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 2023

Lecturer   Mr. Theppaluk Komolvanij
Course Code IAC2404
Course Title   Fare and Ticketing (Cooperative Learning with the Airlines 70/30)
Learning Management System (LMS)   Moodle
Link of Personal Website (Moodle)   http://www.elic.ssru.ac.th/theppaluk_ko/

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	Introduction to Fares and Ticketing - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment - *Morality live and learn (Cause/Result/Change/Volunteer/ Economic sufficiency)*	On Site/On line/ On demand / Cooperative with Airlines	Google Meet	Mentimeter (What would you like to be in Airline Business?) Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 1: Introduction to Fares and Ticketing - Historical perspective: Then and now - Discussion - Individual assignment – '3 Major Airport City codes reporter clip 1 minute with details of airport' due before Mid-term - Group assignment – 'Airline Fares and ticketing with Volunteer Planning) clip 3 minutes planning' due after midterm 2 weeks	On Site/On line/ On demand / Cooperative with Airlines (with On demand 1)	Google Meet	Powerpoint Lecture Notes Youtube Video (IATA Travel Industry - https://www.youtube.com/watch?v=VpQarN2dln8&t=1s - On demand 1) SCAN ME	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
3	Unit 2: Airline transportation - From flying to commercial airline - Airline structure - Aircraft - Passenger types	On Site/Online/ On demand / Cooperative with Airlines	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
4	Unit 3: Airline geography and terms - Geography - Flight and routing	On Site/Online/ On demand / Cooperative with Airlines (with On demand 2)	Google Meet	Powerpoint Lecture Notes Youtube Video (Traveller - https://www.youtube.com/watch?v=c-WOvPZ_P8I - On demand 2) SCAN ME 	Sign-in to the class Sign-out off the class
5	Unit 4: Reservation review with Amadeus command - Amadeus Fare display - Basic Booking	On Site/Online/ On demand / Cooperative	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
		with Airlines (with On demand 3)		Youtube Video (How Tour works - https://www.youtube.com/watch?v=2X0itsT2VN0&t=2s - On demand 3) SCAN ME	
6	Unit 5: Details of passengers - Passenger Name Record (PNR) - Reservation Booking Designator (RBD) - Class of travel	On Site/On line/ On demand / Cooperative with Airlines (with On demand 4)	Google Meet	Powerpoint Lecture Notes Youtube Video (Travel agencies - https://www.youtube.com/watch?v=_JfK7qySzDM&t=1s - On demand 4) SCAN ME	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
7	Unit 6: All about routing - Airline Geography - IATA Traffic Conference Areas (TC) - Global Indicators (GI)	On Site/On line/ On demand / Cooperative with Airlines (with On demand 5)	Google Meet	Powerpoint Lecture Notes Youtube Video (GDS - https://www.youtube.com/watch?v=xF1OGj2MlEw&t=1s - On demand 5) SCAN ME	Sign-in to the class Sign-out off the class
8	**Mid-term Examination**	On Site/On line/ On demand / Cooperative with Airlines	Google Meet		Sign-in to the class Sign-out off the class Midterm Examination Paper
10	Unit 7: Air fares - Passenger air tariffs (PAT) - Pricing Unit concepts (PU)	On Site/On line/ On demand /	Google Meet	Powerpoint Lecture Notes	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	(Blended the Research 'Low-cost Airline communication strategies')	Cooperative with Airlines		Discussion	Sign-out off the class
11	Unit 8: Mileage system fares (FQD)	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
12	Unit 9: Introduction to currency conversion - FQC - FQN	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
13	Unit 10: Ticketing procedures	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
14	Blended Learning 'Airline Fares and ticketing with Volunteer Planning) clip 3 minutes planning'	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Youtube Video Discussion	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
15	Group presentation VDO clip 'Airline Fares and ticketing with Volunteer Planning) clip 3 minutes planning' Summarize & Quiz	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Presentation Discussion	Sign-in to the class Sign-out off the class Quiz
16	Make-up class	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	**Final Examination**	On Site/On line/ On demand / Cooperative with Airlines			Sign-in to the class Sign-out off the class Final Examination Paper

All class schedules are subject to change due to situations.

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Section 1 General Information

1. **Code and Course Title:**
    Course Code: IAC2404
    Course Title   (English): Fare and Ticketing
                      (Thai): การคำนวณบัตรโดยสารและบัตรโดยสาร

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: Mr. Theppaluk Komolvanij
    4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvanij

5. **Contact/Get in touch**
    Room number 304
    5.1 Mr. Theppaluk Komolvanij
        Tel: 081-8053085   E-mail: theppaluk.ko@ssru.ac.th

6. **Semester/ Year of Study**
    6.1 Semester: 2 Year of Study 2023
    6.2 Number of the students enrolled: 1 class(es) (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:

December 2023

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. 1Morals 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.

(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: IATA Geography and the Passenger Air Tariff Set, global indicators, anatomy of a pricing unit, fare selection criteria and currency rules, mileage system versus specified routings, higher intermediate point and backhaul checks, impact of electronic ticketing on fare construction, PTAs, quoting midweek/weekend or seasonal fares round the world fare construction, security fees and other surcharges, analysis and related ticketing procedures for individual travel, special fare open jaw pricing units, local combination of different types of fares, collection of penalty fees, simulation of ticketing entries found in the data elements, IATA Global Distribution Systems Fares and Ticketing.

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
  College of Hospitality Industry Management, Nakhonpathom Campus
- Consulting via E-Mail: Mr.Theppaluk: theppaluk.ko@ssru.ac.th or

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
1	Introduction to Fares and Ticketing - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment - *Morality live and learn (Cause/Result/Change/Volunteer/ Economic sufficiency)*	On Site/On line/ On demand / Cooperative with Airlines	Google Meet	Mentimeter (What would you like to be in Airline Business?) Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 1: Introduction to Fares and Ticketing - Historical perspective: Then and now - Discussion - Individual assignment – '3 Major Airport City codes reporter clip 1 minute with details of airport' due before Mid-term - Group assignment – 'Airline Fares and ticketing with Volunteer	On Site/On line/ On demand / Cooperative with Airlines (with On demand 1)	Google Meet	Powerpoint Lecture Notes Youtube Video (IATA Travel Industry - https://www.youtube.com/watch?v=VpQarN2dln8&t=1s - On demand 1)	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	Planning) clip 3 minutes planning' due after midterm 2 weeks			SCAN ME 	
3	Unit 2: Airline transportation - From flying to commercial airline - Airline structure - Aircraft - Passenger types	On Site/On line/ On demand / Cooperative with Airlines	Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
4	Unit 3: Airline geography and terms - Geography - Flight and routing	On Site/On line/ On demand / Cooperative with Airlines (with On demand 2)	Google Meet	Powerpoint Lecture Notes Youtube Video (Traveller - https://www.youtube.com/watch?v=c-WOvPZ_P8I - On demand 2)	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
				SCAN ME 	
5	Unit 4: Reservation review with Amadeus command - Amadeus Fare display - Basic Booking	On Site/On line/ On demand / Cooperative with Airlines (with On demand 3)	Google Meet	Powerpoint Lecture Notes Youtube Video (How Tour works - https://www.youtube.com/watch?v=2X0itsT2VN0&t=2s - On demand 3) SCAN ME 	Sign-in to the class Sign-out off the class
6	Unit 5: Details of passengers - Passenger Name Record (PNR)	On Site/On line/ On demand /	Google Meet	Powerpoint Lecture Notes	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	- Reservation Booking Designator (RBD) - Class of travel	Cooperative with Airlines (with On demand 4)		Youtube Video (Travel agencies - https://www.youtube.com/watch?v=_JfK7qySzDM&t=1s - On demand 4) SCAN ME	Sign-out off the class
7	Unit 6: All about routing - Airline Geography - IATA Traffic Conference Areas (TC) - Global Indicators (GI)	On Site/On line/ On demand / Cooperative with Airlines (with On demand 5)	Google Meet	Powerpoint Lecture Notes Youtube Video (GDS - https://www.youtube.com/watch?v=xF1OGj2MIEw&t=1s - On demand 5) SCAN ME	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
8	**Mid-term Examination**	On Site/On line/ On demand / Cooperative with Airlines	Google Meet		Sign-in to the class Sign-out off the class Midterm Examination Paper
10	Unit 7: Air fares - Passenger air tariffs (PAT) - Pricing Unit concepts (PU) ***(Blended the Research 'Low-cost Airline communication strategies')***	On Site/On line/ On demand / Cooperative with Airlines	Google Meet	Powerpoint Lecture Notes Discussion	Sign-in to the class Sign-out off the class
11	Unit 8: Mileage system fares (FQD)	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
12	Unit 9: Introduction to currency conversion - FQC - FQN	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
13	Unit 10: Ticketing procedures	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Powerpoint Lecture Notes	Sign-in to the class Sign-out off the class
14	Blended Learning 'Airline Fares and ticketing with Volunteer Planning) clip 3 minutes planning'	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Youtube Video Discussion	Sign-in to the class Sign-out off the class
15	Group presentation VDO clip 'Airline Fares and ticketing with Volunteer Planning) clip 3 minutes planning' Summarize & Quiz	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Presentation Discussion	Sign-in to the class Sign-out off the class Quiz
16	Make-up class	On Site/On line/ On demand / Cooperative with Airlines	Direct Teaching Moodle *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	**Final Examination**	On Site/On line/ On demand /			Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
		Cooperative with Airlines			Sign-out off the class Final Examination Paper

All class schedules are subject to change due to situations.

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	Written examinations, group assignment	Throughout the semester	40%
3	**Cognitive Skills** -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	**Interpersonal Skills and responsibility** - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%
5	**Numerical Analysis, Communication and Information Technology Skills** - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%

3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	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%)								
- 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**

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
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 I :

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.

*Remarks II (On Job Training with the Airlines) :

1. The students must attend the on job training at least 80%.

2. The assignments will be evaluated at the

2.1 Workplace 70% (Moral and Ethics - 10, Knowledge - 20, Cognitive - 10, Interpersonal skills - 20, Numerical Analysis - 10) by Attendant 20% Job Evaluation 50%

2.2 CHM 30% (Moral and Ethics - 5, Knowledge - 10, Cognitive - 5, Interpersonal skills - 5, Numerical Analysis - 5) by Attendant 10% Report 10% Quiz 10%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Jeanne Semer-Purzycki (2001). *A Practical Guide to Fares and Ticketing (3rd Edition).* Delma,
     Thompson Learning. USA.
IATA Course Textbook (2012) *Global Distribution Systems; Fare and Ticketing*. IATA Training and
     Development Institute. Canada.

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

3. Suggestion Information (Printing Materials/Website/CD/Others)
   Keywords for searching:
        Airline reservation, Revenue, English Skills, Management, Fare, Ticketing.

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.