



TQF 3

Bachelor's Degree

Master's Degree

## **TQF. 3 Course Specification**

**Course Code:** IAL3403

**Course Title:** Fare and Ticketing

**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 3403

Course Title (English): Fare and ticketing

(Thai): การออกบัตรโดยสารและค่าโดยสาร

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

### 3. Curriculum and Course Category:

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

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 Komolvaniij

4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvaniij

4.3 Cooperative Course Lecturers: Ms. Woranun Luangprom and Bangkok Air Ground Services (BAGS) team

### 5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvaniij

Tel: 081-8053085

E-mail: theppaluk.ko@ssruic.ac.th

## **6. Semester/ Year of Study**

6.1 Semester: 1 Year of Study 2017

6.2 Number of the students enrolled: 8 classes (approx. 25 students/ class)

## **7. Pre-requisite Course (If any)**

None

## **8. Co-requisite Course (If any)**

None

## **9. Learning Location**

International College, Suan Sunandha Rajabhat University, Nakhonpathom Education Center.

## **10. Last Date for Preparing and Revising this Course:**

Revised on December 17, 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) 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

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, collection of stopover fees, 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.

Thai: การแบ่งภูมิศาสตร์ของสมาคมขนส่งทางอากาศ และ อัตราค่าขนส่งผู้โดยสารทางอากาศ แนวเส้นการบินรอบโลก, รายละเอียดการคิดค่าโดยสาร ข้อกำหนดในการเลือกค่าโดยสาร และกฎระเบียบเงินตรา ระบบสะสมไมล์และเส้นทางการบินแบบเจาะจง ,การคำนวณจุดไกลที่สุดในการเดินทาง, การตรวจสอบระยะทางย้อนกลับ, ผลกระทบของบัตรโดยสารอิเล็กทรอนิกส์ ตัวเครื่องบินที่ทำการขายจากจุดหนึ่งและออกตัวเครื่องบินจากจุดหนึ่ง, การเสนอค่าโดยสารแบบราคาพิเศษ ประเภท เดินทางเฉพาะวันกลางสัปดาห์, สุดสัปดาห์ หรือ ช่วงเวลา สำหรับตัวเที่ยวเดียว, ไปกลับ,การเดินทางรอบโลก, การเก็บค่าธรรมเนียมในกรณีหยุดพักระหว่างทาง, ค่าความปลอดภัย, และค่าเงินพิเศษที่เก็บเพิ่มในกรณีต่างๆ, การคำนวณบัตรโดยสารราคาพิเศษ และกระบวนการออกบัตรโดยสารสำหรับตัวเดียว, ราคาพิเศษสำหรับการเดินทางไปถึงจุดหนึ่งและกลับจากจุดหนึ่ง, การรวมบัตรโดยสารที่ต่างประเภทของราคาเข้าด้วยกัน, การเรียกเก็บค่าปรับ, และการจำลองการป้อนข้อมูล การออกบัตรโดยสารแบบอิเล็กทรอนิกส์

## 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	2+ (if any)	28	70

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

- Self consulting at the lecturer's office:  
Room Number 304 International College, Nakhonpathom Education Center
- Consulting via E-Mail: [theppaluk.ko@ssru.ac.th](mailto:theppaluk.ko@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
- (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 experience.

#### **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

Week	Topic/Outline	Period	Learning Activities and Medias
1	Unit 1: Introduction to Fare and Ticketing course	2-2	<ul style="list-style-type: none"> <li>• Student-centered: Constructivist approaches</li> </ul>
2	Unit 2: Introduction to Rules and regulations of ticketing	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Cooperative learning approaches</li> </ul>
3	Unit 3: Overview of IATA Fare formula	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Group Assignment</li> </ul>
4	Unit 4: The Overview of airlines sales - Booking/Ticketing system - Glossary, Terms, and definition	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Cooperate teaching with BAGS</li> </ul>
5	Unit 5: Details of passenger - Passenger Name Record and Flight Itinerary (PNR) - Reservation Booking Designator - Class of Travel - Passenger Type	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Cooperate teaching with BAGS</li> </ul>
6	Unit 6: Routing - Geography	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Period</b>	<b>Learning Activities and Medias</b>
	<ul style="list-style-type: none"> <li>- IATA Traffic Conference Area (TC)</li> <li>- Global Indicator (GI)</li> <li>- Direction of Travel</li> <li>- Drawing map diagram</li> </ul>		<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>7</b>	Unit 7: Air Fares <ul style="list-style-type: none"> <li>- Passenger Air Tariff</li> <li>- Pricing Unit Concept</li> <li>- Governing Carrier</li> <li>- Type of journey</li> </ul>	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>8</b>	<b>Mid-term Examination</b>	3	<ul style="list-style-type: none"> <li>• Paper and pencil test</li> </ul>
<b>9</b>	Unit 8: Mileage System Fares versus Specified Routing Fare <ul style="list-style-type: none"> <li>- IATA Fare Formula</li> </ul>	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>9</b>	Unit 9: Introduction to Currency Conversion <ul style="list-style-type: none"> <li>- Introduction to Air Travel Taxes, penalty fees, Stopover fees, Security fees and other charges</li> </ul>	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Cooperative learning</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>10</b>	Unit 10: Ticketing procedure <ul style="list-style-type: none"> <li>- Ticket elements</li> <li>- Ticketing channel</li> </ul>	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Case study</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>11</b>	Unit 11: Introduction to BSP <ul style="list-style-type: none"> <li>- Revenue management versus</li> </ul>	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Case study</li> <li>• Cooperate teaching with BAGS</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Period</b>	<b>Learning Activities and Medias</b>
	- Revenue Accounting		
<b>12</b>	Unit 12: Review and Routing Practice	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Cooperative learning</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>13</b>	Unit 13: Review and Routing Practice	2-2	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Cooperative learning</li> <li>• Cooperate teaching with BAGS</li> </ul>
<b>14</b>	Group Presentation	2-2	<ul style="list-style-type: none"> <li>• Student-Centered</li> </ul>
<b>15</b>	Review and Summary	2-2	<ul style="list-style-type: none"> <li>• Student-Centered: Constructivist approaches and Cooperative Learning</li> </ul>
<b>16</b>	<b>Final Examination and Assignment Submission</b>	3	<ul style="list-style-type: none"> <li>• Paper and pencil test</li> </ul>

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b> - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	<b>Knowledge</b> - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	40%
3	<b>Cognitive Skills</b> -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	<b>Interpersonal Skills and responsibility</b> - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%
5	<b>Numerical Analysis,</b>			

	<b>Communication and Information Technology Skills</b> - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%
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## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents:**

IATA Course Textbook (2012) *Global Distribution Systems; Fare and Ticketing*.

### **2. Important Documents for Extra Study:** Airline news.

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

#### **Keywords for searching:**

Airline, Fare, Ticketing, Reservation, Routing, Travel

## **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 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  
Student evaluation and suggestions for improvement to the course

### **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.

**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 – Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code : IAL3403 Course Title : Fare and Ticketing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●