

TQF.3



Bachelor's Degree

Master's Degree

# College of Hospitality Industry Management

## Course Specification

Course Code: IAC 2403 Course Title: Introduction to Security Risk and  
Crisis Management

Credits : 2(2-0-4)

Program: Airline Business  
College of Hospitality Industry Management

Suan Sunandha Rajabhat University  
(CHM)

Semester : 1 Academic Year :2021

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## Section 1 General Information

### 1. Codes and Course Title:

Course Code: IAC 2403

Course Title (English): Introduction to Security Risk and Crisis Management

Course Title (Thai):

### 2. Credits:2(2-0-4)

### 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: 2 Year of Study: 2021

6.2 Number of the Students enrolled: 140

### 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:4 December 2021

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## 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.
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## 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

The course focuses on Introduction to international security framework, Emerging trends and future threats, Security management system, Introduction to Threat assessment and risk management, ICAO standards and requirements.

### 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)
32	By appointment/ Subject to individual needs		64

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

- 3.1 Self-consulting at the lecturer's office: Room Number 304, SSRUIC 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](mailto: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.
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- (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.
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- (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.
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- (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'

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## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Introduction to security risk <ul style="list-style-type: none"> <li>•Process of risk management</li> <li>•Risk assessment</li> <li>•Risk mitigation</li> <li>•Evaluation an assessment</li> </ul>	2	<ul style="list-style-type: none"> <li>- Online</li> <li>- Cooperative learning</li> <li>- YouTube</li> <li>-Power point- Power point</li> <li>- Individual and Group Assignment</li> </ul>	Ms. Korawin
2	Unit 2:ICAO standards and requirements ICAO Annex 17 <ul style="list-style-type: none"> <li>•The Concepts of Risk, Safety, and Security</li> <li>•Safety and Security: The Challenges of Bringing Them Together</li> </ul>	2	<ul style="list-style-type: none"> <li>- Online</li> <li>- Cooperative learning</li> <li>- Case study from You tube</li> <li>- Power point</li> <li>- Individual Presentation “Safety First”</li> </ul>	Ms. Korawin
3	Unit 3: Introduction to international security framework <ul style="list-style-type: none"> <li>•The Concepts of Risk, Safety, and Security</li> <li>•Standard Definitions</li> <li>•Incident /Mishap</li> <li>•Disaster /Catastrophe</li> </ul>	2	<ul style="list-style-type: none"> <li>- Online Learning Google meet Student centered</li> <li>- Cooperative learning</li> <li>- Case study from You tube</li> <li>- Power point</li> <li>- Individual Presentation “Safety First”</li> </ul>	Ms. Korawin
4	Unit 4: Emerging trends and future threats <ul style="list-style-type: none"> <li>• Nature and types of</li> </ul>	2	<ul style="list-style-type: none"> <li>- Online Learning Padlet</li> </ul>	Ms. Korawin

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Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
	Threats • Sources of Threats • Motives of Terrorist			
5	Unit 5: Evolution of attacks to civil aviation *case study • Evolution of Attacks to Civil Aviation *case study • Hijack-El Al Flight, Rome- Tel Aviv's Airport Attack • 21 December 1988: PAN AM London-New York • 11 September 2001 • Aviation security: The Response!	2	- Online Learning  Student centered - Cooperative learning - Case study from You tube - Power point - Individual Presentation "Safety First"	Ms. Korawin
6	Unit 6: Security management system: Concepts of Cargo Security • Basic Principles of Cargo Security • Constraints on Security	2	- Online Learning Student centered - Cooperative learning - Case study from You tube - Power point - Individual Presentation "Safety First"	Ms. Korawin
7	Review			
8	Midterm	2	Midterm paper	Ms. Korawin
9	Unit 7: Introduction to crisis management • The definition of a crisis • Types of crisis (Nature disasters, Human made disasters) • How a crisis jeopardize the	2	- Online Learning Student centered - Cooperative learning - You tube case study - Power point - Individual Presentation "Safety First"	Ms. Korawin

	organization's reputation			
10	<p>Unit 8: Crisis management principals</p> <ul style="list-style-type: none"> <li>• Understand media interest in a crisis situation</li> <li>• Compliance with all legal and regulatory matters</li> <li>• Manage the flow of information</li> <li>• Assume that the situation will escalate and get worse</li> <li>• Measure results in real time</li> </ul>	2	<p>Group presentation and discussion</p> <p>Think - Pair - Share</p>	Ms. Korawin
11	<p>Unit 9: Crisis Management Planning</p> <ul style="list-style-type: none"> <li>• Hazard analysis,</li> <li>• Organizational information,</li> <li>• Regulatory guidance</li> <li>• Company policy procedures</li> <li>• Location specific data.</li> </ul>	2	<p>Role play and demonstration</p>	Ms. Korawin
<b>Week</b>	<b>Topic/Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
12	<p>Unit 10: Crisis Communication Plan</p> <ul style="list-style-type: none"> <li>• The spoken word</li> <li>• Written communications</li> </ul> <p>-Why the document should be written?                      -What should be the main content of the document and which is the main message that the document is</p>	2	<p>Online Learning</p> <ul style="list-style-type: none"> <li>- Student centered</li> <li>- Cooperative learning</li> <li>- You tube case study</li> <li>- Power point</li> <li>- Individual Presentation "Safety First"</li> </ul>	

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	<p>going to deliver?                      -Who are going to read the document                      -What kinds of actions or reactions are expected from the persons that are going to read the document?</p> <ul style="list-style-type: none"> <li>• Visual images</li> <li>• Mixed methods</li> <li>• Group assignment</li> </ul>			
13	Unit7-10 : Group work On Crisis communication plan	2	<ul style="list-style-type: none"> <li>- Student centered</li> <li>- Cooperative learning</li> <li>- You tube case study</li> <li>- Power point</li> <li>- Individual Presentation “Safety First”</li> </ul>	
14	Unit 11 Phase of a crisis management <ul style="list-style-type: none"> <li>• Pre-crisis phase</li> <li>• Crisis-response phase</li> <li>• Post- crisis phase</li> </ul> Prevention and preparation <ul style="list-style-type: none"> <li>• Creating escalation rules for employees</li> <li>• Creating a crisis management team</li> </ul>	2	<ul style="list-style-type: none"> <li>- Student centered</li> <li>- Cooperative learning</li> <li>- Case study from You tube</li> <li>-Power point</li> </ul>	Ms. Korawin
15	Final Project			
16	Final Examination	2	EXAM PAPER	

## 2. Learning Assessment Plan

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

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	(3) Be able to make decisions in business according to moral concepts and judgments.			
	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
2	<b>Knowledge</b> (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	<b>Cognitive Skills</b> (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	<b>Interpersonal Skills and Responsibilities</b> (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	<b>Numerical Analysis, Communication and Information Technology Skills</b> (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

International Air Transport Association (IATA). (2013). Airline Cabin Crew Training Course Textbook. (2<sup>nd</sup>ed.). Montreal, Canada: IATA Training & Development Institute.

International Air Transport Association (IATA). (2012). Introduction to the Airline Industry Course Textbook. (1<sup>st</sup>ed.). Montreal, Canada: IATA Training & Development Institute.

1.1 IAC 2403 Introduction to Security Risk and Crisis Management handouts

Vision: Smart Archetype University of the Society

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1.2 Eder, Hannes; Alvintzi, Patrick. (2010). Crisis management. New York : Nova Science Publishers,. eBook.

1.3 Buama, Chester Alexis C. (2019) Crisis Communication and Crisis Management. Vol. E-Book edition, Society Publishing,

1.4 [https://www.icao.int/Meetings/a38/Documents/GASP\\_en.pdf](https://www.icao.int/Meetings/a38/Documents/GASP_en.pdf)

### 2. Important Documents for Extra Study

2.1 Pecujlija, Mladen; Cosic, Djordje. (2019). Crisis Management: Introducing Companies Organizational Reactivity and Flexibility eBook New York : Nova. eBook.

2.2 ICAO, Global Aviation Safety Plan

2.3 CASA,(2014) SMS for aviation- a practical guide edition 2. SMS Book 6 human Factors-

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

3.1 Nitin Pangarkar (2016). A framework for effective crisis response. Retrieved from: Emerald Insight at: [www.emeraldinsight.com/0953-4814.htm](http://www.emeraldinsight.com/0953-4814.htm)

3.2 Adebayo, O. (2017). The application of Facebook to crisis communication management : a case study of Malaysia Airlines. (Order No. 27792637, University of Salford (United Kingdom)). PQDT - UK & Ireland, Retrieved from <https://search.proquest.com/dissertationstheses/application-facebook-crisiscommunication/docview/2341099321/se-2?accountid=44809>

3.3 Filipowski, C. R. (2017). A Qualitative Case Study of Airline Pilot Leadership Behaviors and Practices During Crisis Situations. (Order No. 10619892, Grand Canyon University). ProQuest Dissertations and Theses, , 353. Retrieved from <https://search.proquest.com/dissertationstheses/qualitative-case-study-airline-pilotleadership/docview/1954722606/se-2?accountid=44809>

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## **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.

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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: Required course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IAC 2403.. Course Title : Introduction to Security Risk and Crisis Management	●	○	○	●	○	○	●	○	○	○	○	○	●	○	○			