

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	PRACTICAL ENGLISH FOR THE AIRLINE INDUSTRY	Instructor	LEE, CHENG-CHUNG
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people 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.			
Subject Departmental core competences			
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			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:25.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>This course will be tailer-made for the students who are studying in International Tourim. Apart from all the related knowledge with regards to the Tourism, we would like to give students more knowledge about Airline Industry.</p> <p>As far as airline industry is concerned, we will learn from the very beginnig of ailrine traffic rights to the related operations in the airport, which will give students a clear picture of the whole operations of airlines. In addition, we will provide various information regarding the airlines all over the world.</p>			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	1. Get familiar with all the airline jargons. 2. Be fully aware of the airline operations. 3. Have more knowledge about the related industry to airlines. 3.			Cognitive
2	1. To make students get familiar with all the knowledge of airlines. 2. To gain more knowledge of airline operations.			Affective
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BDE	1	Lecture, Discussion, Publication, Experience	Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note

1	112/02/13 ~ 112/02/19	Semester begings, class orientation	
2	112/02/20 ~ 112/02/26	Introduction to the airline history	
3	112/02/27 ~ 112/03/05	Introduction to international airline organizations	
4	112/03/06 ~ 112/03/12	Introduction to the airline two letter code/three letter codes	
5	112/03/13 ~ 112/03/19	Airline jargons	
6	112/03/20 ~ 112/03/26	Introduction to the airline industry	
7	112/03/27 ~ 112/04/02	Introduction of the airline related divisions	
8	112/04/03 ~ 112/04/09	Introduction to the airline reservation	
9	112/04/10 ~ 112/04/16	Introduction to the airline ticketing	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Introduction to the airport operation	
12	112/05/01 ~ 112/05/07	Introduction to the Ramp Services	
13	112/05/08 ~ 112/05/14	Introduction to the Airline cargo business	
14	112/05/15 ~ 112/05/21	Introduction to the related industry of airlines	
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		1. Students are required to attend the class, and no mobile can be used during the class. 2. No eating, drinking, talking and noise-making during the class.	
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Practical English for the Airline Industry	
References			

Number of Assignment(s)	1 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 25.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</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>