

## Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH- TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
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)			
<b>Subject Schoolwide essential virtues</b>			
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	Airline industry has been well known for its labor, information, technology and capital intensive characteristics. This course will introduce the various aspects of airlines operation and management, such as the history, current and future development of the airlines, fleet management, ticket information, ground and cabin service, maintenance management, yield management and aviation safety, to help students obtain basic knowledge related to airline industry.
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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	1. Students will be familiar with the complicated operation principles of the airline industry. 2. Students will understand the basic concepts related to international aviation operation and management. 3. Students will understand the importance of ground and cabin service to an airline company. 4. Students will be acquainted with the professional knowledge related to airline industry.	Cognitive
2	1. Students will be familiar with the complicated operation principles of the airline industry. 2. Students will understand the basic concepts related to international aviation operation and management. 3. Students will understand the importance of ground and cabin service to an airline company. 4. Students will be acquainted with the professional knowledge related to airline industry.	Affective
3	1. Students will be familiar with the complicated operation principles of the airline industry. 2. Students will understand the basic concepts related to international aviation operation and management. 3. Students will understand the importance of ground and cabin service to an airline company. 4. Students will be acquainted with the professional knowledge related to airline industry.	Psychomotor

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

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Course Introduction: The summary of air transportation	
2	113/09/16 ~ 113/09/22	The development of the air transportation-1	
3	113/09/23 ~ 113/09/29	The development of the air transportation-2	inclass activity
4	113/09/30 ~ 113/10/06	Fleet management	Quiz 1
5	113/10/07 ~ 113/10/13	Fleet management	
6	113/10/14 ~ 113/10/20	Lecture delivered by the guest speaker	inclass activity
7	113/10/21 ~ 113/10/27	Airline scheduling / Group presentation	Quiz 2
8	113/10/28 ~ 113/11/03	Airline scheduling /Group presentation	
9	113/11/04 ~ 113/11/10	Midterm Exam Week	inclass activity
10	113/11/11 ~ 113/11/17	Field trip_under arrangement	
11	113/11/18 ~ 113/11/24	Airline scheduling / Group presentation	
12	113/11/25 ~ 113/12/01	Airline scheduling	inclass activity

13	113/12/02 ~ 113/12/08	Airport introduction / Group presentation	Quiz 3
14	113/12/09 ~ 113/12/15	Airport introduction / Group presentation	
15	113/12/16 ~ 113/12/22	Airport introduction / Group presentation	inclass activity
16	113/12/23 ~ 113/12/29	Safety and security /Group presentation	
17	113/12/30 ~ 114/01/05	Final Exam	
18	114/01/06 ~ 114/01/12	Make-up test	
Key capabilities	self-directed learning International mobility Problem solving		
Interdisciplinary	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			
Course Content	Gender Equality Education Logical Thinking AI application Sustainability issue		
Requirement	1.The formal roll call will start from the first week. Whether you are on the enrolled list, you have to attend the first week of classes for the introduction, if you are interested in taking this course. 2. Students are required to attend the class on time and devote best efforts on all learning activities. You are granted with 6 hours unexcused absences. Apart from it, every one hour absence will cause 1 point deduction to your attendance score. 3. Field trip is uncertain due to the practical situations. The updated information will be delivered asap.		
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts Using teaching materials from other writers:Videos		
References	Chang, Y.H. (2016). Airline Business and Management. ISBN: 9789869290333		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 15.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other <Quiz & Assignment > : 20.0 %		

Note

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>.

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