TQF.3

☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IAL3407

Course Title: Customer Relationship Management and Passenger

Satisfaction Survey

Credits: 3(3-0-6)

Program: Airline Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester : 1 **Academic Year :** 2019

Section 1 General Information

1. Code and Course Title :

Course Code: IAL3407

Course Title (English):

Customer Relationship Management and Passenger Satisfaction Survey

Course Title (Thai):

การบริหารลูกค้าสัมพันธ์และการสำรวจความพึงพอใจของผู้โดยสาร

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Airline Business (International Program).

3.2 Course Category:

☐ General Education   ☑ Major Course

☐ Elective Course   ☐ Others …………….

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

4.1 Lecturer Responsible for Course: Mr. Theppaluk Komolvanij

4.2 Instructional Course Lecturer(s): Mr. Theppaluk Komolvanij

5. Contact/Get in Touch

Room Number   304   Tel. 081-805-3085

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: AB59-35 Students

7. Pre-requisite Course (If any)

Course Code: None   Course Title: None

8. Co-requisite Course (If any)

Course Code: None   Course Title: None

9. Learning Location

Building: International College, 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 business according to moral concepts and judgments.

1.2 Knowledge
- (1) Understanding the airline business theories and important case studies taught,
- (2) To be able to provide an analysis and provide the solution to real world problems,
- (3) To 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 problems,
- (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 life,
- (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

CRM strategy, frontline operations, back office operations, business relationship, analysis, customer data, management decision, collaboration CRM, data security and privacy, service marketing, customer experience, handling compliments, handling comments, handling complaints, frequent flyer programs FFP, passenger satisfaction survey, handling questionnaires, and presentation management.

กลยุทธ์ CRM, การดำเนินงานของพนักงานหลังการดำเนินงานสำนักงานความสัมพันธ์ทาง ธุรกิจการวิเคราะห์ข้อมูลลูกค้าตัดสินใจของผู้บริหาร, CRM การทำงานร่วมกันรักษาความปลอดภัย ข้อมูลและความเป็นส่วนตัว, การตลาดบริการ, ประสบการณ์ของลูกค้า, การจัดการชมเชย, การ จัดการการแสดงความคิดเห็น, การจัดการข้อร้องเรียนโปรแกรมใบปลิวบ่อย FFP ผู้โดยสาร สำรวจ ความพึงพอใจในการจัดการแบบสอบถามและการจัดการนำเสนอ

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	2+ (if any)	0 hours	6+ hours

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 No.: 304
      Building: International College (Nakhonpathom Education Center/SSRU)
   3.2 Consulting via office telephone/mobile phone: 081-805-3085
   3.3 Consulting via E-Mail: Theppaluk.ko@ssru.ac.th
   3.4 Consulting via Social Media (Facebook/Twitter/Line)
         Line:
   3.5 Consulting via Computer Network (Internet/Web board)
         Teacher Website: http://www.elic.ssru.ac.th/theppaluk_ko/

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 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 airline business ethics.

1.3 Evaluation Strategies
(1) Checking student attendance every class,
(2) Students able to apply their knowledge in practical terms, i.e., airline marketing exhibition, safety fair…
(4) Evaluate students' responsibility from their contribution on the group project.

2. Knowledge

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

2.3 Evaluation Strategies
(1) Test, midterm examination, and final examination,
(2) A group project report,
(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 competitions,
     (3) Problem-based learning.
  3.3 Evaluation 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 Responsibility
  4.1 Interpersonal Skills and Responsibility to be developed
   ● (1) Be able to communicate in English,
   ○ (2) Be able to use English to solve airline business problems,
   ○ (3) Initiate some new type of air transport 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 Evaluation Strategies
     (1) How students participate in teamwork,
     (2) How students use advance business English in their presentation.

5. Numerical Analysis, Communication and Information Technology Skills
  5.1 Numerical Analysis, Communication and Information Technology Skills to be developed
   ● (1) Be able to use basic ICT skills and apply them,
   ● (2) Be able to use statistics and mathematics to solve business problems,
   ● (3) Be able to use ICT in the work place and apply numerical analysis in communication, e.g., fare and ticketing, check-in, e-passport
  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,

(4) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics and mathematics to solve problems,

(2) Evaluate their ability to present their work at an exhibition,

(3) Evaluate their ability to use software computer such as Amadeus 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
1	• Introduction to Customer Relationship Management	3 hrs	• Direct instruction and group discussion • Active Learning
2	• The Concept of Customer Value	3 hrs	• Direct instruction • Active Learning
3	• What is customer satisfaction survey?	3 hrs	• Direct instruction • Active Learning • Individual workshop
4	• Making a research	3 hrs	• Active Learning • Workshop
5	• Survey Method	3 hrs	• Direct instruction • Active Learning
6	• Making a survey	3 hrs	• Active Learning • Workshop
7	• Research Showtime	3 hrs	• Presenting
8	**Midterm Exam**	3 hrs	• Paper test
9	• Research ShowTime	3 hrs	• Presenting
10	• Customer Portfolio Analysis (TOWS Matrix)	3 hrs	• Direct instruction • Active Learning • TOWS Matrix

11	• Customer Portfolio Analysis (Five Forces Analysis)	3 hrs	• Direct instruction • Active Learning • Five Forces Analysis
12	• Customer Portfolio Analysis (BCG Matrix)	3 hrs	• Direct instruction • Active Learning • BCG Matrix
13	• Social CRM	3 hrs	• Direct instruction • Active Learning
14	• IDIC Program	3 hrs	• Direct instruction • Active Learning
15	• Final Exam Review	3 hrs	• Active Learning
16	**Final Examination**	3 hrs	• Paper test

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Ethic and Morals** (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 business according to moral concepts and judgments.	Attendance criteria	Throughout semester	10 %
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.	Paper test	(1) Week 8 (2) Week 16	25 % 25 %
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.	Retrieval practice, Topic investigations	Throughout semester	10 %

4	**Interpersonal Skills and Responsibilities** (1) Be able to communicate in English, (2) Be able to use English to solve airline business problems, (3) Initiate some new type of air transport business ideas and have leadership.	(1) Cooperative learning (2) Group discussion	Throughout semester	10%
5	**Numerical Analysis, Communication and Information Technology Skills** (1) Be able to use basic ICT skills and apply them, (2) Be able to use statistics and mathematics to solve business problems, (3) Be able to use ICT in the work place and apply numerical analysis in communication, e.g., fare and ticketing, check-in, e-passport, Excel database	Excel exercises and Database exercises	Throughout semester	20 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Kumar, V., & Reinartz, W. (2012). *Customer Relationship Management*

        Concept, Strategy, and Tools. 2nd ed. Heidelberg, Germany: Springer.

IATA Training Course Textbook. (2015). *Airline Customer Service.* Canada.

2. Important Documents for Extra Study: Research Methodology

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

       Internet Browsing with keywords: CRM, Satisfaction, Customer,

Relationship.

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

    1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

        (1) Content objectives

        (2) The instructional materials

        (3) Learning methods and assessment

        (4) Advisory method

    1.2 Observing students' behavior in classroom.

    1.3 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		
Course Category:	● Major Responsibility								○ Minor Responsibility						
Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAL3407 **Course Title:** Customer Relationship Management and Passenger Satisfaction Survey	●	○	○	●	●	○	●	●	○	●	○	○	●	●	●