

## Tamkang University Academic Year 112, 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	SDG3 Good health and well-being for people SDG11 Sustainable cities and communities 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:20.00) B. Ability to communicate in English.(ratio:20.00) 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:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:25.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<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
5	To develop a comprehensive understanding of cabin service management principles and practices, enabling students to excel in planning, implementing, and enhancing passenger experiences within the aviation industry. The key learning outcomes includes: Industry Knowledge, communication skill, resource management and problem solving. Also the assessment Methods : case studies , test and group project to evaluate students learning performance.	Cognitive

6	To develop a comprehensive understanding of cabin service management principles and practices, enabling students to excel in planning, implementing, and enhancing passenger experiences within the aviation industry. The Key learning outcomes are industry knowledge, communication skills, problems solving..etc. The assessment methods will be :test , case study and discussion, group project.	Cognitive
7	To develop a comprehensive understanding of cabin service management principles and practices, enabling students to excel in planning, implementing, and enhancing passenger experiences within the aviation industry.	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	12345678	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)
5	ABCDE	145678	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
6	ABCDE	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Activity Participation

7	ABCDE	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Orientation	Airline culture
2	113/02/26 ~ 113/03/03	Aviation industry introduction	
3	113/03/04 ~ 113/03/10	1.cabin crew service procedure 2.how to make a self introduction	
4	113/03/11 ~ 113/03/17	1.cabin crew in flight safety procedure (part one) 2.the key to conduct an on line self introduction	
5	113/03/18 ~ 113/03/24	1.cabin crew in flight safety procedure(part two) 2.cabin crew personal image	
6	113/03/25 ~ 113/03/31	in flight public announcement	
7	113/04/01 ~ 113/04/07	Do something you love to make a difference for first image	Guest Lecturer co-teaching
8	113/04/08 ~ 113/04/14	spring vacation	
9	113/04/15 ~ 113/04/21	Midterm Exam Week-- test	
10	113/04/22 ~ 113/04/28	1.In flight comunication 2. service language	
11	113/04/29 ~ 113/05/05	1.special passenger handling 2. cross department communication	
12	113/05/06 ~ 113/05/12	service senario: service mistake	
13	113/05/13 ~ 113/05/19	service senario: recovery skills	
14	113/05/20 ~ 113/05/26	safety senario: drunk passenger / passenger refuse to comply with safety issues	
15	113/05/27 ~ 113/06/02	Graduate Exam Week-- prject: group presentation	
16	113/06/03 ~ 113/06/09		
17	113/06/10 ~ 113/06/16		
18	113/06/17 ~ 113/06/23		

Key capabilities	Social Participation Problem solving
Interdisciplinary	
Distinctive teaching	
Course Content	Logical Thinking
Requirement	public announcement cotent
Textbooks and Teaching Materials	Self-made teaching materials:Presentations
References	Air crew and Ground Operations Yang-Chih Book Co.,Ltd.
Grading Policy	<p>◆ Attendance : 25.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 25.0 %</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 <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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>