



TQF. 3 Course Syllabus

Course Title : IAL3308 Cabin Crew Management

Credits : 3(2-2-5)

Semester : 2 **Academic Year:** 2558

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

International College, Suan Sunandha Rajabhat University

(SSRUIC)

www.ssruc.ssrui.ac.th

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Section 1 General Information

1. Codes and Course Title: IAL3308 Cabin Crew Management

2. Credits: 3(2-2-5)

3. Curriculum and Course Category:

3.1 Offered in Bachelor of Arts

3.2 Offered in Airline Business Major Requirement Course

4. Lecturer (s):

Mr. Taksina Bunbut

Tel. 034-964946 E-mail: taksina.ssruc@gmail.com

5. Year / Semester

Student Year 3 / Semester 2/2558

6. Prerequisite Course

None

7. Co-requisite Course:

None

8. Learning Location

Building Number: Srijuthapa 21, Mock-up

9. Last Date for Preparing and Revising this Course:

November 01, 2015

Section 2 Aims and Objectives

1. Course Aims

The course provides knowledge on personality & grooming, good appearance, service mind, personal touch, deal with difficult passenger, passenger handling, in-flight service rules and regulations, crew roster, In-flight Service Mock-up & Procedure, briefing and assignment. Facilities familiarization (aircraft, cabin crew center). Cabin safety technical term, emergency equipments and procedure, safety demonstration, cabin preparation and evaluation, in-flight security, Dangerous Goods, First Aid.

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

At the end of this course, the student will possess to cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

- 1.1 To gain the knowledge about in-flight operations in 4 main areas includes personality, safety & security, first aid and in-flight service.
- 1.2 To be able to solve the problems when facing difficulties situation during in-flight service.
- 1.3 To be able to describe the duties and responsibilities of cabin crew.
- 1.4 To be able to perform appropriate service to the customers as a team.

Section 3 Course Structure

1. Course Outline

In-flight services, personality & grooming, good appearance, service mind, personal touch, deal with difficult passenger, passenger handling, in-flight service rules and regulations, crew rostering, In-flight Service Mock-up & Procedure, briefing and assignment. Facilities equipments and procedure, safety demonstration, cabin preparation and evaluation, in-flight security, Dangerous Goods, First Aid.

A learning outline of Cabin Crew Management designed to develop students' knowledge about in-flight operations, customer service, communication skills and problem solving regarding the in-flight services. The course provides the advanced studies for the students and dry flight training in the mock-up.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – Hours)

Lecture	Practice/ Field Work/Internship	Self Study	Remedial Class
15 Hours	15 Hours	30 Hours	Upon request

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

- Students contact lecturer by e-mail, phone, line, and web board of course.
- One hour per week, students may make appointment to see the lecturer on Wednesday, 1 – 4 pm.

Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Ethics and Morals</p> <p>Understand and practice the discipline of peoples who work in airline business and their culture.</p>	<ol style="list-style-type: none"> 1. Lecture with case study 2. Self-study 	<ol style="list-style-type: none"> 1. Attendance 2. On-time performance 3. Well and proper coordination in classroom 4. Report of case study
<p>2. Knowledge</p> <p>Students will gain knowledge of in-flight service. The students will be able to apply knowledge in practice.</p> <ul style="list-style-type: none"> • Apply technical and information skill appropriate to their discipline or professional area • Learn both independently and cooperatively • Learn new skills and apply learning to new and unexpected situations 	<ol style="list-style-type: none"> 1. Lecture with case study 2. Presentation and assignment 3. Reading, Writing, Listening & Speaking 	<ol style="list-style-type: none"> 1. Mid term 2. Final Examination
<p>3. Cognitive Skills</p> <p>Students will be able to communicate effectively across a range of context. Demonstrate oral, written,</p>	<ol style="list-style-type: none"> 1. Analyze the case study 2. Group discussion 	<ol style="list-style-type: none"> 1. Midterm and Final Examination

Learning Standards/Outcomes	Learning Activities	Learning Assessment
communication; <ul style="list-style-type: none"> • Present and summarize their ideas in written and oral; • Access, present info through assignment 	3. Practice in-flight service at the mock-up	2. Quiz and Test 3. Training and workshop at mock-up
4. Interpersonal Skills and Responsibilities Social skills: helping, trust building, conflict management, decision-making, leadership, learn to respect others people’s opinion	1. Group work 2. Self-study 3. Problem-based learning 4. Coordination in classroom	1. Presentation 2. Report 3. Dry flight training and workshop
5. Numerical Analysis, Communication and Information Technology Skills The students have developed competencies in numeracy and information literacy.	1. E-learning 2. Self-study	1. Quiz 2. Report 3. Oral test

Section 5 Lesson Plan and Assessment IAL3308 Cabin Crew Management

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<ul style="list-style-type: none"> • Introduction to Cabin Crew Management • A Day in the Life of a Crewmember <ul style="list-style-type: none"> - Cabin Crew Lifestyle - Using Time Zones : Exercise 	3	<ul style="list-style-type: none"> • Lecture and Practice • Shared learning dialogue • Individual assignment
2	<ul style="list-style-type: none"> • Landing the Job <ul style="list-style-type: none"> - Cabin Crew' s Position Requirement - Grooming and Personal Appearance - Crew roster 	3	<ul style="list-style-type: none"> • Lecture and Practice • Case study • Student-centered: Constructivist approaches and Cooperative learning • Group assignment • Oral Test
3	<ul style="list-style-type: none"> • Aircraft and Aviation Familiarization <ul style="list-style-type: none"> - Aircraft, Airport, and Ground Terminology - Aircraft Furnishings, Systems and Terminology - Work positions 	3	<ul style="list-style-type: none"> • Lecture and Practice • Student-centered: Constructivist approaches and Cooperative learning • Group Presentation • Oral Test
4	<ul style="list-style-type: none"> • Crew Member Coordination and Communication <ul style="list-style-type: none"> - Chain of Command - Cabin crew team structure - Pre-flight briefing - Self introduction - Public announcement 	3	<ul style="list-style-type: none"> • Lecture and Practice • Role play • Briefing practice • Public announcement practice • Oral Test

Week	Topic/Outline	Hours	Learning Activities and Medias
5	<ul style="list-style-type: none"> • Safety and Emergency Procedure - Emergency Equipments - Passenger Safety Briefing - Evacuation and Emergency Procedure - Safety Demonstration - Dangerous Goods - First Aid 	3	<ul style="list-style-type: none"> • Lecture and Practice • Role play • Briefing practice • Social skill and team work • Oral Test
6	<ul style="list-style-type: none"> • Interview and Share - Group Presentation..... “Interview with the Cabin Crew” 	3	<ul style="list-style-type: none"> • Lecture and Practice • Problem-Based learning and Hands-on • Oral Test
7	Midterm Test	3	Exam paper
8	<ul style="list-style-type: none"> • Pre-flight - Service Sequence - On Ground Service Preparation - Welcome Procedure - Before Take-Off 	3	<ul style="list-style-type: none"> • Lecture and Practice • Case study • Role play • Oral Test
9	<ul style="list-style-type: none"> • In-flight 1 - Beverage service - Drink service etiquette - Bar cart setting up - Popular cocktails and beverages on board - Selection of tea, coffee and hot drink on board - Selection of wine, spirits, and liqueur on board 	3	<ul style="list-style-type: none"> • Lecture and Practice • Problem-Based learning and Hands-on • Role play • Case study • Oral Test

Week	Topic/Outline	Hours	Learning Activities and Medias
10	<ul style="list-style-type: none"> • In-flight 2 - Meal Service - Taking meal orders - Breakfast service - Supper service - Light meal service - Lunch & Dinner service - Bread service - Cheese and fruits service - Dessert and tea/coffee service - Passengers' comfort and privacy - Duty free sales service - In-flight entertainment service - Cabin & lavatories cleanliness 	3	<ul style="list-style-type: none"> • Lecture and Practice • Student-centered: Constructivist approaches and Cooperative learning • Case study • Role play • Oral Test
11	<ul style="list-style-type: none"> • Post-flight - Cabin preparation for landing - Farewell procedure - Left-behind item handling procedure 	3	<ul style="list-style-type: none"> • Lecture and Practice • Student-centered: Constructivist approaches and Cooperative learning • Role play • Oral Test
12	<ul style="list-style-type: none"> • Practical Dry Flight 1 	3	<ul style="list-style-type: none"> • Student-centered: Constructivist approaches and Cooperative learning • Case study • Role play
13	<ul style="list-style-type: none"> • Practical Dry Flight 2 	3	<ul style="list-style-type: none"> • Student-centered: Constructivist approaches and Cooperative learning • Case study • Role play

Week	Topic/Outline	Hours	Learning Activities and Medias
14	<ul style="list-style-type: none"> • Test on Full Service Flight at Mock-up 	3	<ul style="list-style-type: none"> • Lecture and Practice • Case study • Role play
15	<ul style="list-style-type: none"> • Test on Full Service Flight at Mock-up 	3	<ul style="list-style-type: none"> • Lecture and Practice • Case study • Role play
16	<ul style="list-style-type: none"> • Post-test 	3	<ul style="list-style-type: none"> • Post-test paper
17	Final Examination	3	Exam paper
Total of Hours		48	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	Attendance	1-16	10%
2	Knowledge	Midterm Test Final Examination	8 16	25% 25%
3	Cognitive Skills	- Mock-up training	12,13,14,15	20%
4	Interpersonal Skills and Responsibilities	- Uniform standard (5 points) - Presentation skills Group Presentation 2 (5 points)	1 – 16	10%
5	Numerical Analysis, Communication and Information Technology Skills	Group work, Presentation, E- Learning - Group Presentation 1 (5 points) - Pre-flight Briefing (5 points)	2,3,4,5 8,9,10,11	10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

IATA Training and Development Institute. (2010). Airline Cabin Crew Training Course Textbook. Canada.

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

Terence Gerighty and Shon Davis. (2009). English for Cabin Crew. UK:Heinle, Cengage Learning EMEA

2. Important Documents for Extra Study

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

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

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

<http://www.flight-attendant-careers.com/flight-attendant-job-faq.html>

<http://avstop.com/careers/flightattendants.html>

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 practice at mock-up

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.