



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IAL 3210

Course Title : Air Catering Management

Credits : 3 (2-2-5)

Program: Airline Business International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 2 Academic Year : 2017

Section 1 General Information

1. Code and Course Title :

Course Code: IAL 3210

Course Title (English): Air Catering Management

Course Title (Thai): การจัดการการเตรียมอาหารบนเครื่องบิน

2. Credits : 3 (2-2-5)

3. Curriculum and Course Category :

3.1 Curriculum: Offer in International College, Bachelor of Arts in Airline

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. Paween Chacariyanuyok

4.2 Instructional Course Lecturer(s):

(1) Mr. Paween Chacariyanuyok

5. Contact/Get in Touch

Room Number 304 Tel. 034 964 934 E-mail paween.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 2017

6.2 Number of the students enrolled TBA

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: International College, Rajabhat Suan
Sunandha University, Salaya Campus

10. Last Date for Preparing and Revising this Course:

December 15, 2017

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) Learn how to have an appropriate operation in Airline Business Environment.

(2) Learn the Ethics and Food Safety Culture for Airline Business.

1.2 Knowledge

(1) Ability to note and to describe the importance and necessity of Food Safety Management to the airline industry in terms of required food safety standard by regulators and parties involved.

(2) To understand the catering process from the target customer to the delivery to the on board service.

(3) Identify Catering Management involvements during the process as well as in-flight service.

(4) To understand the importance of catering service to the airline industry.

1.3 Cognitive Skills

(1) Understand on the common, concrete and the work-related topics.

(2) Being aware of the Food Safety and Security requirements in the airline industry and how the airline staffs play important roles in maintaining the high standard of food safety features.

1.4 Interpersonal Skills and Responsibility

(1) Learn how to work in team with colleagues in maintaining Airline catering standard.

(2) Implement knowledge from air catering process and apply to their environment and daily life.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to access websites for required information.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

Air Catering Management is a major challenge, largely because of its rapid market requirements in response to current needs of Airline food management trends and the forecast of future growth in the aviation industry. People who work in the airline catering industry needs to comply with the food process and regulations form the airline companies. Students should apply the updated and appropriated information from this course to achieve and maintain an acceptable level of airline catering management knowledge.

Section 3 Characteristics and Operation

1. Course Outline

The course focuses on the introduction to flight catering, the flight catering industry, the air travel market-place and customer, passenger appetite and behavior, menu planning and food strategies. While also focusing on the flight catering supply chain and inventory management, flight production facilities and systems planning flight catering operations and organization, food management, transportation and loading, international logistics, flight catering information system, on-board stowage and regeneration.

พื้นฐานของการเตรียมอาหารบนเครื่องบินและอุตสาหกรรมการเตรียมอาหารที่ใช้บนเครื่องบิน ศึกษาเกี่ยวกับตลาดของการเดินทาง, สถานที่ และ ศึกษาเกี่ยวกับความต้องการและพฤติกรรมของผู้โดยสาร, การวางแผนรายการอาหารและกลยุทธ์ผลิตภัณฑ์อาหาร, การบริหารจัดการสินค้าที่จัดเก็บ การวางแผนระบบและอุปกรณ์ต่างๆ การจัดองค์กร และการปฏิบัติงานของ

การเตรียมอาหารบนเครื่องบินที่จัดการด้านอาหาร การขนส่งและการ, ระบบของการเตรียมอาหารบนเครื่องบิน, การเก็บรักษาความสดของอาหารที่ใช้บนเครื่องบิน

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)
28	-	28	70

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room Number 304
Building International College (Nakhonpathom Education
Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 034 964 934

3.3 Consulting via E-Mail paween.ch@ssru.ac.th,
pawen.cha@gmail.com

3.4 Consulting via Social Media (Facebook/Twitter/Line) N/A

3.5 Consulting via Computer Network (Internet/Web board) N/A

Section 4 Developing Student’s Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Teamwork skills
- (2) Food Safety Awareness
- (3) Hygiene Behavior

1.2 Teaching Strategies

- (1) Lecture
- (2) Group Discussion
- (3) Case Study

1.3 Assessment Strategies

- (1) Written examinations
- (2) Classroom Activity
- (3) Observation

2. Knowledge

2.1 Knowledge to be developed

- (1) Catering Process Requirement
- (2) Listening Skill
- (3) Reading Skill

2.2 Teaching Strategies

- (1) Group debate
- (2) Formative quizzes
- (3) Lecture

2.3 Assessment Strategies

- (1) Examination
- (2) Classroom Activity
- (3) Observation

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) English Proficiency
- (2) Planning and Organizing skill
- (3) Initiative Skill

3.2 Teaching Strategies

- (1) Learning by doing

(2) Peer review

(3) Practice

3.3 Assessment Strategies

(1) Examination

(2) Classroom Activity

(3) Observation

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Food Safety Awareness
- (2) Practice skills
- (3) Self Development

4.2 Teaching Strategies

(1) Learning by doing

(2) Large group discussion

(3) Practice

4.3 Assessment Strategies

(1) Examination

(4) Classroom Activity

(5) Observation

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) English communication skill
- (2) Writing skill
- (3) Grammar usage

5.2 Teaching Strategies

(1) Learning by doing

(2) Group discussion

(3) Practice

5.3 Assessment Strategies

(1) Examination

(2) Classroom Activity

(3) Assignment

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.

(Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Course Introduction - Getting to know each other - How to excel in class - Dos and Don'ts in the classroom - Rules & Regulations - Teacher's roles	2-2	Interactive Lecture Group Discussion <ul style="list-style-type: none"> ● Ice breaking activities Self Introduction	Mr. Paween Chacariyanuy ok
2	<ul style="list-style-type: none"> ● Unit 1 - Introduction to Flight Catering - History of in-flight food service 	2-2	Direct Instruction Progress check Formative quizzes	Mr. Paween Chacariyanuy ok
3	<ul style="list-style-type: none"> ● Unit 2 - Flight catering stakeholders 	2-2	Direct Instruction Debate Group work about	Mr. Paween Chacariyanuy ok

	<ul style="list-style-type: none"> *Airlines *Catering company *Suppliers *Passengers 		flight catering	
4	<ul style="list-style-type: none"> • Unit 3 - Flight Catering Process - Flight catering in BKK *LSG Sky chefs *THAI Catering *Bangkok Air Catering 	2-2	Formative quizzes Direct Instruction Assignment	Mr. Paween Chacariyanuy ok
5	- Customer and marketing research on in-flight food satisfaction	2-2	Assignment : Field work Activity	Mr. Paween Chacariyanuy ok
6	<ul style="list-style-type: none"> - Customer expectation of in-flight food service - Market segmentation *Class of service *Type of airline service 	2-2	Performance Activity	Mr. Paween Chacariyanuy ok
7	<ul style="list-style-type: none"> • Unit 4 - Passenger Appetite and Behavior *Understanding the sensory model *Cabin environment effect on taste and smell 	2-2	Direct Instruction Dialogue exercise Role play	Mr. Paween Chacariyanuy ok
8	MIDTERM EXAMINATION	3	EXAM PAPER	Mr. Paween Chacariyanuy ok
9	<ul style="list-style-type: none"> • Unit 5 - Menu planning and food product 	2-2	Direct Instruction Problem Learning Activity : Menu	Mr. Paween Chacariyanuy ok

	<p>strategies *The menu planning process *Menu cycles</p>		Design	
10	<ul style="list-style-type: none"> Unit 6 <ul style="list-style-type: none"> - Passenger special meal * healthy meals * religious meal - Crew meal * flight deck crew meal * cabin crew meal 	2-2	Trip to Thai Airways Catering at Suvarnabhumi Airport	Mr. Paween Chacariyanuy ok
11	<ul style="list-style-type: none"> Unit 7 Visit and Practice at TG catering, airport <ul style="list-style-type: none"> - Production & kitchen * Hot kitchen * Cold kitchen * Beverage section 	2-2	Trip to Thai Airways Catering at Suvarnabhumi Airport	Mr. Paween Chacariyanuy ok
12	<ul style="list-style-type: none"> Unit 8 Visit and Practice at TG catering, airport <ul style="list-style-type: none"> - Tray and trolley assembly Unit * Tray assembly * Trolley assembly 	2-2	Trip to Thai Airways Catering at Suvarnabhumi Airport	Mr. Paween Chacariyanuy ok
13	<ul style="list-style-type: none"> Unit 9 Visit and practice at TG catering, airport <ul style="list-style-type: none"> - Transportation, uplifting and on-Board Stowage * Transportation * Uplifting 	2-2	Trip to Thai Airways Catering at Suvarnabhumi Airport	Mr. Paween Chacariyanuy ok

	<p>process</p> <ul style="list-style-type: none"> * On-board stowage and regeneration * Galley Location and Design * Galley Equipment 			
14	<ul style="list-style-type: none"> • Unit 10 <ul style="list-style-type: none"> - Food safety management * Nature of Hazards * Food safety handling 	2-2	<p>Student-centered: Constructivist approaches and Cooperative learning</p> <p>Hand Washing Activity</p> <p>Emirate Case Study (waste management)</p>	Mr. Paween Chacariyanuy ok
15	<ul style="list-style-type: none"> • Unit 11 <ul style="list-style-type: none"> - Innovation in flight catering - Future of flight catering service 	2-2	<p>Direct Instruction Case study from airlines</p> <p>Group work</p>	Mr. Paween Chacariyanuy ok
16	FINAL EXAMINATION	3	EXAM PAPER	Mr. Paween Chacariyanuy ok

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Academic honesty</p> <p>(2) Personal discipline, integrity, and responsibility</p> <p>(3) The ability to</p>	Attendance criteria	Throughout semester	10%

	do the right thing according to values			
2	<p>Knowledge</p> <p>(1) Basic understanding of airline catering management and knowledge relevant to aviation industry</p> <p>(2) The ability to provide an analysis and provide the solution to real practice in information system</p> <p>(3) The ability to use aviation knowledge integrated with other disciplines.</p>	Written examinations	Mid Term Final	20% 30%
3	<p>Cognitive Skills</p> <p>(1) Development of analytical of work</p> <p>(2) Self-study and sharing information from case studies</p> <p>(3) The ability to solve problems from case studies</p>	Active learning and Group discussion	Throughout semester	10%
4	Interpersonal Skills and Responsibilities			

	<p>(1) The ability to work individually and as a part of team</p> <p>(2) The ability to solve information system problem</p> <p>(3) The ability to initiate some new idea</p>	<p>Active learning and Group discussion</p>	<p>Throughout semester</p>	<p>10%</p>
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Development of communication and information technology skills</p> <p>(2) Ability to calculate on mathematic for business skills</p> <p>(3) Ability to use ICT skills and apply them to daily life</p>	<p>Term Project</p>	<p>Throughout semester</p>	<p>20%</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Halvorsen, (2004). *Catering Like a Pro*. New York: John Wiley & Sons
Sons

Peter Jones, (2001). *Flight catering*. Second edition, butterworth-
heinemann

Ahmed Ismail (1999). *Catering sales and convention services*. Canada.
Delmar publishers

IATA, (2012).Ground operation management course textbook. 1st ed.,
Montreal, Quebec, Canada.

IATA, (2012).Airline cabin crew training course textbook. 1st ed.,
Montreal, Quebec, Canada.

2. Important Documents for Extra Study

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

<http://airlinemeals.net/>

http://www.airlineupdate.com/content_subscription/airline-suppliers/ail-cat.htm

<http://epubs.surrey.ac.uk/2200/2/E66589A3.pdf>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1.Using survey questions to collect information from the students' opinion to improve the course and enhance the curriculum. The topics include:

1.1.1. Content objective

1.1.2. The instructional materials

1.1.3. Learning methods and assignment

1.1.4. Advisory method

1.2. Observing students' behavior in classroom

1.3. Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

Examinations, assignments, and group discussion results

3. Teaching Revision

Student evaluation and suggestions for improvement to the course

4. Feedback for Achievement Standards

Review by self, students, and Division Standards Committee

5. Methodology and Planning for Course Review and Improvement

Review by self, students, and Division Standards Committee

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	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●
Course Title																		