

TQF.3



Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: ABI 2302

Course Title: Introduction to Airline Customer Service

Credits: 3(3-0-6)

Program: Airline Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University
(CHM)

Semester : 3 Academic Year :2022

Section 1 General Information

1. Codes and Course Title:

Course Code: ABI 2302

Course Title (English): Introduction to Airline Customer service

Course Title (Thai):

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Airline Business (English Program)

3.2 Course Category:

General Education

Required Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course Lecturer:

4.1 Lecturer Responsible for Course

(1) Mrs.Korawin Kungwola

5. Contact/Get in Touch

(1) 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: 12

7. Prerequisite Course

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

8. Co-requisite Course:(If any)

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

9. Learning Location

Nakhon Pathom Learning Center

9. Last Date for Preparing and Revising this Course:

Date: 8 May 23

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 or 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 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 regarding security risk and crisis management system.
- (3) Initiate some airline safety management 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 life,
 - (2) Be able to use statistics and mathematics to solve 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

Standards of airline customer service, new trends in customer service, customer service channels: internet, mobile, social, and cross, Customer Relationship Management (CRM), customer service points, customer perception, effective communication skills, customer contact techniques, self-presentation skills, telephone communication, Email etiquette, handling customer questions, responding to customer complaints through social media, cross- cultural awareness, social styles and tact, characteristics of four social styles, identifying a customer's social style, dealing with complaints effectively, managing stress and pressure.

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)
48 Hours	-	96 Hours	3+ (If any)

3. Time Length per Week for Individual Academic Consulting and Guidance

3.1 Self-consulting at the lecturer's office: Room Number 304, CHM Building (Nakhon Pathom Education Center)

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: Line ID nokmek,

3.5 Consulting via Computer Network
Website:<http://www.teacher.ssru.ac.th/korawin>

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.
- (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 security campaign week, securityty exhibition.
- (3) Evaluate from student's responsibilities on their contribution on group project.

2. Knowledge

2.1 Knowledge to be developed

- (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 airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use case studies analysis learning
-

- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in the safety management in aviation business.

2.3 Assessment Strategies

- (1) Test, midterm examination, and final examination.
- (2) Self-study and task assignment that sharing to the class.
- (3) The ability to solve problem, evaluate risks and create safety promotion.

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) 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 regarding safety management system.
- (3) Initiate some airline safety management ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members...
 - (2) Practice safety awareness and encourage / communicate with people concerned
-

- (3) Use proper business English to communicate in class and with lecturers.

4.3 Assessment Strategies

- (1) How students participate in team work.
- (2) How student use English regards safety management on their presentation

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 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.

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. safety promotion exhibition.
- (3) Students form teams and do assigned project that required two ways communication and develop their social skills.

5.3 Assessment Strategies

- (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'

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<ul style="list-style-type: none"> • Introduction to Customer Service - Rules and Regulations in class - Communication : Get to know 	3	<ul style="list-style-type: none"> • Guide line to study the course • Discussion • Student-centered: Cooperative learning
2	<ul style="list-style-type: none"> • Unit 1 Introduction to Customer Service - Customer Service - Standards of airline customer service 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'Service Standard'
3	<ul style="list-style-type: none"> - Unit 2 Customer Contact -customer contact techniques, -customer perception 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'Service Standard' 5-8 persons per week
4	<ul style="list-style-type: none"> • Unit 3 Cross- cultural awareness - The importance of Service - Factors that influence differences in service 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'Service Standard' 5-8 persons per week

Week	Topic/Outline	Hours	Learning Activities and Medias
5	<ul style="list-style-type: none"> • Unit 4 Social styles - social styles and tactic, -characteristics of four social styles, -identifying a customer's social style 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'Proud to be Thai' 5-8 persons per week
6	<ul style="list-style-type: none"> • Unit 5 Customer Relationship Management (CRM), - The importance of Customer Relationship Management (CRM), -Customer service points 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Group discussion • Students' individual research #2 'CRM Practice'
7	<ul style="list-style-type: none"> • Unit 6: customer service channels - internet, mobile, social networking 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' group research on problem-based learning 'Alumni Customer Service Event'
8	<ul style="list-style-type: none"> • Mid-Term Examination 	3	<ul style="list-style-type: none"> • Paper test
9	<ul style="list-style-type: none"> • Unit 7 effective communication skills - telephone communication, Email etiquette 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'CRM story telling' 5-8 persons per week

Week	Topic/Outline	Hours	Learning Activities and Medias
10	<ul style="list-style-type: none"> • Unit 8 Customer Service Workshops 	3	<ul style="list-style-type: none"> • Students' group research performance activities on 'SSRUIC Alumni Service' • Student-centered: Cooperative learning
11	<ul style="list-style-type: none"> • Unit 9 Customer Care - Handling customer questions, -responding to customer complaints through social media 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'CRM story telling' 5-8 persons per week
12	<ul style="list-style-type: none"> • Unit 10 Complaint Handling - dealing with complaints effectively - The characteristic of customers 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'CRM story telling' 5-8 persons per week
13	<ul style="list-style-type: none"> • Unit 11 managing stress and pressure - Definition - Causes of Stress - Technic to manage stress 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Group discussion

Week	Topic/Outline	Hours	Learning Activities and Medias
14	<ul style="list-style-type: none"> Unit 12 new trends in customer service 	3	<ul style="list-style-type: none"> Direct instruction Student-centered: Cooperative learning Group discussion
15	<ul style="list-style-type: none"> Conclusion and Revision 	3	<ul style="list-style-type: none"> Direct instruction: Questions and Answers
16	<ul style="list-style-type: none"> Make up class 	3	<ul style="list-style-type: none"> Direct instruction: Questions and Answers
17	<ul style="list-style-type: none"> Final Examination 	3	<ul style="list-style-type: none"> Paper test
Total of study hours		48	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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.	Attendance criteria.	Every week	10%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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 airline business knowledge integrated with other disciplines.	1. Test, midterm examination, and final examination. 2. Self-study and task assignment that sharing to the class.	Week 8 & 16	50%.
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.	-Case studies analysis, - communication exercise	Throughout semester	20%
4	Interpersonal Skills and Responsibilities (1) Be able to communicate in English (2) Be able to use English to solve airline business problem regarding safety management system. (3) Initiate some airline safety management ideas and have leadership.	- Cooperative learning - Group discussion	Throughout semester	10%
5	Numerical Analysis, Communication and Information Technology Skills (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%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

1.1 International Air Transport Association (IATA). (2013). Airline Cabin Crew Training Course Textbook. (2nded.). Montreal, Canada: IATA Training & Development Institute.

1.2 International Air Transport Association (IATA). (2012). Introduction to the Airline Customer Service Course Textbook. (1sted.). Montreal, Canada: IATA Training & Development Institute.

1.3 IAC 2301 Introduction to Airline Customer Service Handouts

2. Important Documents for Extra Study

2.1 Colin C Law (2018), A Practical Guide to Airline Customer Service. Brown walker press, USA

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

3.1 International Air Transport Association (IATA). Airport Customer Service Course

3.2 Airline Customer Service Fundamentals (Elearning)

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from students' opinion to improve the course and enhance the curriculum.

2. Strategies for Course Evaluation by Lecturer

Exam result and observation

3. Teaching Revision

Classroom research

Training and Exhibition

Peer observation

Collegial sharing and reflection

4. Feedback for Achievement Standards

Evaluation based on quizzes, paper, presentation, semester paper

5. Methodology and Planning for Course Review and Improvement

Encourage the students to do essential and external reading and submit paper and presentation on time. Find further study and information related to this course in

library as well as internet.

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: Required course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IAC 2301 Course Title : Introduction to Airline Customer Service	●			●		●	●				●		●					