



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

Course Code: IAC2205

Course Title: English for Airline Career Preparation

Credits: 3(3-0-6)

Program: Airline Business International College  
Suan Sunandha Rajabhat University  
(SSRUIC)

Semester: 3 Academic Year: 2021

### Section 1 General Information

#### 1. Code and Course Title:

Course Code: IAC2205

Course Title (English): English for Airline Career Preparation

Course Title (Thai):

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

#### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts, 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: Ms. Korawin Kungwola  
Mr. Kungwarn Phothong

4.2 Instructional Course Lecturer(s):

- (1) Ms. Korawin Kungwola
- (2) Mr. Kungwarn Phothong

#### **5. Contact/Get in Touch**

Room Number 304 Tel. ....

Room Number 304 Tel. 063-9914288.

E-mail: Korawin.ku@ssru.ac.th

#### **6. Semester/ Year of Study**

6.1 Semester: 3 Year of Study 2022

6.2 Number of the students enrolled

#### **7. Pre-requisite Course (If any)**

Course Code: ...-..... Course Title .....or None

#### **8. Co-requisite Course (If any)**

Course Code: ...-..... Course Title ...or None

#### **9. Learning Location**

International College, Nakhonpathom Education Center

#### **10. Last Date for Preparing and Revising this Course:**

Date 1 Month April Year 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:

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### 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 business according to moral concepts and judgments.

### 1.2 Knowledge

(1) Understanding the airline business theories and important case studies taught.

(2) To be able to provide an analysis and provide the solution to real world problems.

(3) To be able to use English for Airline Career Preparation 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 ideas of English for career preparation 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 airline careers.

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(2) Be able to use statistics and mathematics to solve business problem and interpret in English..

(3) Be able to use ICT in the work place and apply numerical analysis in English communication .

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

Students' engagement can be assessed by online practice, youtube class participation and presentation including multimedia, assignment. Updated case studies exercise and activities will be adapted to the future lessons.

## **Section 3 : Characteristics and Operation**

### **1. Course Outline**

(English) IAC 2205 English for Airline Career Preparation.

Development of English structure on airline communication, the method of appropriate English to harmonize situation, environment and circumstance, emphasize on reading, writing, listening and speaking English associated with job applying , communication, interview and various technique development of interview.

(Thai).....

### **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

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### **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 Number304  
International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 0639914288

3.3 Consulting via E-Mail: Korawin.ku@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line), Line id:  
nokmek

3.5 Consulting via Computer Network ( Internet/Web board)  
Website:<http://www.teacher.ssru.ac.th/nisara>

## **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 business according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) The team of students will help to remind other team members to be on time.
  - (2) Provide an example of integrity in classroom such as no plagiarism.
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- (3) Provide a case study that explains airline business ethics.

### **1.3 Assessment Strategies**

- (1) Class attendance, class participation and behavior in class.
- (2) Students are able to apply their knowledge in practice i.e. airline safety campaign week, safety exhibition.
- (3) Evaluate from students responsibilities on their contribution on group project.

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Understanding the airline business theories and important career preparation taught.
- (2) To be able to provide an present ideas in English and analysis the solution to real world problems
- (3) To be able to use English Communication in airline business integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use case studies, role play and student presenting in learning
- (2) Use cooperative learning techniques.

**2.3** Invite guest speaker who is in airline business in Human Resource Function to demonstrate and share ideas of job interviewing. **Assessment Strategies**

- (1) Test, midterm examination, and final examination.
  - (2) Self–study and task assignment that sharing to the class.
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- (3) The ability to solve problem, express ideas in English and be an excellent interviewee.

### **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 present in English fluently and solve problems from case studies.

#### **3.2 Teaching Strategies**

- (1) Group presentation
- (2) Participation in competitions
- (3) Problem base learning

#### **3.3 Assessment Strategies**

- (1) Evaluate individually and group project
- (2) Class activities and discussion and personal involvement

### **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 ideas of English for career preparation ideas and have leadership.

#### **4.2 Teaching Strategies**

- (1) Allow students with work in unfamiliar situation with new team members
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- (2) Role play interview situation / communicate with people concerned
- (3) Use proper business English to communicate in class, lecturers and future colleagues.

#### **4.3 Assessment Strategies**

- (1) How students participate in team work.
- (2) How student use English regards job apply, job interview and airlines manual understanding.

### **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 airline careers.
- (2) Be able to use statistics and mathematics to solve business problem in airline and aviation business..
- (3) Be able to use ICT in the work place and apply numerical analysis in communication.

##### **5.2 Teaching Strategies**

- (1) Use case studies and allow students to implement their knowledge of statistics and mathematics to identify and evaluate risks
- (2) Use activities e.g. job hunting , job fairs exhibition.
- (3) Students form teams and do assigned project that required two ways communication and develop their social skills in English.

##### **5.3 Assessment Strategies**

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- (1) Evaluate the correct application of statistics and mathematics to analyze case studies
- (2) Evaluate students' ability to present their project or exhibition
- (3) Evaluate students' ability to use computer do their project.

**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	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Let's get started <ul style="list-style-type: none"> <li>● Introducing yourself</li> <li>● Welcome your audience</li> <li>● Dealing with nervousness</li> <li>● Talking and about your experience</li> </ul>	3	-Textbook , CD audio and VDO - Power Point Presentation slide - Lecture - Group discussion - Q&A	Ms. Nisara
2	Unit 1: Plans for the future. What will you need on a daily basis to succeed in airline jobs. <ul style="list-style-type: none"> <li>● Airlines jobs</li> <li>● What is the person's job title and for what organization do they work.</li> </ul>	3	-Textbook , CD audio and VDO - Power Point Presentation slide - Lecture - Group discussion - Q&A	Ms. Nisara

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	<ul style="list-style-type: none"> <li>• Dream jobs</li> <li>• Quality of jobs</li> <li>• Qualified applicants</li> </ul>			
3	<p>Unit 3: Job interview and Ambitions</p> <ul style="list-style-type: none"> <li>• Presenting to get a job</li> <li>• Personality</li> <li>• Group discussion</li> <li>• Difficult question</li> <li>• Pressure during interview</li> <li>• .</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
4	<p>Unit 3: Job interview (Cont). Phone, Skype, and In-person Interviews</p> <ul style="list-style-type: none"> <li>• Kinds of questions asked by potential employers,</li> <li>• Best practices for responding, and</li> <li>• What candidates should and shouldn't ask.</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
5	<p>Unit 4: Resume + Cover Letter (Cont.)</p> <ul style="list-style-type: none"> <li>• Creating a well-written and coherent resume</li> <li>• Cover letters and portfolios</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
6	<p>Unit 5: Business letters</p> <ul style="list-style-type: none"> <li>• General</li> <li>• Arranging meeting</li> <li>• Apologizing for a change plan.</li> <li>• Formal and informal writing</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
7	Review	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> </ul>	Ms. Nisara

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			<ul style="list-style-type: none"> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	
8	Midterm	3	<ul style="list-style-type: none"> <li>- Exam</li> </ul>	Ms. Nisara
9	Unit 6: Talks and conversations in airline business. <ul style="list-style-type: none"> <li>• Give information</li> <li>• Discussing likes and preferences.</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
10	Unit 7: Social situations <ul style="list-style-type: none"> <li>• Congratulations</li> <li>• Expressing sympathy</li> <li>• Condolences</li> <li>• Thanking</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
11	Unit 8: Complaints <ul style="list-style-type: none"> <li>• Introducing a complaint</li> <li>• Explaining a problem</li> <li>• Suggesting a solution</li> <li>• Responding to a complaint</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
12	Unit 9: Checking progress <ul style="list-style-type: none"> <li>• Checking progress on task or project</li> <li>• Explaining progress</li> <li>• Writing about cause and effect.</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
13	Unit 10 : Interoffice memo and announcement <ul style="list-style-type: none"> <li>• What does this person spend the workday doing (e.g.,</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> </ul>	Ms. Nisara

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	<p>answering emails, drafting memos, fielding phone calls.</p> <ul style="list-style-type: none"> <li>• Announcing for future even, delay, cancel</li> <li>• Writing a short memo</li> <li>• Making a formal request</li> </ul>		<ul style="list-style-type: none"> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	
14	<p>Unit 11: Public speaking I</p> <ul style="list-style-type: none"> <li>• Team work assignments</li> <li>• Role play/ Practice</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
15	<p>Unit 12: Networking</p> <ul style="list-style-type: none"> <li>• Making small talk, and describing</li> <li>• Job-seekers language for meeting new people,</li> <li>• What to say when ...</li> </ul>	3	<ul style="list-style-type: none"> <li>-Textbook , CD audio and VDO</li> <li>- Power Point Presentation slide</li> <li>- Lecture</li> <li>- Group discussion</li> <li>- Q&amp;A</li> </ul>	Ms. Nisara
16	<p>Projects/campaigns Project proposals Presentations Exhibition</p>	3	<ul style="list-style-type: none"> <li>- Project-based</li> <li>- Students project presenting</li> </ul>	Ms. Nisara
17	Final Examination	3	EXAM	Ms. Nisara

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b>	Attendance criteria.	Throughout semester	10%

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	<p>(1) Be able to deliver or to complete a required task at the appointed time.</p> <p>(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) Be able to make decisions in business according to moral concepts and judgments.</p>			
2	<p><b>Knowledge</b></p> <p>(1) Understanding the airline business theories and important case studies taught.</p> <p>(2) To be able to provide an analysis and provide the solution to real world problems.</p> <p>(3) To be able to use airline business knowledge integrated with other disciplines.</p>	<p>1. Test, midterm examination, and final examination.</p> <p>2. Self –study and task assignment that sharing to the class.</p>	Week 8 & 17	50%.
3	<p><b>Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research.</p> <p>(2) Self- study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>Projects/ campaigns</p> <p>Project - proposals</p> <p>Presentations</p> <p>Exhibition</p>	Week 16	20%
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) Be able to communicate in English</p> <p>(2) Be able to use English to solve airline business problem regarding safety management system.</p> <p>(3) Initiate some airline safety management ideas and have leadership.</p>	<p>- Cooperative learning</p> <p>- Group discussion</p>	Throughout semester	10%
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p>			

(1) Be able to use basic ICT skills and apply them to airline safety management system. (2) Be able to use statistics and mathematics to solve business problem. (3) Be able to use ICT in the work place and apply numerical analysis in communication airline safety management system.	- Project & Communication	Throughout semester	10%
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## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Roger Barnard. Writing in the real world (2017) Oxford University Press. China..... (APA Style)

### **2. Important Documents for Extra Study**

English for Airline career preparation handouts. (APA Style)

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

..... (APA Style)

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

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### **2. Strategies for Course Evaluation by Lecturer**

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### **3. Teaching Revision**

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### **4. Feedback for Achievement Standards**

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### **5. Methodology and Planning for Course Review and Improvement**

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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	
	●Major Responsibility									○Minor Responsibility							
Course Category .....	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2
Course Code .....																	
Course Title .....																	