



Degree Bachelor's Master's Doctoral

Lesson Plan for SSRU Next Blended Learning
College of Hospitality Industry Management
Suan Sunandha Rajabhat University
Degree Program - Bachelor Degree
Program – Airline Business
Semester 2 Academic Year 2021

Lecturer Dr. Taksina Bunbut, PhD

Course Code IAC1204

Course Title Personality Development and Grooming

Learning Management System (LMS) Moodle

Link of Personal Website (Moodle)

Lesson Plan (Online 50 / Onsite 50 / with On-demand)

*(Subject to change to Online 100 with On-demand depends on the situation)

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|---|---------------------------|-----------------------------|---|-----------------------------------|
| 1 | Orientation: Discover Yourself and Be the Best Version of you - Discover Yourself - Online Personality Test - Rules and Regulations in class - Preparation for Quizzes | Online | Google Classroom | - PowerPoint - YouTube - Quizzes - Padlet - Lecture Notes | - Task on Padlet - Quizzes.com |
| 2 | Unit 1: Concept of Personality 1.1 Mask Concept 1.2 Personality Psychology 1.3 Psychoanalytical Theory 1.4 Trait Theory 1.5 Describe your Id, Ego, Superego | Online (with On-demand 1) | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Note | - Quizzes.com |

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|---|---------------------|-----------------------------|---|---------------|
| 3 | Unit 2: Personality Psychology for Daily Life 2.1 Behavioral Theory 2.2 Humanistic Theory 2.3 Biological Theory 2.4 Maslow's Hierarchy of Game Design 2.5 Myers-Briggs Personality Test | Online | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |
| 4 | Unit 3: Appearance and Personality 3.1 Distinguishing between Appearance and Personality 3.2 The Association between Appearance and Personality 3.3 Positive Personality Adjectives 3.4 Negative Personality Adjectives 3.5 Appearance Adjectives | Online | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|--|---------------------------|-----------------------------|---|---------------|
| 5 | Unit 4: Mindset 4.1 Growth Mindset vs. Fixed Mindset 4.2 Mindset Story 4.3 Mindset for Developing Positive Habits 4.4 Do you Have the Right Mindset? | Online (with On-demand 2) | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |
| 6 | Unit 5: First Impression 5.1 Communication Skills Action Speaks Louder than Words 5.2 Non-verbal Communication, Positive vs. Negative 5.2 First Impression Skills (S.P.E.C.I.A.L) | Online (with On-demand 3) | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |
| 7 | Unit 6: Modern Manner and Etiquette 6.1 Manner in Different Occasions (Home, College, Workplace) 6.2 Business Etiquette, Telephone, Dining, Correspondence Etiquette | Online (with On-demand 4) | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|--|---|--|---|---------------------------|
| | | | | YouTube Video (Airport Structure - On demand 4) | |
| 8 | Mid-term Examination | Onsite / Online (Subject to change) | Google Classroom | | Midterm Examination Paper |
| 10 | Unit 7: Dress Code and Uniform 7.1 Level of Dress Code 7.2 Details of Dress Code 7.3 Dress Code for Place and Time | Online | Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |
| 11 | Unit 8: Airline Business Personality Standard and Uniform Guide 8.1 Significant of Airline Uniform 8.2 Airline and Image for Commercial 8.3 SSRU Airline Uniform | Onsite (with On-demand 5) *Subject to change to Online | Direct Teaching Moodle *Google Classroom | - PowerPoint - YouTube - Quizzes - Lecture Notes | - Quizzes.com |
| 12 | Unit 9: Workshop for Makeup and Hair Style - Makeup for Airline Staff | Onsite | Direct Teaching Moodle | PowerPoint Lecture Notes | - Padlet |

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|--|--|--|---------------------------------|---------------|
| | - Hire Style for Airline Staff | *Subject to change to Online | *Google Classroom | | |
| 13 | Unit 10: Effective Public Speaking 10.1 Speech Preparation, Content and Style 10.2 2Ps on Public Speaking 10.2 Speech Structure and Organization 10.3 Best Practices of Public Speaking | Onsite *Subject to change to Online | Direct Teaching Moodle *Google Classroom | PowerPoint Lecture Notes | - Quizzes.com |
| 14 | Unit 11: Public Speaking Workshop 11.1 Posture 11.2 Eye Contact 11.3 Tones of Voice 11.4 Pace 11.5 Pause | Onsite *Subject to change to Online | Direct Teaching Moodle *Google Classroom | PowerPoint Lecture Notes | - Quizzes.com |
| 15 | Unit 12 Online Volunteer Project 2022 - Introduction of Online Volunteer Project - Volunteering and Value - Volunteering Opportunities | Onsite *Subject to change to Online | Direct Teaching Moodle | Power Point Discussion | - Padlet |

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|---|--|--|-----------------|-------------------------|
| | - Volunteering: Empowering Others, Empowering Yourself - Group Assignment | | *Google Classroom | | |
| 16 | Group Presentation on Online Volunteer Project 2022 | Onsite *Subject to change to Online | Direct Teaching Moodle *Google Classroom | Presentation | - Padlet |
| 17 | Final Examination | Onsite / Online (Subject to change) | | | Final Examination Paper |

Remark: The syllabus is subject to change based on the need of the class on account of both the lecturer and students.

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Section 1 General Information

1. Code and Course Title:

Course Code: IAC1204

Course Title (English): Personality Development and Grooming
(Thai): การพัฒนาบุคลิกภาพและการแต่งกาย

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

3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in 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: Dr. Taksina Bunbut, PhD

4.2 Instructional Course Lecturers: Dr. Taksina Bunbut, PhD

5. Contact/Get in touch

Room number TBA

5.1 Dr. Taksina Bunbut, PhD

Tel: 065-5355494

E-mail: taksina.bu@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2021

6.2 Number of the students enrolled: 1 class (approx. 30 students/ class)

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,
Nakhonpathom Education Center.

10. Last Date for Preparing and Revising this Course:

January, 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:

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 airline business according to moral concepts and judgments.

1.2 Knowledge

- (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) 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.
- (3) Initiate some new type of air transport business 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 activities.
- (2) Be able to use statistics and mathematics to solve air transport 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 / Course Structure

English: Ethic and moral, service minded and responsibilities, apply makeup, select cosmetics and color. hair style and treatment, skin care and treatment, fashion and clothing selection, airline's uniform standard. Develop a professional look, posture, etiquette, dialogue and discipline for airline staff.

Thai: จริยธรรมและศีลธรรม จิตบริการ จิตสาธารณะ หน้าที่และความรับผิดชอบ การแต่งหน้า การเลือกเครื่องสำอางค์ การจัดแต่งทรงผม การดูแลผิว เครื่องสำอางค์ทำเพื่อทำความสะอาดและบำรุงผิว การแต่งกายให้เหมาะสมกับเวลาและสถานที่ ชุดยูนิฟอร์มสายการบิน ท่วงท่าและกริยาอาการ บทสนทนาทักทายเพื่อสร้างความประทับใจ และกฎระเบียบสำหรับเจ้าหน้าที่สายการบิน

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 |

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

- Self-consulting at the lecturer's office: Office Hours at Room Number 304

- Consulting via E-Mail: Taksina.bu@ssru.ac.th

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 airline business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) Lecture (On-line, Off-line)
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

2. Knowledge

2.1 Knowledge to be developed

- * (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

2.2 Teaching Strategies

- (1) Lecture

- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

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) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

3.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

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 new type of air transport business ideas and have leadership.

4.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class

- (3) Group discussion
- (4) Problem-based learning

4.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

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 daily.
- (2) Be able to use statistics and mathematics to solve air transport 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.

5.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

5.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

Section 5 Lesson Plan and Assessment

1. Lesson Plan and Assessment

| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
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| Week | Content | Teaching Management | Program/Teaching Strategies | Materials/Media | Assessment |
|------|--|---|--|---|---------------------------|
| | | | | YouTube Video (Airport Structure - On demand 4) | |
| 8 | Mid-term Examination | Onsite / Online (Subject to change) | Google Classroom | | Midterm Examination Paper |
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| | - Volunteering: Empowering Others, Empowering Yourself - Group Assignment | | *Google Classroom | | |
| 16 | Group Presentation on Online Volunteer Project 2022 | Onsite *Subject to change to Online | Direct Teaching Moodle *Google Classroom | Presentation | - Padlet |
| 17 | Final Examination | Onsite / Online (Subject to change) | | | Final Examination Paper |

Remark: The syllabus is subject to change based on the need of the class on account of both the lecturer and students.

2. Learning Assessment Plan

| | Learning Outcome | Assessment Activities | Time Schedule (Week) | Proportion for Assessment (%) |
|---|---|--|-------------------------|-------------------------------|
| 1 | Morals and Ethics - Academic honesty - Personal discipline, integrity, and responsibility | Attendance Written examinations, Group assignment | Throughout the semester | 10% |
| 2 | Knowledge - Basic understanding of psychology main theories and knowledge relevant to service industry | Quiz | Throughout the semester | 40% |
| 3 | Cognitive Skills -Development of analytical and critical thinking skills | Written examinations | Throughout the semester | 20% |
| 4 | Interpersonal Skills and Responsibility - Ability to work individually and as a part of team | Written examinations | Throughout the semester | 20% |
| 5 | Numerical Analysis, Communication and Information Technology Skills - Development of communication and information technology skills - Ability to communicate in English | Online Volunteer Project | Throughout the semester | 10% |

3. Assessment Evaluation

| Assessment Plan | Attendance / Punctuality (10%) | Individual Assignment (10%) | Group Assignment (15%) | Group Assignment | Quiz (10%) | Midterm Examination (20%) | Final Examination (30%) | Total Five Domains |
|--|--------------------------------|-----------------------------|------------------------|------------------|------------|---------------------------|-------------------------|--------------------|
| 1. Morals and Ethics (10%) | | | | | | | | |
| - Be able to deliver or to complete a required task at appointed time | 2 | 1 | | 1 | 1 | | | 5 |
| - Be able to do the right thing according to the values, beliefs, and principles they claim to hold | 2 | | | | 1 | | | 3 |
| - Be able to make decisions in business according to moral concepts and judgments | | | 1 | 1 | | | | 2 |
| 2. Knowledge (55%) | | | | | | | | |
| - Be able to identify the proper theories and describe important case studies (Individual presentation and Examination) | | 4 | 1 | | 2 | 8 | 20 | 35 |
| - Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation) | | | 2 | 1 | 3 | 5 | | 11 |
| - Be able to organize self-study and sharing information to the class (Presentation) | 2 | 2 | 5 | | | | | 9 |
| 3. Cognitive skills (20%) | | | | | | | | |

| Assessment Plan | Attendance / Punctuality (10%) | Individual Assignment (10%) | Group Assignment (15%) | Group Assignment | Quiz (10%) | Midterm Examination (20%) | Final Examination (30%) | Total Five Domains |
|--|--------------------------------|-----------------------------|------------------------|------------------|------------|---------------------------|-------------------------|--------------------|
| - The ability to gather and summarize information, and conduct research (In-class practice) | 2 | 1 | | | | | | 3 |
| - Self-study and sharing information to the class | | 1 | | | | | | 1 |
| - The ability to solve problems from case studies (Examination and Report – if any) | | | 1 | | | 6 | 9 | 16 |
| 4. Interpersonal skills and Responsibilities (5%) | | | | | | | | |
| - Be able to use interpersonal English communication skills | 1 | | 1 | | | | | 2 |
| - Be able to collaborate well in teams for problem solving | | | 1 | 1 | | | | 2 |
| - Be able to show leadership skills | | | 1 | | | | | 1 |
| 5. Numerical Analysis, Communication and Information Technology Skills (10%) | | | | | | | | |
| - Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences | | 1 | 1 | | | 1 | 2 | 3 |
| - Be able to use ICT skills and apply them | 1 | | | | 2 | | | 4 |
| - Be able to use ICT in the work place and apply numerical analysis in communication | | | 1 | | | | | 3 |
| Total | 10 | 10 | 15 | 5 | 10 | 20 | 30 | 100 |

***Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.
3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.
4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Ashmore, A., 2018. Seven Seconds to Success. Retrieved from www.psychcentral.com.

British Council. (2017). Learn English Teens. Retrieved from <https://learnenglishteens.britishcouncil.org/>

Develop Good Habit. (2019). Fixed Mindset VS Growth Mindset. Retrieved from <https://www.developgoodhabits.com/develop-good-habit/develop-good-habit-fixed-mindset-vs-growth-mindset/>

Gerlock, J. (2018). Judging People by their Appearance is not OK. Retrieved Vision: Leading College to Produce High Quality Graduates for International Workplace from https://www.huffingtonpost.ca/entry/judging-by-appearance_ca_5cd4dbcde4b07bc72972b10b

MindsetWorks. (n.d.). Dr. Dweck's Research into Growth Mindset Changed Education Forever. Retrieved from <https://www.mindsetworks.com/science/>

2. Important Documents for Extra Study: Updated Airline News.

British Council. (2014). Making a Good First Impression. Retrived from <https://esol.britishcouncil.org/sites/default/files>

[/attachments/informationalpage/good_first_impression_](https://esol.britishcouncil.org/sites/default/files/attachments/informationalpage/good_first_impression_)

Dovico, A. (2016). Making a S.P.E.C.I.A.L First Impression. Kappanmagazine, V. 98, N. 3.

Retrieved from https://www.pdkmembers.org/members_online/publications/

Laskowski, L. (1998). How to Create a Great First Impression. Retrieved from <http://www.ljlseminars.com/impressions.pdf>

Marc McCulloch and Troy Behrens for ASCL Educational Services, Inc. (2004).

First Impression Happen only Once: Make them Great. Retrieved from

<https://chooseyourfuture.cps.edu/sites/default/files/lesson10-7-s12.pdf>

Skloot, G. (n.d.). Using Personality AI to Make a Good Impression.

Retrieved from <https://www.crystalknows.com/hubfs/Content/Make>

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

Keywords for searching:

Airline Operations, Airline Management, English Skills, English Learning, Cargo Operations, Maintenance, Catering.

Section 7 Course Evaluation and Revising

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) Content objectives were made clear to the students.

(2) The content was organized around the objectives.

- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first-year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the class room.

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.
- Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

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.