

TQF3



/ Bachelor's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IAC1202

Course Title : English for Airline Operation and Management

Credits : 2(2-0-4)

Program: Airline Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester : 3 Academic Year : 2020

Section 1 General Information

1. Code and Course Title :

Course Code: IAC1202

Course Title (English): English for Airline Operation and Management

Course Title (Thai):

2. Credits : 2(2-0-4)

3. Curriculum and Course Category :

3.1 Curriculum: English Curriculum

3.2 Course Category:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> General Education | / 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: Taksina Bunbut PhD.

4.2 Instructional Course Lecturer(s):

(1) None

5. Contact/Get in Touch

Room Number 305 Tel. 034-964946

E-mail taksina.ssruc@gmail.com, taksina.bu@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2020

6.2 Number of the students enrolled 70

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: College of Hospitality Industry
Management

10. Last Date for Preparing and Revising this Course:

Date 01 Month June Year 2021

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) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use 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) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) Initiate some new business 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 daily life,
- (2) Be able to use statistics and mathematics to solve business problems,

- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.

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

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline

Terminologies, idiom and structure of English related to flight operation, cargo operation and catering operation. Appropriate English level to harmonize with the situation, environment and circumstance. Reading, writing, listening and speaking English associated with flight operation, cargo and catering operation. Communication practice between flight operation personnel and Pilot-In-Command (PIC), Air Traffic Controller (ATC), as well as cargo and catering operation.

คำศัพท์เฉพาะที่ใช้ในงานปฏิบัติงานการบิน จำนวนและรูปประโยคภาษาอังกฤษสำหรับงานปฏิบัติการการบิน การขนส่งสินค้า และการบริการครัวการบิน การสื่อสารด้วยภาษาอังกฤษในสถานการณ์ต่างๆ ระหว่างการปฏิบัติงานการบิน การสื่อสารด้วยภาษาอังกฤษด้วยการพูด ฟัง อ่าน และเขียนในสถานการณ์ต่างๆ ระหว่างการปฏิบัติงานการบิน การสนทนาระหว่างฝ่ายปฏิบัติการการบินและนักบิน เจ้าหน้าที่หอบังคับการบิน เจ้าหน้าที่ฝ่ายคลังสินค้า และเจ้าหน้าที่ฝ่ายครัวการบิน

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 hours	-	18 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 305
College of Hospitality Industry Management Building (Nakhonpathom Campus/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)

Google Class

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

- (3) The ability 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 business ethics.

1.3 Assessment Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be developed

- (1) The ability to identify the business theories and describe important case study,
 - (2) The ability to provide an analysis and provide the solution to real world problems,
 - (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

2.3 Assessment Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

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 presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Assessment Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Assessment Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

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 daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,
- (2) Evaluate their ability to present their work in at an exhibition,
- (3) Evaluate their ability to use software computer such as Photoshop doing their work.

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)
1.1	Air communication - ICAO alphabet and numbers - Basic of radio communication	2 hrs.	- Youtube - E-lecture - Listening test	Taksina Bunbut, PhD.
1.2	Air communication - Asking for repetition - Questions and short answers - Talking about situation	2 hrs.	- Quizzess.com - E-lecture - Padlet	Taksina Bunbut, PhD.
2.1	Pre-flight - Phases of flight - Pre-flight check - Delays and problems - Local condition	2 hrs.	- Youtube - E-lecture - Think, pair, share - Padlet	Taksina Bunbut, PhD.
2.2	Ground movements - Airport markings and airside vehicles - Taxiing and holding - Weather problems - Explaining problems	2 hrs.	- Youtube - E-lecture - Think, pair, share - Quizzes.com	Taksina Bunbut, PhD.
3.1	Departure, climbing, and cruising - Take off - Encountering traffic - Warning about hazards	2 hrs.	- Listening test - Youtube - E-lecture - Quizzes.com	Taksina Bunbut, PhD.
3.2	Departure, climbing, and cruising - Checking and asking for an alternative - Using prepositions of position - Warnings and requests - Time expression - Giving reasons	2 hrs.	- Youtube - E-lecture - Think, pair, share - Padlet	Taksina Bunbut, PhD.

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4.1	En route events - Operational situations - Unusual events	2 hrs.	- Youtube - Think, pair, share - Quizzes.com	Taksina Bunbut, PhD.
4.2	En route events - Medical situations - Comparing things - Talking about probability	2 hrs.	- Flipped classroom - Think, pair, share	Taksina Bunbut, PhD.
5.1	Midterm	2 hrs.	Online	Taksina Bunbut, PhD.
5.2	Contact and approach - Descent - Whether conditions - Approach and landing problems	2 hrs.	- Youtube - E-lecture - Quizzes.com	Taksina Bunbut, PhD.
6.1	Contact and approach - Talking about time - Explaining changes in plans - Talking about cause and effect - Requests	2 hrs.	- Listening test - E-lecture - Think, pair, share - Padlet	Taksina Bunbut, PhD.
6.2	Landing - Landing incidents - Landing hazards	2 hrs.	- Youtube - E-lecture - Quizzes.com	Taksina Bunbut, PhD.
7.1	Landing - Report speech - Making suggestions - Offering help - Giving advice or opinions	2 hrs.	- Listening test - Think, pair, share - Padlet	Taksina Bunbut, PhD.
7.2	On the ground - Taxiing - Getting to the gate - Clear communication	2 hrs.	- Youtube - Think, pair, share - Quizzes.com	Taksina Bunbut, PhD.
8.1	Review before exam	2 hrs.	- E-lecture	Taksina Bunbut, PhD.
8.2	Final examination	2 hrs.	Online	Taksina Bunbut, PhD.

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethic and Morals</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) The ability to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> - Attendance - Class contribution - Class coordination in English - Work submission on time 	Through-out semester	10%
2	<p>Knowledge</p> <p>(1) The ability to identify the business theories and describe important case studies,</p> <p>(2) The ability to provide an analysis and provide the solution to real world problems,</p> <p>(3) The ability to use business knowledge integrated with other disciplines.</p>	<ul style="list-style-type: none"> - Online test for midterm test - Online test for final examination 	<p>Week 5</p> <p>Week 8</p>	<p>25%</p> <p>25%</p>

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>- Online quiz</p> <p>- Task submission on Padlet</p>	Through-out semester	20%
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to communicate in English,</p> <p>(2) The ability to use English to solve business problem,</p> <p>(3) Initiate some new business ideas and have leadership.</p>	<p>- Task submission on Padlet</p> <p>- Think, pair, share</p>	Through-out semester	10%
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new</p>	- English radio communication	Week 8	10%

	knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.			
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Ellis, S. & Gerighty, T. (2012). English for Aviation. China: Oxford University Press.

2. Important Documents for Extra Study

Emery, H. & Roberts, A. (2008). Aviation English. Oxford: Macmillan.

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

Youtube “English for Aviation Class Audio CD/Oxford Business English Express Series”

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Observing students’ behavior in classroom.

1.2 Using students’ suggestion during classroom.

2 Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

(1) The lecturer is well prepared for class sessions.

(2) The lecturer answers questions carefully and completely.

(3) The lecturer uses examples to make the materials easy to understand.

(4) The lecturer stimulated interest in the course.

- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or 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.

3 Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4 Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5 Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

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 IAC1202 Course Title English for Airline Operation and Management	●	○	○	●	○	○	○	●	○	●	○	○	●	○	○			