



<input checked="" type="checkbox"/>	Bachelor's Degree
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<input type="checkbox"/>	Master's Degree
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Course Specification

Course Title: IAL 2303 **Course Title:** English for Ground and In-flight Services
Credits : 3 (3-0-6)

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

Semester: 3

Academic Year : 2559

Section 1 General Information

1. Codes and Course Title:

Course Code: IAL 2303

Course Title (English): English for Ground and In-flight Services

Course Title (Thai): ภาษาอังกฤษสำหรับการบริการภาคพื้นและบนเครื่องบิน

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts in Airline Business (English Program)

3.2 Course Category:

- | | |
|--|---|
| <input type="checkbox"/> General Education | <input checked="" type="checkbox"/> Required Course |
| <input type="checkbox"/> Elective Course | <input type="checkbox"/> Others |

4. Lecturer Responsible for Course and Instructional Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Rojanard Waramontri

4.2 Instructional Course Lecturer(s): (1) Ms. Chantarat Manvichien

5. Contact/Get in Touch

Room Number: 304 Tel. 085 124 6888 E-mail: Chantarat.ssruc@gmail.com

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study: 2559 / 2017

6.2 Number of the Students enrolled: 104 students

7. Prerequisite Course

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

8. Co-requisite Course: (If any)

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

9. Learning Location

Nakhon Pathom Learning Center

10. Last Date for Preparing and Revising this Course:

Date: 25 May 2016

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach five domains in the following areas of performance:

1.1 Morals and Ethic

- (1) Learn how to have an appropriate behavior in Airline Business Environment
- (2) Learn about the Ethics for Airline Business staff

1.2 Knowledge

- (1) Vocabulary, pronunciation and grammatical accuracy.
- (2) Basic grammatical structures and sentence patterns are used creatively and are usually well controlled.

1.3 Cognitive Skills

- (1) Understand on common, concrete, and work-related topics
- (2) Can paraphrase successfully when lacking vocabulary in unusual or unexpected circumstances.

1.4 Interpersonal Skills and Responsibility

- (1) Improve English communication skills in Airline Business
- (2) Learn how to work in team with colleagues

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Responses with immediate and appropriate information by clarifying and confirming.
- (2) Be able to explain the money currency in English vocabulary

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

English for Ground and In-flight Services aim to give ground service staff and flight attendants confidence in using the appropriate English usage at every stage of the job in hand. This course shows the right thing to say in English on the right occasion. Moreover, it presents real job situations and typical passenger and airline staff exchanges in which the language used is correct, authentic and actual. Each unit presents a different part of ground service staff and flight attendant's routine on board. By the time students finished this course, they should be confident about using clear and uncomplicated English to perform all normal duties on ground and on board, address passengers' problems, and handle difficult situations. This course will give students skills to make a better professional in helping to guarantee the safety and service to passengers.

Section 3 Characteristics and Operation

1. Course Outline

English for Ground and In-flight Services present real job situations and typical passenger and staff exchanges in which the language used is correct, authentic and actual.

- The Listening section invites students to listen to a real dialogue, and answer questions on it to make sure they fully understand what is happening.
- The Writing section explores how to use key expressions in English.
- The Speaking section provides practice to make students confident of using the key expressions correctly.
- The Reading and Vocabulary sections help students to consolidate and build on the language they learn.

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)
30	Upon request	15	30

3. Time Length per Week for Individual Academic Consulting and Guidance

- 3.1 Self consulting at the lecturer's office: Room Number 304, SSRUIC Building (Nakhon Pathom Education Center)
- 3.2 Consulting via office telephone/mobile phone: 085 124 6888
- 3.3 Consulting via E-mail: mchantarat@hotmail.com
- 3.4 Consulting via Social Media: Line ID 023113718
- 3.5 Consulting via Computer Network

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Teamwork Skill
- (2) Social Manner
- (3) Personal Behavior

1.2 Teaching Strategies

- (1) Cooperative Learning
- (2) Conversation
- (3) Case Study

1.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Observation

2. Knowledge

2.1 Knowledge to be developed

- (1) English Vocabulary
- (2) Listening Skill
- (3) Reading Skill

2.2 Teaching Strategies

- (1) Cooperative Learning
- (2) Role play
- (3) Practice

2.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Assignment

3. Cognitive Skills

3.1 Cognitive skills to be developed

- (1) English Proficiency
- (2) Planning and Organizing Skill
- (3) Initiative Skill

3.2 Teaching Strategies

- (1) Cooperative Learning
- (2) Role play
- (3) Practice

3.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Assignment

4. Interpersonal Skill and Responsibilities

4.1 Interpersonal Skill and Responsibilities to be developed

- (1) Social Manner
- (2) Customer Service Skill
- (3) Personality Development

4.2 Teaching Strategies

- (1) Cooperative Learning

- (2) Role play
- (3) Practice

4.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Assignment

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills

to be developed

- (1) English communication skill
- (2) Translation skill
- (3) Grammar Usage

5.2 Teaching Strategies

- (1) Cooperative Learning
- (2) Role play
- (3) Practice

5.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Assignment

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	Period	Learning Activities and Medias	Lecturer
1/1	<ul style="list-style-type: none"> • Course outline • The pre-flight briefing <ul style="list-style-type: none"> - Meeting colleagues - Finding out about the flight 	30 may - 3 June 2016	<ul style="list-style-type: none"> • Listening • Speaking • Case study 	Aj. Rojanard Waramontri
1/2	<ul style="list-style-type: none"> • Welcome on board <ul style="list-style-type: none"> - Welcoming passengers - Settling passengers in their seats - Demonstrating safety procedures and checking before take-off 	30 may - 3 June 2016	<ul style="list-style-type: none"> • Vocabulary Review • Case study • Role play 	Aj. Rojanard Waramontri
2/1	<ul style="list-style-type: none"> • After take-off and into the flight <ul style="list-style-type: none"> - Making the first announcements - Getting started - Helping to settle passengers 	6 June - 10 June 2016	<ul style="list-style-type: none"> • Speaking • Listening • Role play • Social skill and team work 	Aj. Rojanard Waramontri
2/2	<ul style="list-style-type: none"> • Food and drinks <ul style="list-style-type: none"> - Giving a choice - Serving drinks - Duty-free sales 	6 - 10 June 2016	<ul style="list-style-type: none"> • Lecture and Practice • Problem-Based learning • Role play 	Aj. Rojanard Waramontri
3/1	<ul style="list-style-type: none"> • Minor passenger problems <ul style="list-style-type: none"> - Identifying passenger problems - Dealing with problems - Saying sorry 	13 - 17 June 2016	<ul style="list-style-type: none"> • Speaking • Listening • Role play • Mini assignment 	Aj. Rojanard Waramontri

Week	Topic/Outline	Period	Learning Activities and Medias	Lecturer
3/2	<ul style="list-style-type: none"> • Is there a doctor on board? - Dealing with an on-board accident - Dealing with a serious medical incident - Reporting a medical incident 	13 - 17 June 2016	<ul style="list-style-type: none"> • Listening • Speaking • Role play • Case study 	Aj. Rojanard Waramontri
4/1	<ul style="list-style-type: none"> • In-flight emergencies - Taking charge in an emergency - Preparing for an emergency evacuation - Reporting an evacuation 	20-24 June 2016	<ul style="list-style-type: none"> • Lecture and Practice • Problem-Based learning and Hands-on • Role play • Case study • Mini assignment 	Aj. Rojanard Waramontri
4/2	Midterm Test	20-24 June 2016	Exam paper	Aj. Rojanard Waramontri
5/1	<ul style="list-style-type: none"> • Gracious Service Phrase - Welcome and seating - In-flight service - Descent and deplaning - Plan for exhibition board 	27 June - 1 July 2016	<ul style="list-style-type: none"> • Student-centered: Constructivist approaches and Cooperative learning • Lecture and Practice • Case study • Assignment 	Aj. Rojanard Waramontri
5/2	<ul style="list-style-type: none"> • Complaints and disruptive passengers - Responding to passenger complaints - Dealing with complaints 	27 June - 1 July 2016	<ul style="list-style-type: none"> • Lecture and Practice • Case study • Role play 	Aj. Rojanard Waramontri

Week	Topic/Outline	Period	Learning Activities and Medias	Lecturer
6/1	<ul style="list-style-type: none"> Group presentation and exhibition board “Gracious Service Phrase” 	4-8 July 2016	<ul style="list-style-type: none"> Cooperative learning 	Aj. Rojanard Waramontri
6/2	<ul style="list-style-type: none"> Group presentation and exhibition board “Gracious Service Phrase” 	4-8 July 2016	<ul style="list-style-type: none"> Lecture Cooperative learning 	Aj. Rojanard Waramontri
7/1	<ul style="list-style-type: none"> Preparing for landing <ul style="list-style-type: none"> - Making final announcements and checks - Giving information about delayed landings - Getting through the final ten minutes 	11-15 July 2016	<ul style="list-style-type: none"> Lecture and Practice Case study Role play Assignment 	Aj. Rojanard Waramontri
7/2	<ul style="list-style-type: none"> Saying goodbye <ul style="list-style-type: none"> - Arriving at the gate and disembarking the passenger - Taking part in the crew debriefing 	11-15 July 2016	<ul style="list-style-type: none"> Lecture and Practice Case study Role play 	Aj. Rojanard Waramontri
8	Final Examination	25-27 July 2016	Exam paper	Invigilator
Total of Hours		48		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	Attendance Uniform standard	1-8	10%
2	Knowledge	Midterm Test Final Examination	4 8	20% 30%
3	Cognitive Skills	Assignment, Report, and Presentation - Home work on 10 case studies. (2 points each)	1,2,3,4,5,7	20%
4	Interpersonal Skills and Responsibilities	Group work - Exhibition board “Gracious Service Phrase”	1,2,3,4,5,7	10%
5	Numerical Analysis, Communication and Information Technology Skills	Group work, Presentation, E- Learning - Group presentation “Gracious Service Phrase”	1,2,3,5,6,7	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Sue Ellis and Lewis Lansford (2010). English for Cabin Crew. China:Oxford University Press.

Terence Gerighty and Shon Davis (2009). English for Cabin Crew. China:Summertown Publishing.

2. Important Documents for Extra Study

None

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

http://library.customerservicezone.com/Custom_Service_-_Airline_Industry/ (Topic of “Customer Service – Airline Industry”)

http://www.emirates.com/english/flying/flying_with_emirates.aspx

<http://www.thaiairways.com/thai-services/in-the-air/en/inflight-services.htm>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Evaluation sheet

Behavior of students in class and uniform standard

Students’ suggestion during the class

2. Strategies for Course Evaluation by Lecturer

Exam result and observation

3. Teaching Revision

Classroom research

4. Feedback for Achievement Standards

Evaluation based on quizzes, paper, presentation, semester paper

5. Methodology and Planning for Course Review and Improvement

Encourage the students to do essential and external reading and submit paper and presentation on time. Find further study and information related to this course in library as well as internet.

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 IAL 2303 Course Title : English for Ground and In-flight Services	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●			