



course details (Course Specification)

Course Code TIM 4411 Course In-flight Service Management

Department of Tourism and Service Industry Management College of Service Industry Management

Suan Sunandha Rajabhat University Semester 2 Academic year 2022

Division 1 general information

1. Course code and name	
Course code	TIM 4411
Course name Thai language,	in-flight service management
Course name English	In-flight Service Management
2. Number of credits	3 (3 - 0 - 6)
3 . Curriculum and course types	
3.1	Bachelor of Arts Program Tourism and Service Industry Management Program
3.2 Types of courses	Specialized subjects
4 . Instructors in charge of the course and instructors	
4 .1 Lecturer Ajarn	Chollada Chuvanichanon
5. Contacting teachers '	rooms Tourism and Service Industry Management Program Email : chonlada.chu@ssru.ac.th
6. Semester / year of study	
6 .1 2nd semester	/ 2022 , 3rd year
7. Subjects that must be studied first (Pre-requisite) (if any)	None
8 . Courses that must be studied at the same time (Co-requisites) (if any)	None
9 . Place of study	Classroom Building 36
10 . Date of preparation or	improvement 20 October 2022

Division 2 aims and objectives

1 . Objectives of the course

for students to have knowledge Understanding of principles, methods, and services to passengers on board various equipment used in operations. courtesy of service Food and beverage service Filling out travel –related documents Safety education for passengers Problem solving in service and other services from the pre –flight stage During flight and after flight

2. Objectives for developing / improving courses – Not yet in the update cycle –

Division 3 Appearance and action

1. Course Description

Welcoming passengers on board various equipment used in operations courtesy of service provision of food and beverage services to passengers Filling out travel-related documents Safety education for passengers Problem solving in service and other services from the pre-flight stage During flight and after flight

Welcoming passengers on the plane and using devices at work. The courtesy of service while providing food and beverages to passengers. Know how to fill out documents related to the trip. Inform the safety knowledge to passengers. Solve problems in servicing before, during and after the flight.

2. Number of hours spent per semester

describe (hours)	extra teaching (hours)	Practice/Job Fieldwork/Internship (Hours)	self study (hours)
45 (3 hours * 15 week)	-	-	90 (6 hours * 15 week)

3. The number of hours per week that teachers give advice and academic advice to individual students.

3 hours per week By self–consulting at the lecturer's room in Tourism and Service Industry Management The instructor will set the date and time. And will notify students in the first hour of teaching.

Division 4 development of student learning outcomes

1. Morality and ethics

1.1 Morals and ethics that need to be developed

- (1) Be honest, honest and able to handle conflicts between benefits received and professional ethics and codes of conduct.
- (2) having a good attitude towards the profession and demonstrate morality and ethics in working and treating oneself to others on a regular basis
- (3) having responsibility in duties good membership and participate in development activities Have leadership and be a good example to others
- (4) have work discipline, comply with rules and regulations Organizational and social regulations

1.2 Teaching methods

- (1) Lectures accompanying the presentation with the Power Point program and answering questions.
- (2) Establish a culture of attending classes on time. Responsibility for assigned tasks as well as dress according to the regulations of Suan Sunandha Rajabhat University
- (3) Instructors insert content leadership and experience about morality, ethics, ethics in teaching

1.3 Evaluation methods

- (1) Assessment from students' punctuality in class attendance. Submission of tasks on time as assigned and participation in activities
- (2) Assessment from the students' discipline and readiness. To participate in extracurricular activities
- (3) Observe behaviors between learners together and with all instructors.
- (4) the amount of misconduct in the examination

2. Knowledge

2.1 Knowledge to be developed

- (1) knowledge in service industry management tourism and hotels both theoretical and practical widely, systematically, internationally, and up-to-date in the world situation
- (2) having knowledge that arises from the integration of knowledge in various sciences Related
- (3) have knowledge in research processes and techniques to solve problems and build upon knowledge in professional work;

2.2 Teaching methods

- (1) Lectures accompanying the presentation with the Power Point program and answering questions.
- (2) Assign topics for research and reporting, both individually and in groups.
- (3) to invite professional experts to give special lectures.
- (4) Discussion as a group with a learner-centered approach.
- (5) study outside the place Do your own research and report.

2.3 Evaluation methods

- (1) Subtest

- (2) midterm and final examinations
- (3) Assessment from reports or projects prepared by students.
- (4) Assessment from class presentation.
- (5) assessed from vocational training courses

3. intellectual skills

3 .1 Intellectual skills that need to be developed

- (1) having the ability to process and study the data to analyze the causes of problems and conflicts both to find ways to prevent and solve problems appropriately Both breadth and depth
- (2) Have the ability to apply knowledge, theory and practice to the benefit of field practice. and the actual operation according to the situation appropriately
- (3) have the ability to apply innovations from the business sector and from other sciences Related to develop effective working skills

3 .2 Teaching methods

- (1) Lectures accompanying the presentation with the Power Point program and answering questions.
- (2) group discussion
- (3) work assigned to research or work related to seminars
- (4) Lectures by experts or entrepreneurs with successful careers.
- (5) case studies on various situations

3 .3 Evaluation methods

- (1) Evaluate results from the work assigned to do.
- (2) written examination
- (3) Report writing and/or project writing

4. Interpersonal skills and responsibilities

4 .1 Interpersonal skills and responsibilities to be developed

- (1) have the ability to perform and take responsibility for the assigned tasks appropriately according to their duties and roles in the work group; Including participating in helping colleagues and solving group problems
- (2) have the ability to develop oneself and develop professional knowledge to be up-to-date continually and in accordance with international standards

4 .2 Teaching methods

- (1) Lectures accompanying the presentation with the Power Point program and answering questions.
- (2) Include experiences and give examples of case studies.
- (3) Activities are set group work which must coordinate with others Or need to research information from interviewing other people. or experienced To learn interpersonal skills and the ability to take responsibility.
- (4) Present and discuss issues together in class.

4 .3 Evaluation methods

(1) Evaluate from the performance of the group and the performance of learners in the group assigned to work.

(2) self–assessment and mutual assessment

(3) Observe behavior and participation in class.

(4) evaluation results from vocational training experience

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

● (1) have the ability to use the Thai language; and foreign languages in listening, speaking, reading, writing and summarizing issues effectively

● (2) have the ability to communicate with foreigners appropriately according to the situation and culture;

○ (3) have the ability to use information technology in communications and choose the appropriate presentation style for different subjects and audiences effectively

○ (4) having the ability to use basic mathematical and statistical techniques for processing Interpretation and data analysis

5.2 Teaching methods

(1) Lectures accompanying the presentation with the Power Point program and answering questions.

(2) Self–research and class presentation.

(3) class discussion

(4) to invite professional experts to give special lectures.

(5) Practice solving problems or problems that require numerical analysis skills.

5.3 Evaluation methods

(1) Evaluated from the ability to explain, discuss, and case studies. that are presented in class and/or on designated social media sites

(2) Evaluate from presentation techniques using information technology. or the selection and application of numerical analysis techniques

note

symbol ● means main responsibility

The symbol ○ means secondary responsibility.

Blank means not responsible.

which will appear on the map showing the distribution of responsibility for learning outcomes from curriculum to subject (Curriculum Mapping)

Division 5 lesson plans and assessments

๑. lesson plans

1. Lesson plan				
week	Title/Details	number of hours	learning activities teaching and materials used	instructor
1	1. Explain the teaching plan. and scoring criteria 2. Behavior Dissolving Activities 3. Introduction In-flight service	3	- Doing a knowledge test before studying - Leading lecture Present with Power Point program and ask questions.	1) Ajarn Chollada Chuvanitchanon
2	Service features - service consciousness - Service Category - Mind category - Qualifications of flight attendants	3	- Doing a knowledge test before studying - Leading lecture Present with Power Point program and ask questions.	1) Ajarn Chollada Chuvanitchanon
3	In-flight service management skills -First Impression - process - Development	3	- Leading lecture Present with Power Point program and ask questions. - Class Discussion	1) Ajarn Chollada Chuvanitchanon
4	In-flight service management skills - Communication - Composition - process - method of development - Crew career interview	3	- Leading lecture Present with Power Point program and ask questions. - Class Discussion	1) Ajarn Chollada Chuvanitchanon
5 – 6	In-flight service management skills - Emotion - meaning, importance - nature	6	- knowledge test Before studying - Lectures with Power	1) Ajarn Chollada Chuvanitchanon

	<ul style="list-style-type: none"> - type - Development 		Point presentations and questions. <ul style="list-style-type: none"> - self-discovery - class discussion 	
7 and 9	Duties of flight attendants <ul style="list-style-type: none"> - Vocabulary to know - Job preparation and service on the plane - equipment used in service plane and principle manage - Stages of service work on airplane Types and methods of service of in-flight drinks - Arrangement of beverage vehicles 	6	<ul style="list-style-type: none"> - taking a knowledge test Before learning - Lectures accompanying the introduction. Present with Power Point program and ask questions. <ul style="list-style-type: none"> - self-discovery - Class Discussion - taking a knowledge test 	1) Ajarn Chollada Chuvanitchanon
8	<i>midterm test</i>			
10 - 11	safety care in during the flight and help with initial recovery	6	<ul style="list-style-type: none"> - taking a knowledge test Before studying <ul style="list-style-type: none"> - Lectures with Power Point presentations and questions. - self-discovery - class discussion 	1) Ajarn Chollada Chuvanitchanon
12	various types of airline services	3	knowledge test Before learning - Lectures accompanying the introduction. Present with Power Point program and ask questions. <ul style="list-style-type: none"> - self-discovery - Class Discussion 	1) Ajarn Chollada Chuvanitchanon
13	rules and regulations Food and beverage service of the receptionist airplane	3	<ul style="list-style-type: none"> - taking a knowledge test Before learning - Lectures accompanying the introduction.	1) Ajarn Chollada Chuvanitchanon

			Present with Power Point program and ask questions. - self-discovery - Class Discussion - taking a knowledge test after class	
14 – 15	An experiment on submitting documents to apply for flight attendant	6	knowledge test Before learning - Lectures accompanying the introduction. Present with Power Point program and ask questions. - self-discovery - Class Discussion - taking a knowledge test after class	1) Ajarn Chollada Chuvanitchanon
16	Trial interview for applying to be a flight attendant	3	knowledge test Before learning - Lectures accompanying the introduction. Present with Power Point program and ask questions. - self-discovery	1) Ajarn Chollada Chuvanitchanon
17	<i>final exam</i>			

2. Learning Evaluation Plan

learning outcomes	Method for assessing learning outcomes	Assessment week	proportion of evaluation
1.1 (1) 2.1(1) 3.1(1) 5.1(2)	skill test	every week	10

1.1 (1) 2.1(1) 3.1(1)	test knowledge midterm	8	20
1.1 (1) 2.1(1) 3.1(1)	Test your knowledge at the end of the semester	17	30
1.1 (1) 2.1(1) 3.1(1) 4.1(1) 5.1(2)	Test learning achievement through application and presentation.	16	20
1.1 (1) 4.1(1)	class participation (Summary, discussion, Q&A)	every week	20

Division 6 teaching resources

1. Textbooks and main documents

- 1) Teaching documents for the course Management of in-flight service work , 25 6 2 , Department of Management Science , Bangkok : Bangkok University

2. Important documents and information

- 1) Somyot Wattanakamonchai . 2008. Transportation for tourism . 1st edition 0 , Bangkok : Bangkok University
- 2) Somyot Wattanakamonchai . 2008. Geography of Tourism . 1st edition 0 , Bangkok : Bangkok University .
- 3) Sumit Sripen . 2001. Documents for teaching airline business subjects . Bangkok : University of Bangkok .
- 4) Boonlert Tangjitwatana 25 3 5. Aviation Industry . Bangkok : Ramkhamhaeng University .

3. Documents and recommended information

- 1) Teaching documents for Airline Business Course Produced by Thai Airways International Public Company Limited
- 2) Training documents IATA : BASIC FARES & TICKETING PART I/II Produced by Airline Training Center.

Map showing the distribution of responsibility for learning outcomes from specific courses to courses (Curriculum Mapping)

Suan Sunandha Rajabhat University

█ main responsibility □ secondary responsibility

Graduate attributes specific subjects	1. Morality and ethics				2. Knowledge			3. Intellectual skills			4. Interpersonal skills and responsibility		5. Numerical Analysis Skills communication and use of information technology			
	1.1) Honest and able to handle conflicts with ethics and professional ethics	1.2) have a positive attitude towards the profession and demonstrate morality and ethics in working and treating oneself to others on a regular basis	1.3) have responsibility good membership and participate in activities for develop have leadership and be a good example to others	1.4) Discipline in work and comply with the rules and regulations of the organization and society	2.1) Knowledgeable in the science of management extensive knowledge in the tourism and hotel service industry, both in theory and in practice	2.2) have knowledge that arises from the integration of knowledge in different sciences other Related	2.3) Knowledgeable in the process and research techniques to solve problems and extend knowledge in professional work	3.1) have the ability to process and study the data to analyze the causes of problems and conflicts including finding ways to prevent and solve problems	3.2) Have the ability to apply theoretical knowledge practical to take advantage of training in the field experience and the actual operation according to the situation appropriately	3.3) have the ability to apply innovation from the business sector and from other sciences other Related to develop effective working skills	4.1) Have the ability to perform and take responsibility for assigned tasks according to their duties and their roles in the work group appropriately as well as participating in helping Co-workers and Co-learners, Team leaders	4.2) have the ability to develop themselves and continuously develop professional knowledge to be up to date and meet international standards	5.1) Have the ability to use Thai language and foreign languages to listen speaking reading writing and summarizing issues effectively	5.2) Have the ability to communicate with foreigners appropriately according to the situation and culture.	5.3) Have the ability to use information technology to communicate Knowhow to choose the right style of presentation for the subject matter, and different listeners effectively	5.4) Have the ability to use basic mathematical and statistical techniques to process interpretation, and data analysis
TIM4411 In-flight service management	□	█	□	□	█	□	□	□	█	□	█	█	█	□	□	