



## Course Specification

Course Title Introduction to Airline Business Management

Course Code 3571403

Semester 1 Academic Year 2020

Bachelor of Arts Programme in Airline Business  
School of Tourism and Hospitality Management  
Suan Dusit University

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## Course Specification

Name of institution                      Suan Dusit University  
Campus/faculty/department              School of Tourism and Hospitality Management

### Section1 General Information

#### 1. Course code and course title

3571403 Introduction to Airline Business Management

#### 2. Number of credits

3(3-0-6)

#### 3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Airline Business

3.2 Type of Subject : Free Elective Course

#### 4. Responsible faculty members

4.1 course coordinator Arjan Charinda Wisesratana

4.2 Instructors Arjan Charinda Wisesratana    **Setion** : A1

#### 5. Semester / year of study

Semester 1 Academic year 2020 / Year 3

#### 6. Pre-requisite (if any)

None

#### 7. Co-requisites (if any)

None

#### 8. Venue of study

Suan Dusit University

#### 9. Date of latest revision

Jul 03, 2020

## Section 2 Aims and Objectives

### 1. Aims of the Course

After successful completion of this course, students will be able to :

1. Understand fundamental information of Airlines Business Management and knowing the way why Hospitality Industry Management is playing major role also in this Airlines Industry
2. Use the knowledge learnt from this course to prepare themselves for possible future training or career path in this airlines business field.

### 2. Objectives of Course Development/Modification

1. Clearer information of different roles or responsibilities between ground services and onboard services.
2. Increase project base activities with other subjects.

## Section 3: Course Description and Implementation

### 1. Course Description

The fundamental knowledge of aviation industry including definitions, significance, history, evolution, features, and elements as well as principles of flight and environments that relates to aviation industry plus frequently used aviation terminologies in aviation industry.

### 2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	-	-	90 hours

### 3. Number of hours that the lecturer provides individual counseling and guidance

The lecturer provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed at the first section.

## Section 4 Development of Students' Learning Outcomes

### 1. Morality and Ethics

#### 1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
  - (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
  - (4) To be disciplined and follow the organisational and social rules and regulations.

#### 1.2 Teaching methods

Share Airlines Business job experience and working integrity. Apply moral conscience and ethics during class discussion. Given individual and group assignments emphasize on trustworthy and responsibility for each assigned task.

#### 1.3 Evaluation methods

Observation and deliberation are compiled during class discussion as well as Group tasks dedication, as well as punctuality in delivery and attendance.

### 2. Knowledge development

#### 2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of Airline Business elements and interpersonal skills, international marketing, passenger behaviour and related skills systematically and globally.
  - (2) To be able to integrate knowledge of Airline Business with other related fields.
- (3) To understand research designs and methodology in order to solve organisation's problems and to develop organisation knowledge management.

#### 2.2 Teaching methods

(1) Teaching knowledge by online lecturing through Microsoft Team 40 %, face to face in class knowledge 40%, practical knowledge from outside campus with assigned project 20%. All PowerPoint material are shared through WBSC.

- (2) Discussion of key issues related to the subject matter.
- (3) Assigning to students, both individual and group work.

#### 2.3 Evaluation methods

- (1) Analyze of individual performance / group assigned tasks.
- (2) Mid-term and Final examinations

### 3. Intellectual Knowledge Innovation

#### 1.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

- (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.
- (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

#### 3.2 Teaching methods

(1) Search from various sources of information about possible new practices in airlines business after COVID-19

(2) Case study analysis

(3) Delegate tasks related to the use of acquired knowledge to solve problems of Airlines business.

#### 3.3 Evaluation methods

(1) Analysis of case study and assignments

(2) Final examination by focusing on the exam with the analysis and application of the knowledge and the content of the lessons learned.

### 4. Interpersonal Skills and Responsibility

#### 4.1 Expected outcome on Interpersonal Skills and Responsibility

- (1) To be able to work with others and solve the problems both as a good leader and a good team member.
- (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

#### 4.2 Teaching methods

(1) Assigned to work together as a group. The emphasis is on the knowledge learned in the subject and the application of knowledge. As well as, the discussion and presentation of group work are applied.

(2) Group Project

#### 4.3 Evaluation methods

Assess the behavior of group presentation and group project.

### 5. Numerical Analysis and Information Technology Skills

#### 5.1 Expected outcome on Numerical Analysis and Information Technology Skills

- (1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

- (3) To be able to use information technology suitably in different operations.

(4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

## 5.2 Teaching methods

(1) Using Microsoft Team application for online learning and share learning materials through WBSC

(2) Assign students for self-study from online learning websites and giving class activities by using the knowledge gained from the study in the subject matter.

(3) Required students to perform their work by using the appropriate format and technology.

## 5.3 Evaluation methods

Evaluate the assignment and emphasize on modernized presentation in the class is required.

## Section 5 Teaching and Evaluation Plans

### 1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	-Course introduction and Overview -Course syllabus overview -Course objective and evaluation -Introduction of Difference between Aviation and Airlines business. <b>Learning Outcome</b> Create same understandings on how to run class of this subject during this 4 <sup>th</sup> phrase of COVID19	3	<b>Teaching &amp; Learning Activities</b> 1. Online Introduction about tools for online teaching, using either Zoom or Microsoft Team and WBSC for learning materials. 2. Course description, aim of the course. 3. Course Assessment, test, mid-term exam and final exam <b>Instructional Media</b> WBSC, PowerPoint online Presentation through Microsoft Team	Arjan Charinda Wisaratana
2	Types of Airlines <b>Learning Outcome</b> Students are aware of each	3	<b>Teaching &amp; Learning Activities</b> 1. Describe and discuss related to the subject.	Arjan Charinda Wisaratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	type of airlines classified by various categories. And practice analytical thinking instead of only remembering information		2. Assign students to practice identifying the differences of items classified by any possible categories. <b>Instructional Media</b> 1. Online Lecture with Power point using Microsoft Team Application. 2. Learning material in WBSC	
3	Aircraft Types <b>Learning Outcome</b> Students are able to understand types of aircrafts, that relate to airlines business model, and trend of future aircrafts	3	Teaching & Learning Activities 1. Describe and discuss issues related to the subject. 2. Assign students into groups to find trend of future aircrafts for 30 minutes and be back to present online with photos or video. <b>Instructions media</b> 1. Online Lecture with Power point through Microsoft team 2. Group presentation through Microsoft Team 3. Learning material in WBSC	Arjan Charinda Wisesratana
4	Organizations in Airline Business <b>Learning Outcome</b> Students are able to understand duties and responsibilities of each organization in Airline Business	3	<b>Teaching &amp; Learning Activities</b> 1. Showing dashboard of people in Airline Business comparing between those who widely known and those people hardly been acquainted. 2. Quiz <b>Instructional Media</b> 1. Learning material in WBSC 2. Online Lecture with Power point through Microsoft Team 3. Quiz through Kahoot	Arjan Charinda Wisesratana
5	Ground Service duties and responsibilities	3	<b>Teaching &amp; Learning Activities</b> 1. Guest speaker from Airline	Arjan Charinda



Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	<p><b>Learning Outcome</b> Students are able to understand duties and responsibilities of People in Airlines Business for Ground services</p>		<p>Business curriculum. 2. Video clip of function of airlines business ground staff in the airport 3. Q&amp; A</p> <p><b>Instructional Media</b> 1. Online Lecture with Power point and YouTube through Microsoft Team 2. WBSC</p>	Wisesratana
6	<p>Customer types and Customer Services Management</p> <p><b>Learning Outcome</b> Students will have deep understanding how airlines serve their customers at the airport and realize why it is important in Airlines Business</p>	3	<p><b>Teaching &amp; Learning Activities</b> Online lecture with powerpoint and youtube</p> <p><b>Instructional Media</b> 1. Microsoft Team online learning application</p>	Arjan Charinda Wisesratana
7	<p>Assigned project related to “Airlines Operations with New Normal” integrated with other subjects like “Operations in Hospitality Industry” and “Law and regulations in Hospitality Industry”</p> <p><b>Learning Outcome</b> Students will be able to apply the knowledges learning in class and create a big project working in team for their final paper</p>	3	<p><b>Teaching &amp; Learning Activities</b> Project assignment using knowledge integrated by several subjects</p> <p><b>Instructional Media</b> 1. PowerPoint through Microsoft Team 2. Learning material in WBSC 3. Excel file showing scoring criteria</p>	Arjan Charinda Wisesratana
8	<p>On-site survey, how to find reliable prospects for assigned projects</p> <p><b>Learning Outcome</b> Students gain more ability to</p>	3	<p><b>Teaching &amp; Learning Activities</b> 1. Coach and guide what need to be done to start the tasks. 2. Remind students for using leadership skill as well as good</p>	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	complete projected tasks.  Mid Term Exam open book		team work <b>Instructional Media</b> 1. Mid-Term examination through WBSC	
9	Ongoing project completion <b>Learning Outcome</b> Students have abilities to provide updated information of project progression	3	<b>Teaching &amp; Learning Activities</b> 1. Check list what should have already been completed, and what's next. 2. Setting priorities of all tasks. <b>Instructional Media</b> 1.Group line 2. Microsoft Team 3. WBSC	Arjan Charinda Wisesratana
10	Ongoing project completion <b>Learning Outcome</b> Students have abilities to provide updated information of project progression	3	<b>Teaching &amp; Learning Activities</b> <u>Back to In class lecturing</u> 1. Check list what should have already been completed, and what's next. 2. Setting priorities of all tasks. <b>Instructional Media</b> 1. Group line 2. Microsoft Team 3. WBSC	Arjan Charinda Wisesratana
11	Flight Attendant duties and responsibilities <b>Learning Outcome</b> Students are able to understand scope of job for Cabin Crew	3	<b>Teaching &amp; Learning Activities</b> 1. Assigned topics for group presentation 2. Encourage students to use questions to test the listeners understanding. <b>Instructional Media</b> 1.Lecture with Power point and handout	Arjan Charinda Wisesratana
12	Airlines' Catering <b>Learning Outcome</b> Students having more	3	<b>Teaching &amp; Learning Activities</b> 1. Describe and discuss transportation trends and	Arjan Charinda Wisesratana

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	knowledge about Food and Beverage on Board		technologies related to the subject. 2. Assign students to practice analysis from case studies. <b>Instructional Media</b> 1.Lecture with Power point and handout 2. In Class participation by the student 3. WBSC	
13	Airlines Reservations with common terms usages <b>Learning Outcome</b> Students are having basic understanding how to book air travel	3	<b>Teaching &amp; Learning Activities</b> Guess speaker from Travel agent industry <b>Instructional Media</b> 1.Learning material in WBSC	Arjan Charinda Wisesratana
14	Airlines Business Terminologies and Phonetic Alphabet <b>Learning Outcome</b> Prepare students to be familiar with Airlines wording and jargons, in case for their possible future training or career.	3	<b>Teaching &amp; Learning Activities</b> Quiz or games <b>Instructional Media</b> 1. Edutainment tools 2. WBSC	Arjan Charinda Wisesratana
15	Wrap up class <b>Learning Outcome</b> Check understanding from students and summarize to them what they could take away from this course.	3	<b>Teaching &amp; Learning Activities</b> Wrap up all topics and ask students to list down what have they learnt <b>Instructional Media</b> 1. Course summary with Powerpoint 2. WBSC	Arjan Charinda Wisesratana
16	Final Examination			Arjan Charinda Wisesratana

## 2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	Attendance and participation for Online classroom.	Observe on time attendance. Participation in class	1-15	10%
2	Group Assignment  Individual task assigned	- Evaluate on time delivery. - Evaluation of the quality of work / score obtained from the test. - Evaluation of quality of work - Presentation	7,8,9  13-15	30%  10%
3	Mid-term examination	Score from the Mid-term examination	8	20%
4	Final examination	Score from the final examination	16	30%

### Evaluation

Evaluate the learning outcome using the university benchmark score (70%) : Final examination (30%)

## Section 6 Teaching Materials and Resources

### 1. Texts and main documents

Introduction to Airline Business Management Powerpoint by Arjan Charinda Wiseratana

### 2. Documents and important information

1. IATA Airport Handling Manual (AHM)
2. IATA Safety Audit for Ground Operations (ISAGO)
3. IATA Passenger Services Conference Resolutions Manual (PSCRM).

### 3. Documents and recommended information

1. Website <http://IATA.org>
2. Introduction to Airlines Business books
3. [wikipedia.org/airliner](http://wikipedia.org/airliner)

## Section 7 Evaluation and Improvement of Course Management

### 1. Strategies for effective course evaluation by students

- Assess the effectiveness of teaching and learning.
- Conversations between instructors and students.

### 2. Evaluation strategies in teaching methods

Student achievement

### 3. Improvement of teaching methods

Be open to listen from students' feedback, and be flexible to adjust. Also must be aware of news or information from university and from government.

### 4. Evaluation of students' learning outcome

- Verification of ratings from Randomly inspect student's work.
- There is a review by a panel of qualified reviewers who are not regular lecturers.

### 5. Review and improvement for better outcome

- Update the course every year by the recommendation and results of standard verification in accordance with Article 4.

- Invite lecturers or instructors in charge to give students a perspective on the apply knowledge