

TQF.5 Course Report

Course Code : IAC 2301

Course Title : Introduction to Airline Customer Service

Credits : 3 (3-0-6)

Semester /Academic Year : 3/2020

Students : Bachelor of Arts Program in Airline Business

Lecturer(s) : Mr. Theppaluk Komolvanij
Mrs. Korawin Kungwola

College of Hospitality Industry Management,
Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management, Airline Business

Section 1: General Information

1. Course Code and Title :

IAC2301 Introduction to Airline Customer Service

2. Pre-requisite (if any) :

None

3. Faculty Member(s) Teaching the Course and Sections

Mr. Theppaluk Komolvaniij

Student code: 63 Sections: 1

Mrs. Korawin Kungwola

Student code: 63 Sections: 2,3

4. Semester and Academic Year

Semester 3, Academic Year 2020

5. Venue

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,
Nakhonpathom Campus

Section 2 : Actual Teaching Hours Compared with Teaching

Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Introduction to Customer Service <ul style="list-style-type: none"> • Rules and Regulations in class • What is Customer Service? 	3	3	online
Unit 1: Introduction to Customer Service <ul style="list-style-type: none"> • Why customer service is important • Understand Customer expectation 	3	3	online
Unit 2: Airline Customer Service - Understand Nature of Customer Service in Airline Business	3	3	online
Unit 3: Social styles <ul style="list-style-type: none"> • Social styles and tactic • Characteristics of four social styles 	3	3	online
Unit 4: Cross- Cultural Awareness <ul style="list-style-type: none"> • The importance of Service • Factors that influence differences in service 	3	3	online
Unit 5: Communication Skills <ul style="list-style-type: none"> • Verbal - Non Verbal Skills • Communication barrier 	3	3	online
Unit 6: Effective Communication Skills <ul style="list-style-type: none"> • Customer Contact technique 	3	3	online

<ul style="list-style-type: none"> • Phone Skills • Email Skills • Online Chat Skills 			
Discussion on 'Service mind'	3	3	online
Unit 7: Dealing with Complaints <ul style="list-style-type: none"> • Rude • Anxious • Disappointed Difficult Customer	3	3	online
Unit 8: Customer Relationship Management CRM <ul style="list-style-type: none"> • Handling customer questions, Responding to customer complaints through social media	3	3	online
Unit 9: Managing Stress <ul style="list-style-type: none"> • Definition • Causes of Stress • Technic to manage stress 	3	3	online
Unit 10: New Trends of Customer Service	3	3	online
• Make-up class	3	3	On site / Online
• Midterm and Final Test	6	6	On site / Online
Total	45	45	-

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
-	-	-

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
<p>1. Morals and Ethics</p> <p>1. Be able to deliver or to complete a required task at appointed time.</p> <p>2. Be able to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>3. Be able to make decisions in business according to moral concepts and judgments.</p>	<p>1. Activities that require students to practice being punctual and no tardiness.</p> <p>2. Learn the consequences of plagiarism.</p> <p>3. Learn how to work as a Team, trustworthy, and responsibility.</p> <p>4. Students help to prevent cheating in classroom and during examinations.</p>	✓	-	- Some students were arriving late for class, teaching them and giving some more assignments to practice.
<p>1. Knowledge</p> <p>1. Be able to understand the theories and important case studies taught.</p> <p>2. Be able to provide an analysis and provide the solution to real world problems.</p> <p>3. Be able to use knowledge integrated with other disciplines.</p>	<p>1. Direct instruction</p> <p>2. Student-centered:</p> <p>Cooperative learning</p> <p>3. Problem solving</p> <p>4. Case Study</p> <p>5. Individual Practicing</p> <p>6. Group discussion</p> <p>7. Group Performance</p> <p>8. Questions and answers</p>	✓	-	<p>- Some students have extremely limited ability in English, assigned to read aviation news and report in class.</p> <p>- Need an extra attention in class individually in some topic.</p>

<p>3. Cognitive Skills</p> <ol style="list-style-type: none"> 1. Be able to gather and summarize information, and report. 2. Be able to do self-study and sharing information to the class. 3. Be able to solve problems from case studies. 	<ol style="list-style-type: none"> 1. Case Study 2. Brainstorming 	<p>✓</p>	<p>-</p>	<ul style="list-style-type: none"> - Students need to do reading practice more about English article and pronunciation. - Encourage students to use any technologies with WIFI access to attain the information.
<p>4. Interpersonal Skills and Responsibilities</p> <ol style="list-style-type: none"> 1. Be able to communicate with foreigners in English and another language. 2. Be able to use English to solve problems. 3. Be able to initiate some new ideas and have leadership. 	<ol style="list-style-type: none"> 1. Group discussion 2. Group performance 	<p>✓</p>	<p>-</p>	<ul style="list-style-type: none"> - Use team learning and students to do group presentation with different role of duties assigned as a ‘Airline Communication’
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <ol style="list-style-type: none"> 1. Be able to use ICT skills and apply them. 2. Be able to use ICT in the work place and apply numerical analysis in communication. 	<ol style="list-style-type: none"> 1. Students present their work by using interpersonal skills and technology. 2. Students present their work by using proper terminologies of Airline communication in English. 3. Students use all technologies to solve the problems during Teamwork assignments. 	<p>✓</p>	<p>-</p>	<ul style="list-style-type: none"> - Use team learning as an example.
<p>6. Learning Management Skills</p> <ol style="list-style-type: none"> 1. Be able to use learning skills and apply them to solve the problem. 	<ol style="list-style-type: none"> 1. Group research. 2. Group performance. 	<p>✓</p>	<p>-</p>	<ul style="list-style-type: none"> - Students are unable to manage for time-being as much accurate.

4. Suggestions for Improving Teaching Methods

The students should be more educated in responsibility for their life in all aspects by teaching more about morality, on-time related issues, article reading and teamwork planning. Also, in English communication, should be more practicing both speaking and reading.

Section 3 : Course Outcomes

- 1. Number of registered students : 73
- 2. Number of students at the end of semester : 73
- 3 Number of students who withdrew (W) : 0

4. Grade distribution

Grade	No. of students (1)	No. of students (2)	No. of students (3)	Total No. of students	Total Percentage
A	5	8	2	15	30.0
A-	6	2	1	9	18.0
B+	6	2	3	11	22.0
B	4	2	2	8	16.0
B-	1	-	0	1	2.0
C+	1	-	2	2	4.0
C	-	-	1	1	2.0
C-	-	-	2	2	4.3
D+	-	-	0	0	-
D	-	-	0	0	-
D-	-	-	1	1	2.0
F	-	-	0	0	-
Incomplete (I)	-	-	0	0	-
TOTAL	23	14	14	50	100.0

5. Factors causing unusual distribution of grades (If any)

N/A

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
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<ol style="list-style-type: none">1. Individual presentation was assigned to testing on Interpersonal skills, English speaking, Pronunciation and Presentation skills.2. Group performance were testing on Teamwork, English conversation and Interpersonal skills to solve the problems.	<ol style="list-style-type: none">1. Most of the students were having a problem about pronunciation and unable to speak clearly.2. Most of the students were able to deliver the main message related what they have read and presented in their own idea.3. Group presentation were successfully in teamwork, cooperation, solving problems in team.
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Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: Covid-19 Pandemic attack and unstable situation	Impacts on students' learning : Change to online-teaching 7-10 times
Learning Resources Problems: Change to online-teaching	Impacts on students' learning : Students lack of attention, the online equipment for students were not appropriate for learning.

2. Administration and organization

Problems from administration N/A	Impacts on students' learning N/A
Problems from organization N/A	Impacts on students' learning N/A

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

All aspects of knowledge were able to be used in the future as in the Airline service career. They need more exercise in crisis communication details but not too hard.

1.2 Faculty members' opinions on the comments in 1.1

Agreed to get more exercise.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students evaluated team by themselves, they were happy to do so.

2.2 Faculty members' opinions on the comments in 2.1

Agreed.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2021 1. More practices with real situations. 2. More practices on conversation. 3. More practices on Airlines details. 4. Preparation for the Online Course	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) 1. Preparation for the Online Course, 1/2021 replace with 100% online.
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2. Other improvements

N/A

3. Suggestions for improvement for Semester 1 Academic year 2021

Suggestions	Time Frame	Responsible person
More practices with situations / conversations / English Daily conversation in office life / Crisis case study	Aug 2021	Mr.Theppaluk Komolvani

Suggestions of faculty member(s) responsible for the course

More practices on English speaking for schedule planning discussion with the students on free time.

Responsible Faculty Member/Coordinator:

Mr. Theppaluk Komolvani

Signature



Submission Date 20/July/2021

Chairperson/Program Director: Mr. Theppaluk Komolvani (Acting for)

Signature..... Receipt Date 20/July/2021