

## Tamkang University Academic Year 112, 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	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
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.			
S u b j e c t   D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
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)			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
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)			

<b>Course Introduction</b>	<p>This course is mainly focus on introducing the jargon and practice of airline industry. Meanwhile, the airline operation will also be explained from A to Z in the class.</p> <p>In addition to that, the history of aviation and the major airlines in the world will also be briefed as well.</p> <p>Should you be interested in aviation and airline operation, this course will give you a clear picture of it.</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	To give students the whole picture of aviation and airline operation.	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)

**Course Schedule**

Week	Date	Course Contents	Note
1	113/02/19~ 113/02/25	Class Orientation	
2	113/02/26~ 113/03/03	The history of aviation and airlines	
3	113/03/04~ 113/03/10	The introduction to worldwide airline organization and alliance	
4	113/03/11~ 113/03/17	The introduction to Reservation	
5	113/03/18~ 113/03/24	The introduction to Ticketing	

6	113/03/25 ~ 113/03/31	The introduction to Airport operation	
7	113/04/01 ~ 113/04/07	The introduction to Cabin service	
8	113/04/08 ~ 113/04/14	The introduction to Aviation and pilot training	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	The introduction to Ground Handling	
11	113/04/29 ~ 113/05/05	The introduction to airline cooperation and alliance	
12	113/05/06 ~ 113/05/12	The introduction of the subsidiary company to airline	
13	113/05/13 ~ 113/05/19	The introduction of the related industries to Airline	
14	113/05/20 ~ 113/05/26	The future development of airline industry	
15	113/05/27 ~ 113/06/02	Graduate Exam Week	
16	113/06/03 ~ 113/06/09		
17	113/06/10 ~ 113/06/16		
18	113/06/17 ~ 113/06/23		
Key capabilities	self-directed learning International mobility Social Participation		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Industry-university collaboration courses		
Course Content	Logical Thinking Environmental Safety Sustainability issue		
Requirement	As long as you are interested in airline industry, you may feel free to attend the class.		

Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Videos Using teaching materials from other writers:Presentations, Videos
References	
Grading Policy	<p>◆ Attendance : 30.0 %   ◆ Mark of Usual : 10.0 %   ◆ 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 <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>