

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure 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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:15.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:15.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	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.
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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	Be familiar with the complicated operation principles of the airline industry.	Cognitive
2	Be acquainted with the professional knowledge related to airline industry.	Affective
3	Be familiar with the airline/airport operation and staff recruitment.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

3	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	111/09/05 ~ 111/09/11	Course Introduction: The summary of air transportation		
2	111/09/12 ~ 111/09/18	The development of the air transportation-1		
3	111/09/19 ~ 111/09/25	The development of the air transportation-2		
4	111/09/26 ~ 111/10/02	Related concepts		Quiz 1
5	111/10/03 ~ 111/10/09	Fleet management		
6	111/10/10 ~ 111/10/16	Fleet management / Group presentation		
7	111/10/17 ~ 111/10/23	Fleet management / Group presentation		Quiz 2
8	111/10/24 ~ 111/10/30	Airline scheduling /Group presentation		
9	111/10/31 ~ 111/11/06	Contents review /Group presentation		
10	111/11/07 ~ 111/11/13	Midterm Exam Week		
11	111/11/14 ~ 111/11/20	Airline scheduling / Group presentation		
12	111/11/21 ~ 111/11/27	Field trip		Quiz 3
13	111/11/28 ~ 111/12/04	Airport introduction / Group presentation		
14	111/12/05 ~ 111/12/11	Airport introduction / Group presentation		
15	111/12/12 ~ 111/12/18	Airport introduction / Group presentation		
16	111/12/19 ~ 111/12/25	Safety and security /Group presentation		
17	111/12/26 ~ 112/01/01	Safety and security /Group presentation		Quiz 4
18	112/01/02 ~ 112/01/08	Final Exam Week		
Requirement	<p>1.The formal roll call will start from the first week. Whether you are on the enrolled list, you have to attend the first week of classes for the introduction, if you are interested in taking this course.</p> <p>2. Students are required to attend the class on time and devote best efforts on all learning activities. If you incur unexcused absences up to 16 hours, you will not be allowed to take exams for this course (扣考)。</p> <p>3. Field trip is uncertain due to the practical situations.</p>			

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	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (Quiz & Assignment) : 20.0 %</p>
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>