



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IAC2209 Course Title : Air Transportation
Management
Credits : 3(3-0-6)

Program: Airline Business International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 3 Academic Year: 2018

Section 1 General Information

1. Code and Course Title :

Course Code: IAC2209

Course Title (English): Air Transportation Management

Course Title (Thai):

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

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:

Mr. Paween Chacariyanuyok /Ms. Nisara Paethrangsi

4.2 Instructional Course Lecturer(s):

(1) Mr. Paween Chacariyanuyok

(2) Ms. Nisara Paethrangsi

5. Contact/Get in Touch

Room Number 304 Tel. 0813077711

E-mail Paween.ch@ssru.ac.th

Room Number 304 Tel. 091-4242454.

E-mail: lekNISARA@gmail.com

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2018

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, Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

Date 16 May 2019

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 safety management system.

(3) Initiate some airline safety 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 safety 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 safety 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

The principles and practices critical to the air transportation management concept and model. An understanding of a number of key issues in air transport management, marketing and business planning. The airline and airport sectors of the industry, airline product planning, airport marketing, the passenger demand, aircraft evaluation and fleet planning, air traffic controller, air transportation industrial relationship, air cargo characteristic.

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/semester) | (By appointment/ Subject to individual needs) | 0 | 90 |

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 (Nakhon Pathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 0813017711,
091-4242454

3.3 Consulting via E-Mail paween.ch@ssru.ac.th,
leknisara@gmail.com

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

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

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.

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 air transportation 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. air transportation 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.
- (3) Invite guest speaker who is an expert in the air transportation 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 and classify the air transportation.

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 air transport management.
- (3) Initiate air transport management ideas 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 air transportation 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 air transportation 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 in air transportation management.

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. air transportation exhibition.
- (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: Principles of Airline Scheduling: <i>The Mission of Scheduling</i> | 3 | | Mr. Paween Ms. Nisara |
| | Unit 1: Principles of Airline Scheduling: | 3 | - Student centered - Cooperative | Mr. Paween Ms. Nisara |

| | | | | |
|---|-------------------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------|--------------------------|
| | <i>Flight Operations and Crew Scheduling</i> | | learning - Youtube case study -Power point | |
| 2 | Unit 2: Fleet Planning: <i>Factors in Fleet Planning and the process</i> | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 2: Fleet Planning: <i>The Decision to Upgrade or Replace</i> | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 3 | Unit 3: Airline Labor Relations: Historical Overview | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 3: Airline Labor Relations: Human Resources in the 21 st Century | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 4 | Midterm : Preparation | 3 | | |
| | Midterm | 3 | | |
| 5 | Unit 5 : Airline Financing :Source of funds | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 5: Airline Financing :Cash Management and Financial Planning | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |

| | | | | |
|---|---------------------------------------------------------------------------|---|--------------------------------------------------------------------------------------|--------------------------|
| 6 | Unit 6: Airline Management and Organization : The new Structure | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 6: Airline Management and Organization : Functions of the Management | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 7 | Unit 7: Airline Passenger Marketing: Marketing Concept | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 7: Airline Passenger Marketing: Marketing Mix | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 8 | Unit 8: Air Transportation Regulation and Associations : International | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| | Unit 8: Air Transportation Regulation and Associations : Domestic | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 9 | Unit 9: Forecasting Methods | 3 | - Student centered - Cooperative learning - Youtube case study | Mr. Paween Ms. Nisara |

| | | | | |
|----|------------------------------------|---|--------------------------------------------------------------------------------------|--------------------------|
| | | | -Power point | |
| | Unit 9: The Purpose of Forecasting | 3 | - Student centered - Cooperative learning - Youtube case study -Power point | Mr. Paween Ms. Nisara |
| 10 | Review | 3 | | |
| | Final Examination | 3 | | Mr. Paween 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 4 & 8 | 50%. |
| 3 | Cognitive Skills (1) The ability to gather and summarize information, and | -Case studies analysis, - | Throughout semester | 20% |

| | | | | |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------|------------|
| | <p>conduct research. (2) Self- study and sharing information to the class, (3) The ability to solve problems from case studies.</p> | <p>communication exercise</p> | | |
| 4 | <p>Interpersonal Skills and Responsibilities (1) Be able to communicate in English (2) Be able to use English to solve airline business problem regarding safety management system. (3) Initiate some airline safety management ideas and have leadership.</p> | <p>- Cooperative learning - Group discussion</p> | <p>Throughout semester</p> | <p>10%</p> |
| 5 | <p>Numerical Analysis, Communication and Information Technology Skills (1) Be able to use basic ICT skills and apply them to airline safety 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 safety management system.</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 Air Transportation : A Management Perspective
- 1.2 The Global Airline Industry
- 1.3 Aviation Management Tutorial Points

2. Important Documents for Extra Study

- 2.1
- 2.2

2.3

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

3.1 <https://www.caat.or.th/th/>

3.2 <https://www.faa.gov/>

3.3 <https://www.marketresearchreports.com/air-transport>

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 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | |
| Course Code: IAC 2209. Course Title: Air Transportation Management | ● | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ○ | ○ | ○ | ● | ● | ○ | ○ | ● | ○ | ○ |