**Degree ☑ Bachelor’s 🞏 Master’s 🞏 Doctoral**

**Lesson Plan for SSRU Next Blended Learning**

**College of Hospitality Industry Management**

**Suan Sunandha Rajabhat University**

**Degree Program - Bachelor Degree**

**Program – Airline Business**

**Semester 1 Academic Year 2021**

**Lecturer** **Dr. Taksina Bunbut, PhD**

**Course Code IAC1201**

**Course Title Introduction to Aviation Industry**

**Learning Management System (LMS) Moodle**

**Link of Personal Website (Moodle)**

**Lesson Plan (Online 50 / Onsite 50 / with On-demand)**

**\*(Subject to change to Online 100 with On-demand depends on the situation)**

| **Week** | **Content** | **Teaching Management** | **Program/Teaching Strategies** | **Materials/Media** | **Assessment** |
| --- | --- | --- | --- | --- | --- |
| 1 | **Introduction to Aviation Industry course**  - The Airline Industry Today, Before, In the Middle, and Post Covid-19  - Rules and Regulations in class  - Ice Breaking  - Preparation for Quizzes | Online | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Padlet  - Lecture Notes | - Task on Padlet  - Quizzes.com |
| 2 | **Unit 1: Introduction to Aviation Industry**  1.1 A trip to history  - Pioneer Era, WW I, WW II, Golden Age, Digital Age  1.2 “Four Forces” that make aircrafts fly  - Lift, Thrust, Drag, Weight | Online (with On-demand 1) | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes  YouTube Video (Airline History - On demand 1) | - Quizzes.com |
| 3 | **Unit 2: The Flight**  2.1 Phase of Flight  - Park, Taxi, Takeoff, Climb (Departure), En-route (Cruise), Approach, Landing  2.2 Scenarios and Radio Communication of Each Phase of Flight  - Radio Telephony  - ICAO Alphabet  - Airline Code, Airport Code | Online | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes | - Quizzes.com |
| 4 | **Unit 3: The Airplane**  3.1 Parts of and Airplane  3.2 Aircraft types  - Wide-body jet  - Narrow-body jet  3.3 Aircraft Manufacturing Companies  - Airbus, Boeing, Bombardier, Embraer, small aircraft manufacturers | Online | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes | - Quizzes.com |
| 5 | **Unit 4: The Airlines**  4.1 Types of Airline Service  - Scheduled flight  - Major airlines, Low-cost carriers (LCCs), Regional airline  - Non-scheduled flight  - Commercial air transport  - General aviation (GA) | Online (with On-demand 2) | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes  YouTube Video (Aircraft Structure - On demand 2) | - Quizzes.com |
| 6 | **Unit 5: Regulatory Body and Airlines Alliance**  5.1 Regulatory Body  - ICAO, IATA, FAA, CAAT  5.2 Airlines Alliance  - Star Alliance, One world, Sky Team, Value Alliance, U-FLY Alliance, Vanilla Alliance | Online (with On-demand 3) | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes | - Quizzes.com |
| 7 | **Unit 6: The Airport**  6.1 Airport Structure  - Landside, Airside, Terminal  6.2 Airport Terms  6.3 Airport Code and Name  6.4 Ground Movement  - Airside vehicles  - Ground Service Agent (Catering, Cargo, Cleaner, Loader, Technician) | Online (with On -demand 4) | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes  YouTube Video (Airport Structure - On demand 4) | - Quizzes.com |
| 8 | **Mid-term Examination** | Onsite / Online (Subject to change) | Google Classroom |  | Midterm Examination Paper |
| 10 | **Unit 7: The Airline People**  7.1 Basic Organizational Structure  7.2 Types of Airline Personnel  - Flight operation personnel  - Ground operation personnel  - Other personnel  7.3 Line personnel and back-office staff  7.4 Outsourcing | Online | Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes | - Quizzes.com |
| 11 | **Unit 8: Air Safety and Security**  8.1 Airside Safety  8.2 Dangerous Goods  8.3 Safety in the Air  - Crew responsibility of safety  8.4 Air Safety Issues  - Natural hazards, weather conditions, component and system failure, human factors | Onsite (with On- demand 5)  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | - PowerPoint  - YouTube  - Quizzes  - Lecture Notes  YouTube Video (Airline Safety - On demand 5) | - Quizzes.com |
| 12 | **Unit 9: In-flight Services**  9.1 Pre-flight  9.2 In-flight  9.3 Post-flight  9.4 In-flight passengers handling | Onsite  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | PowerPoint  Lecture Notes | - Padlet |
| 13 | **Unit 10: Ground Services**  10.1 Greeting and Welcoming Passengers  10.2 Checking-in Passengers and Baggage  10.3 Making Reservation and Selling Ticket  10.4 Assisting Special Needs Passengers  10.5 Providing Information | Onsite  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | PowerPoint  Lecture Notes | - Quizzes.com |
| 14 | **Unit 11: Travel Planner**  11.1 Travel Document  11.2 Government Control  - Immigration, Custom and Quarantine  - Prohibited and Restricted Goods  11.3 Processing of Departing Passengers  11.4 Processing of Arriving Passengers | Onsite  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | PowerPoint  Lecture Notes | - Quizzes.com |
| 15 | **Airline News Young Reporters** | Onsite  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | Presentation  Discussion | - Padlet |
| 16 | **Make-up class and Review** | Onsite  \*Subject to change to Online | Direct Teaching  Moodle  \*Google Classroom | Discussion | - Padlet |
| 17 | **Final Examination** | Onsite / Online (Subject to change) |  |  | Final Examination Paper |

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**Section 1 General Information**

1. **Code and Course Title:**

Course Code: IAC1201

Course Title (English): Introduction to Aviation Industry

(Thai): ธุรกิจการบินเบื้องต้น

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

**3. Curriculum and Course Category:**

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in Airline Business

3.2 Course Category:

□ General Education ☑ Required Course

□ Elective Course □ Others …………….

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

* 1. Lecturer responsible for Course: Dr. Taksina Bunbut, PhD
  2. Instructional Course Lecturers: Dr. Taksina Bunbut, PhD

**5. Contact/Get in touch**

Room number 304

5.1 Dr. Taksina Bunbut, PhD

Tel: 065-5355494 E-mail: taksina.bu@ssru.ac.th

**6. Semester/ Year** **of Study**

6.1 Semester: 1 Year of Study 2021

6.2 Number of the students enrolled: 1 class (approx. 30 students/ class)

**7. Pre-requisite Course (If any)**

None

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

None

**9. Learning Location**

College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Nakhonpathom Education Center.

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

August, 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:

1.1Morals 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 airline business according to moral concepts and judgments.

1.2 Knowledge

(1) Be able to identify the air transport business services and activities and describe important case studies

(2) Be able to provide an analysis and provide the solution to real world problems

(3) 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.

(3) Initiate some new type of air transport business ideasand have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to use basic ICT skills and apply them to daily activities.

(2) Be able to use statistics and mathematics to solve air transport 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 / Course Structure**

English: Introduction to the international and local aviation organization, IATA rules regarding to Airline Industry, Ground operation, catering, cargo, in-flight, marketing, sales and back-office operation. Airline’s terminology, airport city code, the impact of airline business on social, tourism, economic, the growth of airline business in region; AEC and the world.

Thai: การปฏิบัติการภาคพื้นดิน การจัดเตรียมอาหารขึ้นเครื่องบิน การขนส่งสินค้าทางอากาศ การบริการบนเครื่อง การขายและงานสำนักงานสายการบิน ศัพท์เฉพาะทางทางการบิน ตัวย่อท่าอากาศยาน ผลกระทบของอุตสาหกรรมการบินต่อสังคม เศรษฐกิจ การท่องเที่ยว ความก้าวหน้า ทางการบินในภูมิภาคอาเซียน และในโลก ความรู้พื้นฐานต่อองค์กร การบินทั้งในประเทศ และนานาชาติ

**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** | **3+ (if any)** | **0** | **90** |

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

* + - * Self-consulting at the lecturer’s office: Office Hours at Room Number 304

College of Hospitality Industry Management, Nakhonpathom Campus

* + - * Consulting via E-Mail: theppaluk.ko@ssru.ac.th

**Section 4 Developing Student’s Learning Outcomes**

1. **Morals and Ethics**
   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 airline business according to moral concepts and judgments.

**1.2 Teaching Strategies**

(1) Lecture (On-line, Off-line)

(2) Participation in class

(3) Group discussion

(4) Problem-based learning

* 1. **Assessment Strategies**

(1) Written examinations

(2) Group assignment

1. **Knowledge**
   1. **Knowledge to be developed**

\* (1) Be able to identify the air transport business services and activities and describe important case studies

(2) Be able to provide an analysis and provide the solution to real world problems

(3) Be able to use airline business knowledge integrated with other disciplines

* 1. **Teaching Strategies**

(1) Lecture

(2) Participation in class

(3) Group discussion

(4) Problem-based learning

* 1. **Assessment Strategies**

(1) Written examinations

(2) Group assignment

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 to the class

(3) The ability to solve problems from case studies

**3.2 Teaching Strategies**

(1) Lecture

(2) Participation in class

(3) Group discussion

(4) Problem-based learning

* 1. **Assessment Strategies**

(1) Written examinations

(2) Group assignment

**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.

(3) Initiate some new type of air transport business ideasand have leadership.

**4.2 Teaching Strategies**

(1) Lecture

(2) Participation in class

(3) Group discussion

(4) Problem-based learning

**4.3 Assessment Strategies**

(1) Written examinations

(2) Group assignment

**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.

(2) Be able to use statistics and mathematics to solve air transport 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.

* 1. **Teaching Strategies**

1. Lecture
2. Participation in class
3. Group discussion
4. Problem-based learning
   1. **Assessment Strategies**
5. Written examinations
6. Group assignment

**Section 5 Lesson Plan and Assessment**

1. **Lesson Plan and Assessment**

| **Week** | **Content** | **Teaching Management** | **Program/Teaching Strategies** | **Materials/Media** | **Assessment** |
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| 8 | **Mid-term Examination** | Onsite / Online (Subject to change) | Google Classroom |  | Midterm Examination Paper |
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1. **Learning Assessment Plan**

|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| --- | --- | --- | --- | --- |
| 1 | **Morals and Ethics**  - Academic honesty  - Personal discipline, integrity, and responsibility | Attendance  Written examinations, individual assignment | Throughout the semester | 10% |
| 2 | **Knowledge**  - Basic understanding of psychology main theories and knowledge relevant to service industry | Written examinations, quiz | Throughout the semester | 40% |
| 3 | **Cognitive Skills**  -Development of analytical and critical thinking skills | Written examinations | Throughout the semester | 20% |
| 4 | **Interpersonal Skills and Responsibility**  - Ability to work individually and as a part of team | Written examinations | Throughout the semester | 20% |
| 5 | **Numerical Analysis,**  **Communication and Information Technology Skills**  - Development of communication and information technology skills  - Ability to communicate in English | Airline News Young Reporters | Throughout the semester | 10% |

1. **Assessment Evaluation**

| Assessment Plan | | Attendance / Punctuality (10%) | Individual Assignment (10%) | Group Assignment (15%) | Group Assignment Participation (5%) | Quiz (10%) | Midterm Examination (20%) | Final Examination (30%) | **Total Five Domains** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1. Morals and Ethics (10%) | | | | | | | | |
| - Be able to deliver or to complete a required task at appointed time | | 2 | 1 |  | 1 | 1 |  |  | **5** |
| - Be able to do the right thing according to the values, beliefs, and principles they claim to hold | | 2 |  |  |  | 1 |  |  | **3** |
| - Be able to make decisions in business according to moral concepts and judgments | |  |  | 1 | 1 |  |  |  | **2** |
|  | 2. Knowledge (55%) | | | | | | | | |
| - Be able to identify the proper theories and describe important case studies (Individual presentation and Examination) | |  | 4 | 1 |  | 2 | 8 | 20 | **35** |
| - Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation) | |  |  | 2 | 1 | 3 | 5 |  | **11** |
| - Be able to organize self-study and sharing information to the class (Presentation) | | 2 | 2 | 5 |  |  |  |  | **9** |
|  | 3. Cognitive skills (20%) | | | | | | | | |
| - The ability to gather and summarize information, and conduct research (In-class practice) | | 2 | 1 |  |  |  |  |  | **3** |
| - Self-study and sharing information to the class | |  | 1 |  |  |  |  |  | **1** |
| - The ability to solve problems from case studies (Examination and Report – if any) | |  |  | 1 |  |  | 6 | 9 | **16** |
|  | 4. Interpersonal skills and Responsibilities (5%) | | | | | | | | |
| - Be able to use interpersonal English communication skills | | 1 |  | 1 |  |  |  |  | **2** |
| - Be able to collaborate well in teams for problem solving | |  |  | 1 | 1 |  |  |  | **2** |
| - Be able to show leadership skills | |  |  | 1 |  |  |  |  | **1** |
|  | 5. Numerical Analysis, Communication and Information Technology Skills (10%) | | | | | | | | |
| - Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences | |  | 1 | 1 |  |  | 1 | 2 | **3** |
| - Be able to use ICT skills and apply them | | 1 |  |  |  | 2 |  |  | **4** |
| - Be able to use ICT in the work place and apply numerical analysis in communication | |  |  | 1 |  |  |  |  | **3** |
| **Total** | | **10** | **10** | **15** | **5** | **10** | **20** | **30** | **100** |

**\*Remarks:**

1. The students must attend the class at least 80%.

2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.

3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.

4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

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

IATA Course Textbook (2015). Introduction to Airline Customer Service. IATA Training and Development Institute. Canada.

**2. Important Documents for Extra Study:** Updated Airline News.

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

**Keywords for searching:**

Airline Operations, Airline Management, English Skills, English Learning, Cargo Operations, Maintenance, Catering.

**Section 7 Course Evaluation and Revising**

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

Using survey questions to collect information from the students’ opinions to improve the course and enhance the curriculum. Examples of questions:

(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.

(7) Overall, Students are satisfied with the quality of this course.

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

* 1. Lecturers team 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 assignment is interesting and stimulating.
11. The lecturer’s use of technology enhanced learning in the class room.
    1. 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.

**3. Teaching Revision**

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

- Student evaluation and suggestions for improvement to the course

**4. Feedback for Achievement Standards**

College Administrator Committee monitor to assessment process and Grading.

**5. 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.