



TQF 3

√ Bachelor's Degree

Master's Degree

TQF3 Course Specification

Course Code: IAL 3307 **Course Title:** Ground Service Management

Credits: 3 (2-2-5)

Program: Airline Business, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2 **Academic Year:** 2017

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Section 1 General Information

1. Code and Course Title:

English: IAL3307 Ground Service Management

Thai: IAL3307 การจัดการบริการภาคพื้นดิน

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

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 *Major Area Course: Cluster of Airline Business Core Courses*.

4. Lecturers Responsible for Course and Instructional:

Course Lecturers:

4.1 Lecturer responsible for Course: Mr. Theppaluk Komolvani

4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvani (AB58 G.1-8)

5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvani

Tel: 081-8053085

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

6. Semester/Year of study

6.1 Semester 2 Year of study 2017

6.2 Number of students enrolled: **TBA** 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:

Revised on December 14, 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 in all areas
- (3) Able to demonstrate relevant morals in the organization and in

daily life

1.2 Knowledge

- (1) Able to understand the nature of the duties in ground service

management

- (2) Able to understand the terminology, idiom, and structure of

English related to ground service

- (3) Able to understand the basic operations of the ground service

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 English comprehension skills in operations

of ground service

1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner

- (2) Able to apply morality in a teamwork

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

1.5 Numerical Analysis, Communication and Information Technology

Skills

(1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Able to use the statistics to solve the problem

(3) Able to understand and apply to use the system for ticketing, checking in passengers

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: Other Airline Guide (OAG) Airline Guide and IATA manual, tickets and ticket acceptance, miscellaneous charges orders, credit cards, endorsement, fraud, passenger handling service, baggage, dangerous goods for passenger handling staff, check-in procedure, boarding and arrival: gate procedure and problem special passenger handling procedure, delay handling, and handling difficult situations and disruptive passengers.

Thai: คำแนะนำของสายการบินต่างๆ และคู่มือของสมาคมขนส่งทางอากาศ, บัตรโดยสาร และการรับบัตรโดยสาร การคิดค่าบริการอื่นๆ, เครดิตการ์ด, การโอนย้ายสารการบิน, เอกสารการเดินทางปลอม, ทักษะสำหรับการให้บริการผู้โดยสาร สัมภาระ วัตถุอันตราย สำหรับเจ้าหน้าที่ที่ดูแลผู้โดยสาร ขั้นตอนการเช็คอิน การขึ้นเครื่อง ขั้นตอนการเข้าประเทศ การดูแลผู้โดยสารพิเศษ และการแก้ปัญหาเมื่อเกิดความล่าช้า และสถานการณ์ลำบากต่างๆ

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

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
28 hours	28 hours	70 hours	2+ (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): Line

3.5 Consulting via Computer Network (Internet/Web board): University
website / Personal 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 to help each other reminding about punctuality
- (2) Morality in business
- (3) Student research about morality in business

1.3 Assessment Strategies

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style to apply in daily life
- (3) Measurement of original contribution from the activities

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems

- (3) Be able to organize self-study and share information with the class

2.2 Teaching Strategies

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

2.3 Assessment Strategies

- (1) Quizzes, role play, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

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) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

3.3 Assessment Strategies

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

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

4.2 Teaching Strategies

- (1) Cooperative learning with new situations and group members
- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

4.3 Assessment Strategies

- (1) Quizzes, role play, group discussion
- (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 IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
 - (2) Be able to use the statistics to solve the problem
- (3) Be able to understand and apply to use the system for ticketing, checking in passengers

5.2 Teaching Strategies

- (1) Direct instruction and Group work activities
- (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

5.3 Assessment Strategies

- (1) On-line quizzes, pop quizzes and Group work evaluations
- (2) Be able to communicate clearly via exhibitions

(3) Be able to access the computer system to help finding the solutions

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)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	<ul style="list-style-type: none"> • Introduction to Ground Service Management Course - Rules and Regulations in class - Communication : Get to know - TOEIC boost 	2-2	<ul style="list-style-type: none"> • Guide line to study the course • Discussion • Student-centered: Cooperative learning - Students' individual research : 'Airlines News with me' - Students' Group research : Performance activities 'Come fly with me'
2	<ul style="list-style-type: none"> • Unit 1 Introduction to Airline Industry - Airline - Air Travel process 	2-2	<ul style="list-style-type: none"> • Direct instruction • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
3	<ul style="list-style-type: none"> • Unit 2 Passenger terminal environment - Airports - Airport facilities - Airport ground service - Airport partner service 	2-2	<ul style="list-style-type: none"> • Direct instruction/Quiz • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
4	<ul style="list-style-type: none"> • Unit 3 Airline cabin environment - Airline travel classes - Airline cabin layouts 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Airlines News with me' 5</p>

Week	Topic/Outline	Period	Learning Activities and Medias
			persons a week
5	<ul style="list-style-type: none"> • Unit 4 Pre-flight preparation and check-in counter setup <ul style="list-style-type: none"> - Flight editing - Check-in counter setup 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
6	<ul style="list-style-type: none"> • Unit 5 Check-in process and Travel documents <ul style="list-style-type: none"> - Check-in process - Travel documents - Components of check-in process 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
7	<ul style="list-style-type: none"> • Unit 6 Boarding gate and Flight-finalizing procedures <ul style="list-style-type: none"> - Types of boarding gate - Boarding gate procedures - Boarding process - Preparing final documents - Finalizing the flight 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning • Students' individual performance activities 'Airlines News with me' 5 persons a week
8	Mid-term Examination	3	<ul style="list-style-type: none"> • Paper test
9	<ul style="list-style-type: none"> • Unit 7 Airline security <ul style="list-style-type: none"> - Access control - Passenger screening - Additional airline security 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning

Week	Topic/Outline	Period	Learning Activities and Medias
	<ul style="list-style-type: none"> measures - Seat plan - Time Table 		
10	<ul style="list-style-type: none"> • Unit 8 Baggage and Dangerous goods <ul style="list-style-type: none"> - Basic procedures - Limited release items - Identifying the different tags - Dangerous goods classes and labels 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning
11	<ul style="list-style-type: none"> • Unit 9 Special Handling Passengers <ul style="list-style-type: none"> - Types of passengers - Disable and Incapacitated passengers - Special meals 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving: VDO case study • Student-centered: Cooperative learning
12	<ul style="list-style-type: none"> • Unit 10 Arrival <ul style="list-style-type: none"> - Types of arrival passengers - Customs, Immigration, and Quarantine - Arrival preparation 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning
13	<ul style="list-style-type: none"> • Unit 11 Irregular Operations <ul style="list-style-type: none"> - Flight delays and cancellations - Misconnection passengers - Denied boarding - Handling of special scenarios 	2-2	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning
14	<ul style="list-style-type: none"> • Unit 12 Baggage services and Ground Handling Equipment <ul style="list-style-type: none"> - Baggage claim - Baggage Irregularity - Delayed baggage - Lost Baggage - Supporting equipment 	2-2	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning
15	<ul style="list-style-type: none"> • Conclusion 	2-2	<ul style="list-style-type: none"> • Direct instruction

Week	Topic/Outline	Period	Learning Activities and Medias
			<ul style="list-style-type: none"> • Student-centered: Cooperative learning • Students' group performance activities on 'Come fly with me'
16	<ul style="list-style-type: none"> • Make-up class 		<ul style="list-style-type: none"> • Direct instruction: Questions and Answers • Field trip during school break – "Royal Brunei Airlines visiting"
17	<ul style="list-style-type: none"> • Final Examination 	3	<ul style="list-style-type: none"> • Paper test

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>1 Morals and Ethics</p> <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>
<p>3. Cognitive Skills</p> <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</p>			

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>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 English skills during class 	<p>Throughout semester</p>	<p>5 %</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 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.</p> <p>5.2 Be able to use ICT skills and apply them.</p> <p>5.3 Be able to use ICT in the work place and apply numerical analysis in communication.</p>	<ul style="list-style-type: none"> • Quizzes • Group reports and presentations 	<p>Throughout semester</p>	<p>10 %</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Colin C. Law and Mary R. Doerflein (2014) *Introduction to Airline Ground Service*. Cengage Learning Asia Pte. Ltd. Singapore.

IATA Course Textbook (2012) *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

2. Important Documents for Extra Study

IATA Course Textbook (2014) *Airline Customer Service*. IATA Training and Development Institute. Canada.

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

Keywords for searching : Airlines, Airports, Airplanes, Ground, Service, Operation
Website: (2017, November). Retrieved from <http://www.wikipedia.com>.

Website: (2017, November). Retrieved from <http://en.wikipedia.org/wiki/Airlines>

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:

- 1.1 Content objectives were made clear to the students.
- 1.2 The content was organized around the objectives.
- 1.3 Content was sufficiently integrated.
- 1.4 Content was sufficiently integrated with the rest of the first year curriculum.
- 1.5 The instructional materials used were effectively.
- 1.6 The learning methods appropriate assessed the students' understanding of the content.
- 1.7 Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

- 2.1 Lecturers team observe the class and discuss the results as follow:
 - 2.1.1 The lecturer is well prepared for class sessions.
 - 2.1.2 The lecturer answers questions carefully and completely.
 - 2.1.3 The lecturer uses examples to make the materials easy to understand.
 - 2.1.4 The lecturer stimulated interest in the course.
 - 2.1.5 The lecturer made the course material interesting.
 - 2.1.6 The lecturer is knowledgeable about the topics presented in this course.
 - 2.1.7 The lecturer treats students respectfully.
 - 2.1.8 The lecturer is fair in dealing with students.
 - 2.1.9 The lecturer makes students feel comfortable about asking question.
 - 2.1.10 Course assignments are interesting and stimulating.
 - 2.1.11 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.
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