

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure 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: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	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.	
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></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. 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	114/09/15 ~ 114/09/21	Course Introduction: The summary of air transportation		
2	114/09/22 ~ 114/09/28	The development of the air transportation-1		
3	114/09/29 ~ 114/10/05	The development of the air transportation-2		inclass activity
4	114/10/06 ~ 114/10/12	Field trip_under arrangement		Quiz 1
5	114/10/13 ~ 114/10/19	Fleet management		
6	114/10/20 ~ 114/10/26	Fleet management		inclass activity
7	114/10/27 ~ 114/11/02	Airline scheduling / Group presentation		Quiz 2
8	114/11/03 ~ 114/11/09	Airline scheduling /Group presentation		
9	114/11/10 ~ 114/11/16	Midterm Exam Week		inclass activity
10	114/11/17 ~ 114/11/23	Lecture delivered by the guest speaker		
11	114/11/24 ~ 114/11/30	Airline scheduling / Group presentation		
12	114/12/01 ~ 114/12/07	Airline scheduling		inclass activity

13	114/12/08 ~ 114/12/14	Airport introduction	Quiz 3
14	114/12/15 ~ 114/12/21	Airport introduction	
15	114/12/22 ~ 114/12/28	Safety and Security	inclass activity
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
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	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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