	TQF 3
	√ Bachelor's Degree
	☐ Master's Degree

College of
Hospitality Industry Management

TQF3 Course Specification

Course Code: ABI 1204 **Course Title:** Ground Service Management

Credits: 3 (3-0-6)

Program: Airline Business, College of Hospitality Industry Management, Suan

Sunandha Rajabhat University, CHM

Semester: 1 **Academic Year:** 2023

Table of Contents

Section 1 General Information

1. Code and Course Title:

    English: ABI 1204 Ground Service Management

    Thai: ABI 1204 การจัดการบริการภาคพื้นดิน

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

3. Curriculum and Course Category:

    3.1 Curriculum: Bachelor of Arts in Airline Business

    3.2 Course Category:

        ☐ General Education   √ Required Course

        ☐ Elective Course   ☐ Others ……………．

    This course of Bachelor of Arts, College of Hospitality Industry Management, CHM, is categorized in *Major Area Course: Cluster of Airline Business Core Courses.*

4. Lecturers Responsible for Course and Instructional:

    Course Lecturers:

    4.1 Lecturer responsible for Course:

        Mrs. Korawin Kungwola

    4.2 Instructional Course Lecturers:

        Mrs. Korawin Kungwola (AB 65)

5. Contact/Get in touch

    Room number 304

    5.1 Mrs. Korawin Kungwola

    Tel: 0639914288   E-mail: korawin.ku@ssru.ac.th

6. Semester/Year of study

    6.1 Semester 1 Year of study 2023

6.2 Number of students enrolled: TBA Students

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,

Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

Revised on June 19,2023

Section 2 Objectives and Purposes

1. Course Objectives

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) Able to demonstrate on-time performance

(2) Able to demonstrate morality in all areas

(3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

(1) Able to understand the nature of the duties in ground service management

(2) Able to understand the terminology, idiom, and structure of English related to ground service

(3) Able to understand the basic operations of the ground service

1.3 Cognitive Skills

(1) Able to demonstrate what the main idea of the course

(2) Able to understand and demonstrate in daily life

(3) Able to drill and apply English comprehension skills in operations of ground service

1.4 Interpersonal Skills and Responsibility

(1) Able to demonstrate working as a team in a professional manner

(2) Able to apply morality in a teamwork

(3) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Able to use the statistics to solve the problem

(3) Able to understand and apply to use the system for ticketing, checking in passengers

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 Course Structure

1. Course Outline

English: Other Airline Guide (OAG) Airline Guide and IATA manual, tickets and ticket acceptance, miscellaneous charges orders, credit cards, endorsement, fraud, passenger handling service, baggage, dangerous goods for passenger handling staff, check-in procedure, boarding and arrival: gate procedure and problem special passenger handling procedure, delay handling, and handling difficult situations and disruptive passengers.

Thai: คำแนะนำของสายการบินต่างๆ และคู่มือของสมาคมขนส่งทางอากาศ, บัตรโดยสาร และการรับบัตรโดยสาร การคิดค่าบริการอื่นๆ, เครดิตการ์ด, การโอนย้ายสารการบิน, เอกสารการ เดินทางปลอม, ทักษะสำหรับการให้บริการผู้โดยสาร สัมภาระ วัตถุอันตราย สำหรับเจ้าหน้าที่ที่ดูแล ผู้โดยสาร ขั้นตอนการเช็คอิน การขึ้นเครื่อง ขั้นตอนการเข้าประเทศ การดูแลผู้โดยสารพิเศษ และการ แก้ปัญหาเมื่อเกิดความล่าช้า และสถานการณ์ลำบากต่างๆ

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	hours	18 hours/week	2+ (if any)

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 College of hospitality Industry Management (Nakhonpathom Education Center/CHM)

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 / Personal website : https://elchm.ssru.ac.th/korawin_ku/

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 judgements

1.2 Teaching Strategies

(1) Direct instruction to help each other reminding about punctuality

(2) Morality in business

(3) Student research about morality in business

1.3 Assessment Strategies

(1) Measurement of punctuality and attendance

(2) Measurement of personal interaction style to apply in daily life

(3) Measurement of original contribution from the activities

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) Quizzes, role play, mid-term test, and final test

(2) Group projects

(3) Cooperative learning presentations

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 on analytical, planning, problem solving skills

(2) Group projects

(3) Cooperative learning presentations

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 with new situations and group members

(2) Cooperative learning about service personality

(3) Higher level of communication in English for the business

4.3 Assessment Strategies

(1) Quizzes, role play, group discussion

(2) Cooperative learning evaluations

(3) Group work evaluations

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily

○ (2) Be able to use the statistics to solve the problem

- (3) Be able to understand and apply to use the system for ticketing, checking in passengers

5.2 Teaching Strategies

(1) Direct instruction and Group work activities

(2) Group work exhibitions

(3) Cooperative learning to develop social skills

5.3 Assessment Strategies

(1) On-line quizzes, pop quizzes and Group work evaluations

(2) Be able to communicate clearly via exhibitions

(3) Be able to access the computer system to help finding the solutions

5. 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)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias

1	Unit 1: Introduction to Airport & Airline Ground Operation
	
	    -Airport as an Operational System
	
	    -Passenger terminal environment
		3	• Power Point
			• Guide line to study the course
			• Discussion
			• Student-centered: Cooperative learning
			- Students' individual assignment : "Fly me to the moon"
			- Students' Group research: Performance activities 'Come fly with me'

2	Unit 2: Air traveling Process	3	• Direct instruction • Students' individual performance activities 'Fly me to the moon' 5 persons a week
3	Unit 3: Preflight Preparation	3	• Direct instruction • You tube • Students' individual performance activities 'Fly me to the moon 5 persons a week

Week	Topic/Outline	Hours	Learning Activities and Medias
4	Unit 4: Check-in counter setup and travel document	3	Power point and google meet • Problem solving • Student-centered: Cooperative learning • Students' individual

Week	Topic/Outline	Hours	Learning Activities and Medias
			performance activities 'Fly me to the moon 5 persons a week
5	Unit 5: Check-in process	3	• Discussion • Student-centered: Cooperative learning Students' individual performance activities 'Fly me to the moon 5 persons a week
6	Unit 6: Baggage Acceptance Boarding gate and Flight-finalizing procedures	3	• Discussion • Student-centered: Cooperative learning Students' individual performance activities 'Fly me to the moon 5 persons a week
7	Check in Practice	3	• Student centered • YouTube
8	**Mid-term Examination**	3	• Paper test

Week	Topic/Outline	Hours	Learning Activities and Medias
9	Unit 7: Boarding Gate -Boarding gate sequence - Boarding gate announcement	3	• Direct instruction • Discussion • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly

			me to the moon 5" persons a week
10	Unit 8: Arrival -Arrival passengers	3	• Direct instruction • Problem solving • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly me to the moon 5" persons a week
11	Unit 9: Special Handling Passengers	3	• Direct instruction • Problem solving: VDO case study • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly me to the moon 5" persons a week
12	Unit 10: Dangerous Goods	3	• Discussion • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly me to the moon 5" persons a week

Week	Topic/Outline	Hours	Learning Activities and Medias
13	Unit 11: Irregular Operations	3	• Direct instruction • Discussion • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly me to the moon

2			5" persons a week
14	Unit 12: Baggage services and Ground Handling Equipment	3	• Direct instruction • Problem solving • Student-centered: Cooperative learning Students' individual performance activities 2 "Fly me to the moon 5" persons a week
15	• Conclusion	3	• Direct instruction • Student-centered: Cooperative learning • Students' group performance activities on 'Come fly with me'
16	• Make up Class		• Group discussion
17	• Final		• Paper Test

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1 Morals and Ethics 1.1 Be able to deliver or to complete a required task at appointed time; 1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold; 1.3 Be able to make decisions in business according to moral concepts and judgments.	• Attendance • Quizzes • Student behavior .	Throughout semester	10 %
2. Knowledge 2.1 Be able to identify the proper theories and describe important case studies; 2.2 Be able to provide an analysis and provide the solution to real world problems; 2.3 Be able to organize self-study and sharing information to the class.	• Quizzes • Midterm • Final • Group reports and presentations	Throughout semester	55 %
3. Cognitive Skills 3.1 The ability to gather and summarize information, and conduct research; 3.2 Self-study and sharing information to the class; 3.3 The ability to solve problems from case studies	• Quizzes • Midterm • Final • Group reports and presentations	Throughout semester	20 %
4. Interpersonal Skills and Responsibilities			

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in teams for problem solving. 4.3 Be able to show leadership skills.	• Quizzes • Group reports and presentations • Evaluate English skills during class	Throughout semester	5 %
5. Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily. 5.2 Be able to use ICT skills and apply them. 5.3 Be able to use ICT in the work place and apply numerical analysis in communication.	• Quizzes • Group reports and presentations	Throughout semester	10 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

IATA. (2015). *Passenger Ground Services*: Course *Textbook*. Montreal: Canada.

IATA . (2012) *Introduction to the Airline Industry*. IATA Training and
Development Institute. Canada.

Colin C. Law and Mary R. Doerflein (2014) *Introduction to Airline Ground Service.*
Cengage Learning Asia Pte. Ltd. Singapore.

2. Important Documents for Extra Study

IATA Course Textbook (2014) *Airline Customer Service*. IATA Training and
Development Institute. Canada.

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

Keywords for searching : Airlines, Airports, Airplanes, Ground, Service, Operation

      Website: (2017, November). Retrieved from http://www.wikipedia.com.

      Website: (2017, November). Retrieved from http://en.wikipedia.org/wiki/Airlines

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:

1.1 Content objectives were made clear to the students.

1.2 The content was organized around the objectives.

1.3 Content was sufficiently integrated.

1.4 Content was sufficiently integrated with the rest of the first year curriculum.

1.5 The instructional materials used were effectively.

1.6 The learning methods appropriate assessed the students' understanding of the content.

1.7 Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observe the class and discuss the results as follow:

2.1.1 The lecturer is well prepared for class sessions.

2.1.2 The lecturer answers questions carefully and completely.

2.1.3 The lecturer uses examples to make the materials easy to understand.

2.1.4 The lecturer stimulated interest in the course.

2.1.5 The lecturer made the course material interesting.

2.1.6 The lecturer is knowledgeable about the topics presented in this course.

2.1.7 The lecturer treats students respectfully.

2.1.8 The lecturer is fair in dealing with students.

2.1.9 The lecturer makes students feel comfortable about asking question.

2.1.10 Course assignments are interesting and stimulating.

2.1.11 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.

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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			6.Other Domain ie.Learning Management Skills		
Course Category – Required Course	●Major Responsibility									○Minor Responsibility								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code : IAC2207 Course Title : Ground Service Management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●