



TQF 3

Bachelor's Degree

Master's Degree

TQF. 3 Course Specification

Course Code: IAL23100 **Course Title:** Chinese 3

Credits: 3(3-0-6)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 **Academic Year:** 2017

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Section 1 General Information

1. Code and Course Title:

English: IAL23100 Chinese 3

Thai: IAL23100 -----

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

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Airline Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others

This course of Bachelor of Arts, International College, SSRU, is categorized in *Specialized Area Course: Cluster of Airline Business Core Courses*.

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course: Asst Prof. Dr. Yu-Hsiu Lee
(Hugo)

4.2 Instructional Course Lecturers: Asst Prof. Dr. Yu-Hsiu Lee
(Hugo)

4.35. Contact/Get in touch

Room number 304

4.1 5.1 Asst Prof. Dr. Yu-Hsiu Lee (Hugo)

Tel: 088-607-2560 E-mail: YL15@umail.iu.edu

6. Semester/Year of study

6.1 Semester 1 Year of study 2017

6.2 Number of students enrolled: 87 Students

7. Prerequisite Course

None

8. Co-requisite Course:

None

9. Learning Location

International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

June 5, 2017

Section 2 Objectives and Purposes

1. Course Objectives

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) Able to demonstrate on-time performance
- (2) Able to demonstrate morality
- (3) Able to demonstrate relevant morals in the organization and in daily life

1.2 Knowledge

- (1) Able to understand the terminology, idiom, and structure of the Chinese language related to airline business

1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply Chinese comprehension skills in operations of airline business

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate the related ideas with the team

1.5 Numerical Analysis, Communication and Information

Technology Skills

- (1) Able to use the Trainchinese App to learn Chinese by self-study

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 Course Structure

1. Course Outline

English: Unit II After Boarding: On-board Service

Unit III After Landing: Ground Service

Thai: ----

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
45 hours	0 hours	90 hours	3+ (if any)

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
International College Building, International College (Nakhonpathom
Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook

3.5 Consulting via Computer Network (Internet/Web board):

University website

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 complete the required task on 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 according to moral concepts and judgements

1.2 Teaching Strategies

- (1) Direct instruction
- (2) Discussion

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement by quizzes
- (3) Measurement by midterm and final examination

2. Knowledge

2.1 Knowledge to be developed

- (1) Chinese words, phrases and conversations used in the airport for ground services and in the cabin for in-flight services

2.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Problem-based learning; Task-based learning

2.3 Assessment Strategies

- (1) Mid-term test

- (2) Final test
- (3) Cooperative learning evaluations

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 with the class
- (3) The ability to solve problems with case studies

3.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Problem-based learning; Task-based learning

3.3 Assessment Strategies

- (1) Cooperative learning evaluations
- (2) Direct instruction
- (3) Quizzes

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to use interpersonal Chinese communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

4.2 Teaching Strategies

- (1) Direct instruction
- (2) Cooperative learning
- (3) Group work activities

4.3 Assessment Strategies

- (1) Quizzes

- (2) Cooperative learning evaluations
- (3) Group work evaluations

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Be able to use APP to self-study Chinese

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities

5.3 Assessment Strategies

- (1) Quizzes and Group work evaluations

6. Other Domain

None

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)

Learning Standards/Outcomes	Learning Activities	Learning Assessment
1. Morals and Ethics 1.1 Be able to deliver or to complete a required task at appointed time	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning 	<ul style="list-style-type: none"> • Attendance • In-class Simulation • Quizzes • Examinations
2. Knowledge		

Learning Standards/Outcomes	Learning Activities	Learning Assessment
2.1 Be able to identify the proper theories and describe important case studies. 2.2 Be able to provide an analysis and provide the solution to real world problems. 2.3 Be able to organize self-study and sharing information to the class.	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning 	<ul style="list-style-type: none"> • Attendance • In-class Simulation • Quizzes • Examinations

Learning Standards/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills 3.1 The ability to gather and summarize information, and conduct research; 3.2 Self-study and sharing information to the class; 3.3 The ability to solve problems from case studies.	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning 	<ul style="list-style-type: none"> • Attendance • In-class Simulation • Quizzes • Examinations
4. Interpersonal Skills and Responsibilities 4.1 Be able to use interpersonal English communication skills. 4.2 Be able to collaborate well in teams for problem solving.	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning 	<ul style="list-style-type: none"> • Attendance • In-class Simulation • Quizzes

4.3 Be able to show leadership skills.		<ul style="list-style-type: none"> • Examinations
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Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use APP (Trainchinese) to engage in self-study activities</p>	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning 	<ul style="list-style-type: none"> • Attendance • In-class Simulation • Quizzes • Examinations

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	Unit II After Boarding: On-board Service Lesson 7 Serving Drinks to Passengers Vocabs	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning
2	Lesson 7 Serving Drinks to Passengers Vocabs: Quiz 1	3	<ul style="list-style-type: none"> • Quiz 1
3	Lesson 7 Serving Drinks to Passengers Conversations	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning Task-based learning; Problem-based learning
4	Lesson 7 Serving Drinks to Passengers Conversations: : Quiz 2	3	<ul style="list-style-type: none"> • Quiz 2

Week	Topic/Outline	Hours	Learning Activities and Medias
5	Lesson 8 Serving Meals to Passengers Vocabs	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning

6	Lesson 8 Serving Meals to Passengers Vocabs: Quiz 3	3	<ul style="list-style-type: none"> • Quiz 3
7	Mid-term Examination	3	Mid-term Examination
8	Lesson 8 Serving Meals to Passengers Conversations	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning
9	Lesson 8 Serving Meals to Passengers Conversations: Quiz 4	3	<ul style="list-style-type: none"> • Quiz 4

Week	Topic/Outline	Hours	Learning Activities and Medias
10	Lesson 9 Entertainment Media and Facility Vocabs & Conversations	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning
11	Lesson 9 Entertainment Media and Facility Quiz 5: Conversations	3	<ul style="list-style-type: none"> • Quiz 5
12	Lesson 10 Inflight Shopping & Landing Service Conversations	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning

13	Lesson 10 Inflight Shopping & Landing Service Conversations Quiz 6	3	<ul style="list-style-type: none"> • Quiz 6
14	Unit III After Landing: Ground Service Lesson 11 Ground Service After Landing Vocabs & Conversations	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning

Week	Topic/Outline	Hours	Learning Activities and Medias
15	Review	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Task-based learning; Problem-based learning
16	Summary Final Examination and Assignment Submission Lesson 11 Ground Service After Landing Conversations	3	Final Examination

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1 Morals and Ethics			

<p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> • Attendance • Quizzes • Student behavior 	<p>Throughout semester</p>	<p>10 %</p>
<p>2. Knowledge</p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>55 %</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3. Cognitive Skills			

<p>3.1 The ability to gather and summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> • Quizzes • Midterm • Final • Group reports and presentations 	<p>Throughout semester</p>	<p>20 %</p>
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations • Evaluate Chinese skills during class 	<p>Throughout semester</p>	<p>5 %</p>

<p>Learning Outcomes</p>	<p>Assessment Activities</p>	<p>Time Schedule (Week)</p>	<p>Proportion for Assessment (%)</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.			
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Lee, Hugo, Y-H., & Chin-Chin, Tseng (contracted in Mar 2016/forthcoming in 2017). Chinese for cabin crews. Taipei: Chinese Institute of Business Education Development 前程文化/中華商管教育發展學會 & Singapore: VitalWellspring Education Pte. Ltd. (第一本航空華語教材作者)

2. Important Documents for Extra Study

Trainchinese APP

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

Keywords for searching:

Chinese for ground attendants; Chinese for flight attendants; and Chinese for cabin crews

Section 7 Course Evaluation and Improvement

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 classroom.

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.

4. Feedback for Achievement Standards

International 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.
