



TQF 3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IAC1203 **Course Title:** IAC1203 English for Ground
and In-Flight Service

Credits: 3(3-0-6)

Program: Airline Business

Suan Sunandha Rajabhat University

Semester: 1 **Academic Year:** 2022

Section 1 General Information

1. Code and Course Title :

Course Code: IHM1201

Course Title (English): Introduction to Hotel Development & Innovation

Course Title (Thai):

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

3. Curriculum and Course Category :

3.1 Curriculum: This course of Bachelor of Art, the College of Hospitality Management Industry, SSRU

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: Ms.Kanyapilai K.

4.2 Instructional Course Lecturer(s):

(1)

(2)

5. Contact/Get in Touch

Room Number 305 Tel. 084-6714577 .E-mail

Kanyapilai.ku@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2022

6.2 Number of the students enrolled

7. Pre-requisite Course (If any)

Course Code:Course Titleor None

8. Co-requisite Course (If any)

Course Code:Course Titleor None

9. Learning Location

Building Number: Nakhonpatom Education Centre Room Number
...and Bangkok(SSRU)

10. Last Date for Preparing and Revising this Course:

Date 3rd August 2022

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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical

problems and disputes;

(2) Have positive attitudes towards service careers;

(3) Be able to lead and follow group members, work in team and be a role model for others; and

1.2 Knowledge

(1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;

(2) Have integrated knowledge in other related disciplines; and

(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

(1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

(2) Be able to apply both theoretical and practical knowledge into real-life problem; and

(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and

(2) Be responsible for the improvement of self-academic learning and the profession continuously

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be competent in foreign languages in listening,

speaking, reading, writing and summarizing the main points effectively;

(2) Be able to communicate with foreigners effectively in the appropriate contexts;

(3) Be able to use technology to communicate and present effectively; and

(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

.....

Section 3 Course Structure

1. Course Outline

English: English for Ground and In-Flight Service, English speaking, listening and reading skills for all airlines’ Ground activities, airlines’ and official documents, communication in English for immigration, security, customs, In-Flight English communication.

Thai: แนะนำเกี่ยวกับการใช้ภาษาอังกฤษในทุกมิติสำหรับการปฏิบัติงานทางภาคพื้นของธุรกิจสายการบินและภาษาอังกฤษที่ใช้ในการสื่อสารกับหน่วยงานราชการที่เกี่ยวข้อง เช่น หน่วยงานตรวจคนเข้าเมือง, กรมศุลกากร, หน่วยงานความปลอดภัยการทำอากาศยาน รวมทั้งการใช้ภาษาอังกฤษสำหรับการให้บริการบนอากาศยานในทุกมิติ

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
48 hours	-	0 hours	Upon request

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

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 judgments

1.2 Teaching Strategies

- (1) Directive instruction
- (2) Discussion
- (3) Student research

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style

- (3) Measurement of original contribution

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) Mid-term test
- (2) Final test
- (3) Cooperative learning evaluations

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
- (2) Direct instruction
- (3) Quizzes

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
- (2) Group work activities

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 daily
- (2) Be able to use statistics and mathematics to solve air transport 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) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

5.3 Assessment Strategies

- (1) Quizzes
- (2) Cooperative learning evaluations
- (3) Group work evaluations

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)

Learning Standards/Outcomes	Learning Activities	Learning 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"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Attendance • Quizzes • Group reports and presentations
<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"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations
<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</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations

Learning Standards/Outcomes	Learning Activities	Learning Assessment
problems from case studies.		

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>4. Interpersonal Skills and 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"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate English skills during class
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use basic ICT skills and apply them daily;</p> <p>5.2 Be able to use statistics and mathematics to solve air transport business problems;</p> <p>5.3 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<ul style="list-style-type: none"> • Lecture and group discussion • Student-centered: Constructivist approaches • Cooperative learning: Jigsaw 	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Chapter 1: Introduction to course IAC 1203 -Essential Vocabulary term project -Study about Airport from video	6	<ul style="list-style-type: none"> • Explain about class in general and grading system • Lecture • Self-study (Listening articles)
2	Chapter2:Reservation -Video listening and Speaking -Role play - Exercise	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
3-4	Chapter 3 : Check-in and passport control English conversation -Video listening and Speaking -Role play - Exercise	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
5-6	Chapter 4 : English for airport security, English at the gate -Video listening and Speaking	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer

	-Role play - Exercise		
7	Chapter 5: In-Flight English communication -Video listening and Speaking -Role play - Exercise	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
	Mid-term Examination	6	Paper test
9-10	Chapter 6: In-Flight English communication -Video listening and Speaking -Role play - Exercise	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
11-12	Chapter 7: In-Flight English communication -Video listening and Speaking -Role play - Exercise	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
13-14	Chapter 8: : In-Flight English communication -Video listening and Speaking -Presentation	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer

15-16	<p>Chapter 9 : In-Flight English communication</p> <p>-Video listening and Speaking</p> <p>-Presentation</p>	6	<ul style="list-style-type: none"> • Lecture and group discussion • E-learning • Self-study • Ask and answer
17	Final examination	3	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 	<p>Throughout semester</p>	<p>10 %</p>
<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</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>60 %</p>

class.			
--------	--	--	--

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<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	10 %
<p>4. Interpersonal Skills and 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 	Throughout semester	10 %

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use basic ICT skills and apply them daily;</p> <p>5.2 Be able to use statistics and mathematics to solve air transport business problems;</p> <p>5.3 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

English for Cabin Crew: Terence Gerighty with Shon Davis,
Summertown Publishing

2. Important Documents for Extra Study

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

<https://www.youtube.com/watch?v=OT-Z8Dn-1E8>

<https://www.youtube.com/watch?v=shGha68qLvY>

https://www.youtube.com/watch?v=_Gb2UA4WT1k

<https://www.youtube.com/watch?v=3Rl1GjCeDr4&=&t=6s>

<https://www.youtube.com/watch?v=ai34GxYltas&=&t=28s>

https://www.youtube.com/watch?v=1QiI7_Fz4c4

<https://www.youtube.com/watch?v=tzjGbywyABI>

<https://www.youtube.com/watch?v=UG3LpFqo5XY>

<www.youtube.com/watch?v=bYf-bUknBqQ>

<www.thoughtco.com/beginner-dialogues-at-the-airport-1210034>

<https://www.teachingenglish.org.uk/article/airport-check>

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) 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 first 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 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 from the students' survey questions, the lecturer team's observation, and classroom research.

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.
-

3. Curriculum Mapping

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility ○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
IGL1104 English Composition for Business	●	○	○	○	●	○	○	○	○	●	○	○	●	○	○

Vision : A quality study program in English with worldwide applicability

Vision : A quality study program in English with worldwide applicability
