

## Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	CABIN SERVICE MANAGEMENT	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG5 Gender equality SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production SDG17 Partnerships for the goals		
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			
A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
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			
1. A global perspective. (ratio:20.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	Combining management theories with practical service skills, this class aims at helping students understand how cabin service proceeds and diverse situations handling. The two key elements of cabin service, including emergency situation handling and general service, will be introduced in details.
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**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	Students are familiar with the detailed contents of cabin service. Meanwhile, they are able to apply the cabin service skills and core concepts to other service work.	Cognitive
2	Students may learn appropriate attitude to work in the service field.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	14578	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	14578	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course orientation	
2	110/03/01 ~ 110/03/07	Related organizational chart and individual tasks introduction	
3	110/03/08 ~ 110/03/14	Cabin work flow chart	
4	110/03/15 ~ 110/03/21	Cabin facility introduction	1st Quiz
5	110/03/22 ~ 110/03/28	Service introduction	
6	110/03/29 ~ 110/04/04	Case study	Group discussion
7	110/04/05 ~ 110/04/11	Case study	Group discussion
8	110/04/12 ~ 110/04/18	Meal/liquor fundamental	2nd Quiz
9	110/04/19 ~ 110/04/25	Review	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Field trip	
12	110/05/10 ~ 110/05/16	Emergency cases introduction	
13	110/05/17 ~ 110/05/23	Emergency equipment introduction	
14	110/05/24 ~ 110/05/30	Supplementary contents /Review	
15	110/05/31 ~ 110/06/06	Graduate Exam Week	
16	110/06/07 ~ 110/06/13	---	
17	110/06/14 ~ 110/06/20	---	
18	110/06/21 ~ 110/06/27	---	
Requirement	<p>1. Attendance is extremely important in this course. If you incur more than four unexcused absences (or up to eight hours), you will not be allowed to take exams for this course (扣考)。</p> <p>2. You will not be allowed to take exams (扣考), if your total absent hours are more than 12 hours.</p> <p>3. All students should not plagiarize their assignments, exams, etc. Plagiarism can result in an F grade for the assignment.</p> <p>4. The feasibility of field trip or guest speech is beyond control. It is not guaranteed that the related activities will be conducted.</p> <p>5. For those who would like to enroll in the course, you have to attend the class in the first week to participate in the in-class activity, even you are not on the list.</p>		

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Self-editted handouts and PPT files
References	
Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 15.0 %    ◆ Mark of Usual : 30.0 %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt; &gt; : %</p>
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>