



TQF 3

√ Bachelor's Degree

Master's Degree

TQF3 Course Specification

Course Code: IAL 3307 **Course Title:** Ground Service Management

Credits: 3 (2-2-5)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 **Academic Year:** 2019

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Section 1 General Information

1. Code and Course Title:

English: IAL3307 Ground Service Management

Thai: IAL3307 การจัดการบริการภาคพื้นดิน

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Airline Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others

This course of Bachelor of Arts, International College, SSRU, is categorized in *Major Area Course: Cluster of Airline Business Core Courses*.

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course:

Mr. Theppaluk Komolvani

4.2 Instructional Course Lecturers:

Mr. Theppaluk Komolvani (AB59-60 Students)

5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvani

Tel: 081-8053085

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

6. Semester/Year of study

6.1 Semester 1 Year of study 2019

6.2 Number of students enrolled: AB59-35 Students

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

Revised on June 14, 2019

Section 2 Objectives and Purposes

1. Course Objectives

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) Able to demonstrate on-time performance
- (2) Able to demonstrate morality in all areas
- (3) Able to demonstrate relevant morals in the organization and in

daily life

1.2 Knowledge

- (1) Able to understand the nature of the duties in ground service

management

- (2) Able to understand the terminology, idiom, and structure of

English related to ground service

- (3) Able to understand the basic operations of the ground service

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply English comprehension skills in operations

of ground service

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner
- (2) Able to apply morality in a teamwork
- (3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology

Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Able to use the statistics to solve the problem

(3) Able to understand and apply to use the system for ticketing, checking in passengers

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 Course Structure

1. Course Outline

English: Other Airline Guide (OAG) Airline Guide and IATA manual, tickets and ticket acceptance, miscellaneous charges orders, credit cards, endorsement, fraud, passenger handling service, baggage, dangerous goods for passenger handling staff, check-in procedure, boarding and arrival: gate procedure and problem special passenger handling procedure, delay handling, and handling difficult situations and disruptive passengers.

Thai: คำแนะนำของสายการบินต่างๆ และคู่มือของสมาคมขนส่งทางอากาศ, บัตรโดยสาร และการรับบัตรโดยสาร การคิดค่าบริการอื่นๆ, เครดิตการ์ด, การโอนย้ายสายการบิน, เอกสารการเดินทางปลอม, ทักษะสำหรับการให้บริการผู้โดยสาร สัมภาระ วัตถุอันตราย สำหรับเจ้าหน้าที่ที่ดูแลผู้โดยสาร ขั้นตอนการเช็คอิน การขึ้นเครื่อง ขั้นตอนการเข้าประเทศ การดูแลผู้โดยสารพิเศษ และการแก้ปัญหาเมื่อเกิดความล่าช้า และสถานการณ์ลำบากต่างๆ

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
28 hours	28 hours	5 hours/week	2+2 (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 304
International College Building, International College (Nakhonpathom
Education Center/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): University website / Personal website

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 complete the required task on 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 according to moral concepts and judgements

1.2 Teaching Strategies

- (1) Direct instruction to help each other reminding about punctuality
- (2) Morality in business
- (3) Student research about morality in business

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style to apply in daily life
- (3) Measurement of original contribution from the activities

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

2.3 Assessment Strategies

- (1) Quizzes, role play, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

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 with the class
- (3) The ability to solve problems with case studies

3.2 Teaching Strategies

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Cooperative learning with new situations and group members

- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

4.3 Assessment Strategies

- (1) Quizzes, role play, group discussion
- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
 - (2) Be able to use the statistics to solve the problem
- (3) Be able to understand and apply to use the system for ticketing, checking in passengers

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities
- (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

5.3 Assessment Strategies

- (1) On-line quizzes, pop quizzes and Group work evaluations
- (2) Be able to communicate clearly via exhibitions
- (3) Be able to access the computer system to help finding the solutions

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
1	<p>Introduction to Airport & Airline Ground Operations</p> <ul style="list-style-type: none"> • Airport as an Operational System • Airline Ground Operational Requirements • International Pax & Baggage Carriage Regulatory Framework 	2-2	<ul style="list-style-type: none"> • Guide line to study the course • Discussion • Student-centered: Cooperative learning <ul style="list-style-type: none"> - Students' individual research : 'Airlines News with me' - Students' Group research : Volunteer activities 'Come fly with me' • Applied the research 'Passengers' Expectation and Satisfaction on Low-Cost Airlines : A case study of Nok Air and Thai Air Asia'
2	<p>Computer Reservations and Departure Control Systems Function</p> <ul style="list-style-type: none"> • Computer Reservation System • Departure control System 	2-2	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
3	<p>Check-in Procedures for Passengers and their Baggage</p> <ul style="list-style-type: none"> • Travel & Health Documentation • Pax Acceptance • Baggage Acceptance 	2-2	<ul style="list-style-type: none"> • Direct instruction/Quiz • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week

Week	Topic/Outline	Period	Learning Activities and Medias
4	<p>Check-in Procedures for Passengers and their Baggage</p> <ul style="list-style-type: none"> • Pax categories • Arrival & Transfer Services 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Airlines News with me' 5 persons a week</p>
5	<p>Condition of Carriage, Boarding Procedures and close-out message</p> <ul style="list-style-type: none"> • condition of contract for carriage of pax & bags • Pax boarding procedures and flight close-out message 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
6	<p>Dangerous Goods Regulations</p> <ul style="list-style-type: none"> • International DG Regulatory References • Restriction and limitations 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
7	<p>Dangerous Goods Regulations</p> <ul style="list-style-type: none"> • Classification, Packaging, Marking & labelling • Dangerous Goods Emergency Procedures 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
8	Mid-term Examination	2	<ul style="list-style-type: none"> • Paper test
9	Presentation	2-2	<ul style="list-style-type: none"> • Presentation

Week	Topic/Outline	Period	Learning Activities and Medias
			<ul style="list-style-type: none"> • Discussion • Student-centered: Cooperative learning
10	Managing Passenger Interactions <ul style="list-style-type: none"> • Importance of customer service to business • Handling pax interactions efficiency 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning
11	Aviation Security Requirements for Passengers and Baggage <ul style="list-style-type: none"> • The need for Aviation Security • ICAO International Convention 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving: VDO case study • Student-centered: Cooperative learning
12	Aviation Security Requirements for Passengers and Baggage <ul style="list-style-type: none"> • Pax & Bags security procedures • Pax and Bags reconciliation procedures • Bomb threats and Responses to them 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning
13	Enhanced Pax Facilitation <ul style="list-style-type: none"> • Purpose of advance pax processing • CUSS, CUTE and CUPPS • Role of passenger ground service agents in fast travel program 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning
14	Future of the industry <ul style="list-style-type: none"> • Pax ground services-future trends • Your future-Landing a Job in Aviation 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning
15	<ul style="list-style-type: none"> • Conclusion 	2-2	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning

Week	Topic/Outline	Period	Learning Activities and Medias
			<ul style="list-style-type: none"> • Students' group presentation activities on 'Come fly with me'
16	<ul style="list-style-type: none"> • Make-up class 	2-2	<ul style="list-style-type: none"> • Direct instruction: Questions and Answers • Additional English Brush Up
17	<ul style="list-style-type: none"> • Final Examination 	2	<ul style="list-style-type: none"> • Paper test

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>1 Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance • Quizzes • Student behavior 	Throughout semester	10 %
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	Throughout semester	55 %
<p>3. Cognitive Skills</p> <p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	Throughout semester	20 %
<p>4. Interpersonal Skills and</p>			

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class 	<p>Throughout semester</p>	<p>5 %</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p> <p>5.2 Be able to use ICT skills and apply them.</p> <p>5.3 Be able to use ICT in the work place and apply numerical analysis in communication.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

3. 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			1						3

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
in communication								
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

Passenger Ground Services: IATA Training and Development Institute Course Textbook.
(2015). Montreal: Canada.

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

Colin C. Law and Mary R. Doerflein (2014) *Introduction to Airline Ground Service.*
Cengage Learning Asia Pte. Ltd. Singapore.

2. Important Documents for Extra Study

Airline Customer Service: IATA Training and Development Institute Course Textbook.
(2014). Montreal: Canada.

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

Keywords for searching : Airlines, Airports, Airplanes, Ground, Service, Operation

Website: (2018, November). Retrieved from <http://www.wikipedia.com>.

Website: (2018, November). Retrieved from <http://en.wikipedia.org/wiki/Airlines>

Section 7 Course Evaluation and Improvement

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:

- 1.1 Content objectives were made clear to the students.
- 1.2 The content was organized around the objectives.
- 1.3 Content was sufficiently integrated.
- 1.4 Content was sufficiently integrated with the rest of the first year curriculum.
- 1.5 The instructional materials used were effectively.
- 1.6 The learning methods appropriate assessed the students' understanding of the content.
- 1.7 Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

- 2.1 Lecturers team observe the class and discuss the results as follow:
 - 2.1.1 The lecturer is well prepared for class sessions.
 - 2.1.2 The lecturer answers questions carefully and completely.
 - 2.1.3 The lecturer uses examples to make the materials easy to understand.
 - 2.1.4 The lecturer stimulated interest in the course.
 - 2.1.5 The lecturer made the course material interesting.
 - 2.1.6 The lecturer is knowledgeable about the topics presented in this course.
 - 2.1.7 The lecturer treats students respectfully.
 - 2.1.8 The lecturer is fair in dealing with students.
 - 2.1.9 The lecturer makes students feel comfortable about asking question.
 - 2.1.10 Course assignments are interesting and stimulating.
 - 2.1.11 The lecturer's use of technology enhanced learning in the classroom.

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/review from the students' survey questions, the lecturer team's observation, research on 'The communicative innovation for Airlines' and classroom research. In case of the students were unable to understand, the lecturers will try to use the alternative ways to explain to be cleared and testing.

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.

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		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category – Required Course	● Major Responsibility									○ Minor Responsibility								
Course Code : IAC2207 Course Title : Ground Service Management	●	●	●	●	●	●	●	●	●	●	●	○	●	○	○	●	○	●