



TQF.5 Course Report

Course Code: ABI2302

**Course Title: Introduction to Airline Customer
service**

Credits: 3-3-6

Semester /Academic Year: 3 /2022

**Students: Bachelor of Arts Program in Airline
Business**

Lecturer(s): Mrs. Korawin Kungwola

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section1: General Information

- 1. Course code title:** ABI2302 Airline Customer Service
- 2. Pre-requisite:** None
- 3. Faculty Member(s) Teaching the Course and Sections** Airline Business
60 Group 1, 2, 3, 4
By Mrs. Korawin Kungwola
- 4. Semester and Academic Year:** Semester 3/2022
- 5. Venue:** College of Hospitality Industry Management , Suan Sunandha Rajabhat University, Nakorn Pathom

Section 2: Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching 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 	3	<ul style="list-style-type: none"> • Guide line to study the course • Discussion
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
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
4	<ul style="list-style-type: none"> • Unit 3 Cross- cultural awareness - The importance of Service - Factors that influence differences in 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on 'Service Standard'5-8 persons per

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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
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
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
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
12	<ul style="list-style-type: none"> • Unit 10 Complaint Handling - dealing with complaints effectively - The characteristic of 	3	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual research on

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
16	<ul style="list-style-type: none"> • Make up class 	3	<ul style="list-style-type: none"> • Direct instruction: Questions and
17	<ul style="list-style-type: none"> • Final Examination 	3	<ul style="list-style-type: none"> • Paper test
Total of study hours		48	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	

<p>1. Morals and Ethics</p> <p>1. Be able to deliver or to complete a required task at 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>	<p>1. Activities that require students to practice being punctual and no tardiness.</p> <p>2. Learn the consequences of plagiarism.</p> <p>3. Learn how to work as a Team, trustworthy, and responsibility.</p> <p>4. Students help to prevent cheating in classroom and during examinations.</p>	<p>✓</p>	<p>-</p>	
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<p>2. Knowledge</p> <p>1.Be able to understand the theories and important case studies taught.</p> <p>2.Be able to provide an analysis and provide the solution to real world problems.</p> <p>3.Be able to use knowledge integrated with other disciplines.</p>	<p>1. PowerPoint</p> <p>2. Problem-Based Learning</p> <p>3. Case Study</p> <p>4. individual Presentation</p> <p>5. Individual Practicing</p> <p>6. Group Presentation</p> <p>7. Questions and Answers</p>	<p>✓</p>	<p>-</p>	<p>- Some students have extremely limited ability in English.</p> <p>- Need an extra attention in class.</p>
<p>3. Cognitive Skills</p> <p>1. Be able to gather and summarize information, and report.</p> <p>2. Be able to do self-study and sharing information to the class.</p> <p>3. Be able to solve problems from case studies.</p>	<p>1. Case Study</p> <p>2. Brainstorming</p>	<p>✓</p>	<p>-</p>	<p>- Students need to read more about English conversations.</p> <p>- Encourage students to use any technologies with WIFI access to attain the information.</p>

<p>4. Interpersonal Skills and Responsibilities</p> <p>1.Be able to communicate with foreigners in English and another language.</p> <p>2.Be able to use English to solve problems.</p> <p>3.Be able to initiate some new ideas and have leadership.</p>	<p>1. Group Discussion</p> <p>2. Group Presentation</p>	<p>✓</p>	<p>-</p>	<p>- Use team learning and students to do group presentation with different role of duties assigned and present as a play “Come fly with me.”</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>1.Be able to use ICT skills and apply them.</p> <p>2.Be able to use ICT in the work place and apply numerical analysis in communication.</p>	<p>1.The problems during Teamwork assignments. Students present their work by using interpersonal skills and technology.</p> <p>2. Students present their work by using proper terminologies of Airline communication in English.</p> <p>3. Students use all technologies to solve.</p>	<p>✓</p>	<p>-</p>	<p>- Use team learning as an example.</p>

6. Learning Management Skills		✓	-	
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4. Suggestions for Improving Teaching Methods

Try to help students to pay more attention in their responsibilities in all aspects so we have to motivate them to realize about their duties. Moreover, English communication in speaking listening and writing should be more practicing by various tasks.

Section 3: Course Outcomes

1. Number of registered students: 13 students

.2Number of students at the end of semester: 11 students

3. Number of students who withdrew) W)

4. Grade distribution

Grade	No. of students (TOTAL 62)	Percentage
A	5	45.45
A-	0	0
B+	2	18.18
B	1	9.10
B-	3	27.27
C ⁺	0	0
C	0	0
C-	0	0
D+	0	0
D	0	0
D-	0	0
F	0	0
Incomplete (I)	0	0

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
Timing for Individual presentation limited, extending more time in make-up class.	Have to balance the teaching time and individual presentation time. Students need more times to answer questions from friend during their presentation because English conversation must pronounce clearly and students need more practice.

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
Difficulty in observing the student's Moral and Ethics (Group work responsibilities) due to different role, hard to discover their works on preparation the role-play.	Students had different roles in Group presentation, trust students to show their Moral and Ethics on team working.

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
We always have lecturer's meeting and discussion among lecturers.	Lecturers should set the time for students to practice more English conversations in the classroom.

Section 4: Problems and Impacts

1. Teaching and learning resources

<p>Teaching Problems: Sometimes there was a problem of the computer system and if this subject use a mockup for teaching in some unit will be more advantage.</p>	<p>Impacts on students' learning: It causes a slowdown the pace of learning and presentation. Sometimes it used lots of time to fix the problems. Students could not open their files of work properly.</p>
<p>Learning Resources Problems:</p>	<p>Impacts on students' learning :</p>

2. Administration and organization

<p>Problems from administration Teaching calendar change without any information.</p>	<p>Impacts on students' learning Students are confusing about the time.</p>
<p>Problems from organization</p>	<p>Impacts on students' learning</p>

Section 5: Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

Strength:

1. Students had great teamwork experiences and fun from Group presentation on live play 'Come fly with me'
2. Students gained more knowledge about their individual presentation both "Fly me to the moon".
3. Students have chance to use The Mock up, so they can imagine what is in the real work place.

4. Students can apply their internship experience with the subject.

Weakness:

1. The students need to learn more about practicing English speaking in class.
2. Some students don't have good time management; they don't know how to manage the time.

1.2 Faculty members' opinions on the comments in 1.1

The students could perform their works very well both in group presentation and individual presentation. They also knew how to be a good teamwork and they tried hard to do every assignment to be perfect.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

N/A

2.2 Faculty members' opinions on the comments in 2.1

N/A

Section 6: Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2023	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
1. A plan to give a time to students to study by themselves and share knowledge in the class.	1. Students can study by themselves and able to explain to others.
2.
	2.

2. Other improvements

3. Suggestions for improvement for Semester 1 Academic year 2019

Suggestions	Time Frame	Responsible person
<ul style="list-style-type: none"> - Let the student study by themselves and share knowledge in class. -Try to give students a role play time to make them understand more about the subject. - Make an adjustment of the speed of the lecture in the classroom depends on the English ability of students and their prior knowledge of the subject matters. - Use new teaching techniques such as group investigation. 		Mrs.Korawin Kungwola

4. Suggestions of faculty member(s) responsible for the course

- Create more positive learning environment.
- Use more e-learning for additional practice exercises on teacher’s website.

Responsible Faculty Member/Coordinator: Mrs. Korawin Kungwola

Signature..... Submission Date 30 July 2023

Chairperson/Program Director:

Signature..... Receipt Date