

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	PRACTICAL ENGLISH FOR THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:10.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	<p>This class will help students be familiar with the airline jargon and ready for handling diverse situations related to airline industry. Based on the systematic materials arranged in the textbook, students will learn practical conversation for airline services and advanced aeronautical knowledge. Students are expected to upgrade their oral expression ability and be acquainted with airline professional knowledge.</p>
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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 able to handle diverse cases in English.	Cognitive
2	Students are able to demonstrate making public address in a professional level.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	124578	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation
2	ABCDE	124578	Lecture, Experience	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	Part I, Ch. 1-2	in-class activity

3	110/03/08 ~ 110/03/14	Part I, Ch. 3-4	in-class activity
4	110/03/15 ~ 110/03/21	Part I, Ch. 5-6	1st Quiz; in-class activity
5	110/03/22 ~ 110/03/28	Part I, Ch. 7-8	in-class activity
6	110/03/29 ~ 110/04/04	Part II, Ch 9-10	in-class activity
7	110/04/05 ~ 110/04/11	Review	
8	110/04/12 ~ 110/04/18	Part II, Ch 11	2nd Quiz; in-class activity
9	110/04/19 ~ 110/04/25	Part II, Ch 12	in-class activity
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Individual public address presentation	
12	110/05/10 ~ 110/05/16	Part III, Ch 13	
13	110/05/17 ~ 110/05/23	Part III, Ch 14	
14	110/05/24 ~ 110/05/30	Individual autobiography presentation	
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. Students will not be allowed to take exams (扣考), if your total absent hours are up to 12 hours.</p> <p>3. Students are required to participate in the in-class activities.</p> <p>4. All enrolled students must have the designated textbook for class learning and after class practice. It is not allowed to print the contents from the textbook.</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	Chen, S. C. (2020). Practical English for the Airline Industry. WU-NAN Book Inc.		
References			

Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 15.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 30.0 % ◆ Other () : %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.