิเศษ และการแก้ปัญหาเมื่อเกิดความล่าช้าและสถานการณ์ลำบากต่าง ๆ

**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 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 304 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. **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 |
| ○ | (4) Be able to deliver or complete the required task on time |

**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. **Assessment Strategies**

(1) Quizzes, mid-term test, and final test

(2) Group projects

(3) Cooperative learning presentations

1. **Knowledge**
   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 |

* 1. **Teaching Strategies**

(1) Cooperative learning

(2) Problem-based learning

(3) Direct instruction

* 1. **Assessment Strategies**

(1) Quizzes, mid-term test, and final test

(2) Group projects

(3) Cooperative learning presentations

1. **Cognitive Skills**
   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**

* 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

**4.3Assessment 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
  1. **Assessment Strategies**
* 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** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
| **1** | Introduction to Ground Service Management Course  -Rules and Regulations | 3 | Guide line to study the course  Discussion  Student centered: Cooperative learning  Students’ individual research: ‘Fly me to the moon’  Students’ Group research: Performance activities ‘Come fly with me’ | Korawin |
| **2** | Unit 1 Introduction to Airline Industry | 3 | Direct instruction  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **3** | Unit 2 Passenger terminal environment | 3 | Direct instruction  Student-centered:  Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **4** | Unit 3 Airline cabin environment | 3 | Direct instruction  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **5** | Unit 4 Pre-flight preparation and check-in counter setup | 3 | Direct instruction  Problem Solving  Student-centered: Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **6** | Unit 5 Check-in process and Travel documents | 3 | Direct instruction  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **7** | Unit 6 Boarding gate and Flight- finalizing procedures | 3 | Direct instruction  Student-centered:  Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **8** | **Midterm** | 3 | **Paper test** | Korawin |
| **9** | Unit 7 Airline security | 3 | Direct instruction  Discussion  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **10** | Unit 8 Baggage and Dangerous goods | 3 | Direct instruction  Problem solving  Student-centered: Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **11** | Unit 9 Special Handling Passengers | 3 | Direct instruction  Problem Solving VDO Case study  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **12** | Unit 10 Arrival | 3 | Direct instruction  Student-centered: Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **13** | Unit 11 Irregular Operations | 3 | Direct instruction  Problem Solving  Student-centered:  Cooperative learning  Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **14** | Unit 12 Baggage services and Ground Handling Equipment | 3 | Direct instruction  Problem Solving  Student-centered: Cooperative learning Students’ individual performance activities ‘Fly me to the moon’ 5 persons a week | Korawin |
| **15** | Conclusion | 3 | Direct instruction  Student-centered: Cooperative  learning  Students’ group performance  activities on ‘Come fly with me’ | Korawin |
| **16** | Make-up class | 3 | Direct instruction: Questions and Answers | Korawin |
| **17** | **Final Examination** | **3** | **Paper Test** |  |

**2.Learning Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcome** | **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  • Quizzes  • Student behavior  . | 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. | * Quizzes * Midterm * Final * Group reports   and presentations | 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 | * Quizzes * Midterm * Final * Group reports   and presentations | 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. | * Quizzes * Group report   and presentations   * Evaluate   English skills  during class | Throughout semester | 5% |
| 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 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. | Quizzes  •Group reports and presentations | Throughout semester | 10% |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Colin C. Law and Mary R. Doerflein (2014) *Introduction to Airline Ground Service.* Cengage Learning Asia Pte. Ltd. Singapore.

IATA Course Textbook (2012) *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

**2. Important Documents for Extra Study**

IATA Course Textbook (2014) *Airline Customer Service*. IATA Training and Development Institute. Canada.

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

**Keywords for searching :** Airlines, Airports, Airplanes, Ground, Service, Operation Website: (2015, November). Retrieved from http://www.wikipedia.com. Website: (2015, November). Retrieved from http://en.wikipedia.org/wiki/Airlines

**Section 7 Course Evaluation and Revising**

1. **Strategies for Course Evaluation by Students** 
   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.

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

1. **Strategies for Course Evaluation by Lecturer**

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

2.1.1The lecturer is well prepared for class sessions.

2.1.2The 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.

1. **Teaching Revision**

Lecturer revises teaching/learning process based on the results from the students’ survey questions, the lecturer team’s observation, and classroom research.

1. **Feedback for Achievement Standards**

International College Administrator Committee monitor to assessment process and Grading.

1. **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 | | |
| Course Category ……….. | **● Major Responsibility ○ Minor Responsibility** | | | | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **3** |
| Course Code IAL3307  Course Title Ground Service Management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |