

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
S u b j e c t   D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<p>A. Ability to analyze and solve problems.(ratio:20.00)</p> <p>B. Ability to communicate in English.(ratio:20.00)</p> <p>C. Proper service and work attitude.(ratio:30.00)</p> <p>D. Tourism management knowledge.(ratio:30.00)</p>			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
<p>1. A global perspective. (ratio:30.00)</p> <p>3. A vision for the future. (ratio:10.00)</p> <p>4. Moral integrity. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			
Course Introduction	<p>Airline industry has been well known for its labor, information, technology and capital intensive characteristics. This course will introduce the various aspects of airlines operation and management, such as the history, current and future development of the airlines, fleet management, ticket information, ground and cabin service, maintenance management, yield management and aviation safety, to help students obtain basic knowledge related to airline industry.</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Be familiar with the complicated operation principles of the airline industry.	Cognitive
2	Be acquainted with the professional knowledge related to airline industry.	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	13457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCD	13457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course Introduction: The summary of air transportation	
2	109/09/21 ~ 109/09/27	The development of the air transportation-1	
3	109/09/28 ~ 109/10/04	The development of the air transportation-2	
4	109/10/05 ~ 109/10/11	Fleet management and scheduling	
5	109/10/12 ~ 109/10/18	Ground service	Quiz 1
6	109/10/19 ~ 109/10/25	In-flight service	

7	109/10/26 ~ 109/11/01	Ticket information	
8	109/11/02 ~ 109/11/08	Case study	Quiz 2
9	109/11/09 ~ 109/11/15	Review	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Airline marketing	
12	109/11/30 ~ 109/12/06	Airline marketing	
13	109/12/07 ~ 109/12/13	Airline alliance	Quiz 3
14	109/12/14 ~ 109/12/20	Aviation security/ safety issues	
15	109/12/21 ~ 109/12/27	Airport / airlines field trip	
16	109/12/28 ~ 110/01/03	Group presentation	
17	110/01/04 ~ 110/01/10	Group presentation	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	Students are required to attend the class on time and devote best efforts on all learning activities.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Cook, G. N. and Billig, B.G. (2017). Airline Operations and Management: A Management textbook. ISBN: 978-1-138-23753-7		
References	Chang, Y.H. (2016). Airline Business and Management. ISBN: 9789869290333		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 15.0 %   ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other (Quiz & Assignment) : 20.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		