

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	PRACTICAL ENGLISH FOR THE AIRLINE INDUSTRY	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	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.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
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)			

Course Introduction	<p>1. This class helps students be familiar with the airline jargon and ready for handling diverse situations. Based on the systematic materials arranged in the textbook, students will learn practical conversation for airline services and advanced aeronautical knowledge. Students are expected to upgrade their oral expression ability and be acquainted with airline professional knowledge.</p> <p>2. It is a must for all enrolled students to obtain the designated textbook within the first two weeks.</p> <p>3. It is strongly recommended that enrolled students should have already received IELTS 5 or TOEIC 650.</p>			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</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	Students are able to handle diverse cases in English.			Cognitive
2	Students are able to demonstrate making public address in a professional level.			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), Activity Participation
2	ABCDE	12345678	Lecture, Experience	Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Course orientation		
2	114/09/22 ~ 114/09/28	Part I, Ch. 1-2		in-class activity

3	114/09/29 ~ 114/10/05	Part I, Ch. 3-4	in-class activity
4	114/10/06 ~ 114/10/12	Part I, Ch. 5-6	1st Quiz; in-class activity
5	114/10/13 ~ 114/10/19	Part I, Ch. 7-8	in-class activity
6	114/10/20 ~ 114/10/26	Part II, Ch 9-10	in-class activity
7	114/10/27 ~ 114/11/02	Review	
8	114/11/03 ~ 114/11/09	Part II, Ch 11	2nd Quiz; in-class activity
9	114/11/10 ~ 114/11/16	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	in-class activity
10	114/11/17 ~ 114/11/23	Part II, Ch 12	
11	114/11/24 ~ 114/11/30	Part II, Ch 12	
12	114/12/01 ~ 114/12/07	Individual public address presentation	
13	114/12/08 ~ 114/12/14	Part III, Ch 13	
14	114/12/15 ~ 114/12/21	Part III, Ch 14	
15	114/12/22 ~ 114/12/28	Individual autobiography presentation	
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			
Distinctive teaching			

Course Content	Gender Equality Education Logical Thinking Sustainability issue
Requirement	<p>1. Attendance is extremely important in this course. You are granted with 6 hours unexcused absences. Apart from it, every one hour absence will cause 1 point deduction to your attendance score.</p> <p>2.Students are required to participate in the in-class activities.</p> <p>3.All enrolled students must have the designated textbook for class learning and after class practice. It is not allowed to print the contents from the textbook.</p> <p>4.For those who would like to enroll in the course, you have to attend the class in the first week to participate in the in-class activity, even you are not on the list.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks</p> <p>Name of teaching materials:</p> <p>Chen, Shu-Chuan (2021). Practical English for the Airline Industry. Wu-Nan Culture Enterprise.</p>
References	
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 30.0 % ◆ 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 https://web2.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>※"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>