

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	CABIN SERVICE MANAGEMENT	Instructor	TENG, MEI-CHUAN
Course Class	TRBXB4P 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	SDG17 Partnerships for the goals		
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"> <li>A. Ability to analyze and solve problems.(ratio:20.00)</li> <li>B. Ability to communicate in English.(ratio:20.00)</li> <li>C. Proper service and work attitude.(ratio:20.00)</li> <li>D. Tourism management knowledge.(ratio:20.00)</li> <li>E. Tourism management skills.(ratio:20.00)</li> </ul>			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:20.00)</li> <li>2. Information literacy. (ratio:5.00)</li> <li>3. A vision for the future. (ratio:5.00)</li> <li>4. Moral integrity. (ratio:20.00)</li> <li>5. Independent thinking. (ratio:10.00)</li> <li>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:25.00)</li> <li>8. A sense of aesthetic appreciation. (ratio:10.00)</li> </ul>			

<b>Course Introduction</b>	<p>Working as an airline cabin crew is a challenging and exciting job experience. In order to provide excellent service and unforgettable happy journey to passenger, the job must have a high degree of personal responsibility and service mindset.</p> <p>This course not only delivery service related but also covers about airline safety issues and aviation knowledge. Especially for young professionals want to have a head start in the profession of aviation industry, this course is ideal with introducing the skills of communication and irregular situation handling during the flight.</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	Cabin crew's performance represent an airline service mission. According to the job competences delivery the soft skills abilities : communication, personal image, self discipline..etc, to have strong service mindset and international courtesy skill.	Cognitive
2	To performe great soft skills abilities: communication, personal image as well as the aviation knowldege.	Affective
3	To performe great soft skills abilities: communication, personal image as well as the aviation knowldege.	Psychomotor
4	To help students acquire the aviation knowledge.	Cognitive

**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, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation

2	ABCDE	1234567	Lecture, Discussion, Publication, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
4	ABCDE	12345678	Lecture, Discussion	Discussion(including classroom and online)

### Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Orientation	Airline culture
2	112/02/20 ~ 112/02/26	Aviation industry introduction	
3	112/02/27 ~ 112/03/05	1.cabin crew service procedure 2.how to make a self introduction	
4	112/03/06 ~ 112/03/12	1.cabin crew in flight safety procedure (part one) 2.the key to conduct an on line self introduction	
5	112/03/13 ~ 112/03/19	1.cabin crew in flight safety procedure(part two) 2.cabin crew personal image	
6	112/03/20 ~ 112/03/26	in flight public announcement	
7	112/03/27 ~ 112/04/02	A middle east Chinese cabin crew's work and life	Guest Lecturer co-teaching
8	112/04/03 ~ 112/04/09	spring vacation	
9	112/04/10 ~ 112/04/16	normal cabin service procedue and in flight duty free sales	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	1.special passenger handling 2. cross department communication	
12	112/05/01 ~ 112/05/07	service senario: service mistake	
13	112/05/08 ~ 112/05/14	service senario: recovery skills	
14	112/05/15 ~ 112/05/21	safety senario: drunk passenger / passenger refuse to comply with safety issues	
15	112/05/22 ~ 112/05/28	Graduate Exam Week	

16	112/05/29~ 112/06/04	---	
17	112/06/05~ 112/06/11	---	
18	112/06/12~ 112/06/18	---	
Requirement	public announcement cotent		
Teaching Facility	Projector		
Textbooks and Teaching Materials	teacher's ppt		
References	Air crew and Ground Operations Yang-Chih Book Co.,Ltd.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 25.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 25.0 % ◆ Final Exam : 30.0 % ◆ Other < > :        %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <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>		