



Degree Bachelor's Master's Doctoral

Lesson Plan for SSRU Next Blended Learning
College of Hospitality Industry Management
Suan Sunandha Rajabhat University
Degree Program - Bachelor Degree
Program – Airline Business
Semester 3 Academic Year 2023

Lecturer Mr. Benjapol Worasuwannarak

Course Code ABI 2402

Course Title Air Transportation Management


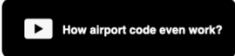
Learning Management System (LMS) Moodle


Link of Personal Website (Moodle) [https://elchm.ssrุ.ac.th/benjapol_wo/](https://elchm.ssrु.ac.th/benjapol_wo/)

Lesson Plan (Online 50 / Onsite 50 / with On demand)

*(Subject to change to Online 100 with On demand depends on the situation)

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
1	Unit 1: Air Transportation Management Perspective - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment <i>- Morality live and learn (Cause/Result/Change/Volunteer/ Economic sufficiency)</i>	Onsite	Direct Teaching	Mentimeter (What is air transportation?) Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 2: Freedom of the Air	Onsite	Direct Teaching	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
3	Unit 3: Airline Operation Procedure	Online (with On demand 1)	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				<p>Youtube Video (How airport code even work? - https://rb.gy/x55bi3- On demand 1 – Source – Pilot Institute Airplane- https://www.youtube.com/watch?v=tqsIS0w4Mec)</p>  	
4	Unit 4: Air Transportation Statistic	Online	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
5	Unit 5: EU and ASEAN Aviation Case Study	Online (with On demand 2)	Google Meet	<p>Case Study</p> <p>Youtube Video (EU and ASEAN Aviation - https://rb.gy/jdtpal - On demand 2 – Source – CUHK Law- https://www.youtube.com/watch?v=48O4gtLg2kA)</p>  <p>EU and ASEAN Aviation</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
6	Midterm Exam	On site			<p>Sign-in to the class</p> <p>Sign-out off the class</p>
7	Unit 6: Air Transportation Danger Zone	Onsite	Direct Teaching	<p>Powerpoint</p> <p>Lecture Notes</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
					Midterm Examination Paper
8	Group presentation VDO clip ‘Air Transportation Management” clip 5 minutes planning’ Discussion, Summarize & Quiz (if any)	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Presentation Discussion	Sign-in to the class Sign-out off the class Quiz
9	Final Examination	Onsite / Online (Subject to change)			Sign-in to the class Sign-out off the class Final Examination Paper

**All class schedules are subject to change due to situations.*

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Section 1 General Information

1. Code and Course Title:

Course Code: ABI 2402

Course Title (English): Air Transportation Management

(Thai): การบริการการขนส่งทางอากาศ

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

3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in Airline Business

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. Benjapol Worasuwanarak

4.2 Instructional Course Lecturers: Mr. Benjapol Worasuwanarak

5. Contact/Get in touch

Room number 304

5.1 Mr. Benjapol Worasuwanarak

Tel: 061 6526222

E-mail: benjapol.wo@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2023

6.2 Number of the students enrolled: 3 class(es) (approx. 10 students/class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,
Nakhonpathom Education Center.

10. Last Date for Preparing and Revising this Course:

10th April 2024

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 / Course Structure

English: The principles and practices critical to the air transportation management concept and model, an understanding of a number of key issues in air transport management, marketing and business planning, the airline and airport sectors of the industry, airline product planning, airport marketing, the passenger demand, aircraft evaluation and fleet planning, air traffic controller, air transportation industrial relationship, air cargo characteristic.

Thai: หลักการและแนวทางปฏิบัติที่สำคัญต่อแนวคิดและรูปแบบการบริหารจัดการขนส่งทางอากาศ (การบริหารจัดการขนส่งทางอากาศ) บทความนี้จะมุ่งเน้นไปที่ประเด็นสำคัญต่างๆ ในการบริหารจัดการขนส่งทางอากาศ การตลาด และการวางแผนธุรกิจ ครอบคลุมทั้งภาคธุรกิจสายการบินและสนามบิน รวมถึงการวางแผนผลิตภัณฑ์สายการบิน การตลาดสนามบิน ความต้องการของผู้โดยสาร การประเมินอากาศยานและการวางแผนฝูงบิน ควบคุมจราจรทางอากาศ ความสัมพันธ์อุตสาหกรรมขนส่งทางอากาศ และลักษณะเฉพาะของสินค้าขนส่งทางอากาศ

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
College of Hospitality Industry Management, Nakhonpathom Campus
- Consulting via E-Mail: benjapol.wo@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 (On-line, Off-line)
- (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 and Assessment

Lesson Plan (Online 50 / Onsite 50 / with On demand)

*(Subject to change to Online 100 with On demand depends on the situation)

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4	Unit 4: Air Transportation Statistic	Online	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p>	Sign-in to the class Sign-out off the class

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6	Midterm Exam	On site			<p>Sign-in to the class</p> <p>Sign-out off the class</p>
7	Unit 6: Air Transportation Danger Zone	Onsite	Direct Teaching	<p>Powerpoint</p> <p>Lecture Notes</p>	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
					Sign-out off the class Midterm Examination Paper
8	Group presentation VDO clip ‘Air Transportation Management” clip 5 minutes planning’ Discussion, Summarize & Quiz (if any)	Onsite *Subject to change to Online	Direct Teaching Moodle *Google Meet	Presentation Discussion	Sign-in to the class Sign-out off the class Quiz
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2. Learning Assessment Plan

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

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	- Ability to communicate in English			

3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (1.5%)	Group Assignment	Group Assignment (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			2	1	3	5		11

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Debate/Activities (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
(Quiz/Individual presentation and Group presentation)								
- 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		1	1			1	2	3

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Deviation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
communication with emphasis on practical and real life experiences								
- 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 in communication			1					3
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

Wensveen, J. G. (2023). Air Transportation: A management perspective. Routledge.

2. Important Documents for Extra Study: Updated Airline News.

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

Air Transportation Management: Its practices and policies. (n.d). .

Keywords for searching:

airlines, air transportation

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 second-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

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.