



TQF 3

- Bachelor's Degree
- Master's Degree

## **TQF. 3 Course Specification**

**Course Code:** IAC2302

**Course Title:** Reservation Management

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

**Program:** Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

**Semester:** 1 **Academic Year:** 2019

# Table of Contents

<b>Section</b>	<b>Contents</b>	<b>Pages</b>
Section 1	General Information	2
Section 2	Objectives and Purposes	4
Section 3	Course Structure	6
Section 4	Development of Learning Outcomes in Domains of Learning	7
Section 5	Lesson Plan and Assessment	10
Section 6	Learning and Teaching Resources	15
Section 7	Course Evaluation and Improvement	16

## Section 1 General Information

### 1. Code and Course Title:

Course Code: IAC2302

Course Title (English): Reservation Management

(Thai): การจัดการการจองที่นั่ง

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

### 3. Curriculum and Course Category:

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline Business sequencer

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. Theppaluk Komolvani

4.2 Instructional Course Lecturers:

4.2.1 Mr. Theppaluk Komolvani

4.2.2 Ms. Ruchiporn Paoarun

## **5. Contact/Get in touch**

Room number 304

5.1 Mr. Theppaluk Komolvaniij

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E-mail: theppaluk.ko@ssru.ac.th

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

6.1 Semester: 1 Year of Study 2019

6.2 Number of the students enrolled: 8 classes (approx. 30 students/ class)

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

None

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

None

## **9. Learning Location**

International College, Suan Sunandha Rajabhat University, Nakhonpathom Education Center.

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

June, 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 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 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.

(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

English: Reservation manual, airfare and ticketing, geography, booking system (CRS, GDS, booking machine, internet-based system), timetable, availability/schedule, Reservation Booking Designator (RBD), flight information, Passenger Name Record (PNR), cautions, Special Service Requirement (SSR; sick passenger, handicapped passenger, Unaccompanied Minor (UM), Young Passenger (YP), first-time traveler, elderly passenger).

Thai: คู่มือการสำรองที่นั่ง, ภูมิศาสตร์, ระบบการจองตั๋ว CRS, GDS ตารางเวลาการบิน, ที่นั่งว่าง/เที่ยวบิน, การจองตั๋วที่ได้ระบุไว้, ข้อมูลเที่ยวบิน, การบันทึกชื่อผู้โดยสารในการจองตั๋ว, ข้อควรระวังสำหรับผู้โดยสาร, การบริการพิเศษที่ผู้โดยสารต้องการ, การบริการผู้โดยสารพิเศษ เช่น ผู้โดยสารมีบัตรสะสมไมล์, ผู้โดยสารป่วย, ผู้โดยสารพิการ, ผู้โดยสารเด็กที่ต้องการเดินทางคนเดียว, ผู้โดยสารวัยรุ่น, ผู้โดยสารที่เดินทางครั้งแรก, ผู้โดยสารสูงวัย

### 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 International College, Nakhonpathom Education Center
- Consulting via E-Mail: [theppaluk.ko@ssru.ac.th](mailto:theppaluk.ko@ssru.ac.th)



## **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 airline business according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

#### **1.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

### **2. Knowledge**

#### **2.1 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.

## **2.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

## **2.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

# **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) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

## **3.3 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 ideas and 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.

## **5.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

## **5.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	<p><b>Chapter 1 Overview of Amadeus Selling Platform and Reservation Manual</b></p> <ul style="list-style-type: none"> <li>- Overview of Amadeus, Booking System, Booking Machine, Internet-Based System and GDS</li> <li>- Working with Amadeus Selling Platform</li> <li>- Signing-in</li> <li>- Signing-out</li> <li>- Moving between Work Areas</li> <li>- Changing Background and Font of the Work Area</li> <li>- Moving the Screen up and down</li> <li>- Obtaining the Previous Entries</li> <li>- Telephone Alphabet System</li> </ul> <p><b>Chapter2 Encoding and Decoding</b></p> <ul style="list-style-type: none"> <li>- Encoding/Decoding</li> <li>- Country Code/Name (DC)</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• In class discussion</li> <li>• Practice</li> <li>• Assignment</li> <li>• Application</li> <li>• Review</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Period</b>	<b>Learning Activities and Medias</b>
	- Geography and Three IATA Traffic Conference Areas - State Code/Name (DNS)		
<b>2-4</b>	<b>Chapter2 Encoding and Decoding</b> - City Code/Name and Airport Code/Name (DAN, DAC) - List of airport(s)/Train Station/Bus Station (DB) - Airline Code/Name (DNA) - Minimum Connecting Time (MCT) between Airports (DM) - Equipment or Aircraft (DNE)	9	<ul style="list-style-type: none"> <li>• Informative review</li> <li>• Lecture</li> <li>• In class discussion</li> <li>• Practice</li> <li>• Assignment</li> <li>• Application</li> <li>• Quiz (the 4<sup>th</sup> week)</li> <li>• Review</li> </ul>
<b>5</b>	<b>Chapter 3 Time Difference Conversion, and Calculation</b> - Time Zone and Time Differences(DD) - Conversion (DK) - Calculation (DF)	3	<ul style="list-style-type: none"> <li>• Formative review</li> <li>• Lecture</li> <li>• Assignment</li> <li>• In class discussion</li> <li>• Application</li> <li>• Review</li> </ul>
<b>6-7</b>	<b>Chapter 4 Amadeus Information System</b> - Searching for Traveling-Related Information (GG)	6	<ul style="list-style-type: none"> <li>• Formative Review</li> <li>• Lecture</li> <li>• In class discussion</li> <li>• Practice</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Period</b>	<b>Learning Activities and Medias</b>
	<ul style="list-style-type: none"> <li>- Airport Information</li> <li>- Country Information</li> <li>- The Information about Airline Alliance</li> <li>- Office profile of travel agencies (PV)</li> </ul>		<ul style="list-style-type: none"> <li>• Assignment</li> <li>• Application</li> <li>• Review</li> </ul>
<b>8</b>	<b>Mid-term Examination</b>	3	<ul style="list-style-type: none"> <li>• Paper and pencil test</li> </ul>
<b>9-12</b>	<p><b>Chapter 5 Requesting Seat Availability, Airline Schedules and Timetable</b></p> <ul style="list-style-type: none"> <li>- Requesting an Availability Display (AN)</li> <li>- Class of Services</li> <li>- Requesting a Schedule Display (SN)</li> <li>- Requesting a Timetable Display (TN)</li> <li>- Requesting Flight Information (DO)</li> </ul>	3	<ul style="list-style-type: none"> <li>• Formative Review</li> <li>• Lecture</li> <li>• In class discussion</li> <li>• Practice</li> <li>• Assignment</li> <li>• Application</li> <li>• Review</li> </ul>
<b>13-16</b>	<p><b>Chapter6 Passenger Name Record: Making Reservation with Airlines</b></p> <p>Passenger Name Record (PNR)</p> <ul style="list-style-type: none"> <li>- PNR Creation ( Types of Passengers, Special Passengers, Travel Itinerary, Ticketing and Airfares</li> </ul>	12	<ul style="list-style-type: none"> <li>• Formative review</li> <li>• Lecture</li> <li>• In class discussion</li> <li>• Practice</li> <li>• Assignment</li> <li>• Doing exercises</li> <li>• Quiz ( the 16th week )</li> <li>• Review</li> </ul>

Week	Topic/Outline	Period	Learning Activities and Medias
	<ul style="list-style-type: none"> <li>- Providing Caution</li> <li>- Requesting Special Service</li> <li>- PNR Modification</li> <li>- Splitting a PNR</li> <li>- PNR Cancellation</li> <li>- Reservation Booking Designator(RBD)</li> <li>- AIRIMP Procedure</li> </ul>		
17	<b>Final Examination and Assignment Submission</b>	3	<ul style="list-style-type: none"> <li>• Paper and pencil test</li> </ul>



## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b> - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	<b>Knowledge</b> - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	40%
3	<b>Cognitive Skills</b> -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	<b>Interpersonal Skills and responsibility</b> - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
5	<b>Numerical Analysis, Communication and Information Technology Skills</b> - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Amadeus Course Textbook. (2012). *Introduction to the Reservation Management System*.

IATA Course Textbook. (2016). *Global Distribution Systems Fares and Ticketing*. IATA Training and Development Institute. Canada.

### **2. Important Documents for Extra Study: Airline News, Airline Technology News.**

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

#### **Keywords for searching:**

Airline Operations, Airline Management, Airline Reservation, Global Distribution System, Passenger Name Record, Reservation, Ticketing.

## **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**

2.1 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.

2.2 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**

International 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.