

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO THE AIRLINE INDUSTRY	Instructor	LEE, CHENG-CHUNG
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG7 Affordable and clean energy SDG10 Reducing inequalities		
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	In terms of the competitive airline market, it is essential to know every details from A to Z. As airline itself is complicated and is divided into various division, each division plays an very important factor to the success. The purpose of this course is to create insight and new learning in the area of airline knowledge.
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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	To help students to gain more knowledge of airline so as fit in the job requirements for the future.	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, Publication, Experience	Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Class Orientation	
2	112/09/18 ~ 112/09/24	Airline General Introduction	
3	112/09/25 ~ 112/10/01	The Introduction to the airline reservation	
4	112/10/02 ~ 112/10/08	The Introduction to the airline ticketing	
5	112/10/09 ~ 112/10/15	The Introduction to the airport operation	
6	112/10/16 ~ 112/10/22	The Introduction to the Project Planning	

7	112/10/23 ~ 112/10/29	The Introduction to the Sales & marketing	
8	112/10/30 ~ 112/11/05	The Introduction to the airline cost & effects	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	The Introduction to the Airline manufacturers	
11	112/11/20 ~ 112/11/26	The Introduction to the International Organizations	
12	112/11/27 ~ 112/12/03	The Introduction to the Top 10 airlines of the world	
13	112/12/04 ~ 112/12/10	The Introduction to the related industry to airlines -1	
14	112/12/11 ~ 112/12/17	The Introduction to the related industry to airlines -2	
15	112/12/18 ~ 112/12/24	The Introduction to the drone	
16	112/12/25 ~ 112/12/31	The future development of airline industry	
17	113/01/01 ~ 113/01/07	Final Exam Week	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.	
Key capabilities		self-directed learning International mobility	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching	
Distinctive teaching		Industry-university collaboration courses Project implementation course	
Course Content		Environmental Safety	
Requirement			
Textbooks and Teaching Materials		Self-made teaching materials:Presentations, Handouts, Videos, Worksheets Using teaching materials from other writers:Presentations, Handouts, Videos, Worksheets	

References	
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ 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>