

## Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	CABIN SERVICE MANAGEMENT	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	SDG5 Gender equality SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production 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>Combining management theories with practical service skills, this class aims at helping students understand how cabin service proceeds and diverse situations handling. The two key elements of cabin service, including emergency situation handling and general service, will be introduced in details.</p> <p>Please be aware that the field trip is not guaranteed. In addition, there is no service and emergency simulations arranged in the lecture due to the classroom configuration and the limited equipment.</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	Students are familiar with the detailed contents of cabin service. Meanwhile, they are able to apply the cabin service skills and core concepts to other service work.	Cognitive
2	Students may learn appropriate attitude to work in the service field.	Affective

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

Course Schedule			
Week	Date	Course Contents	Note
1	115/02/23 ~ 115/03/01	Course orientation	
2	115/03/02 ~ 115/03/08	Related organizational chart and individual tasks introduction	
3	115/03/09 ~ 115/03/15	Cabin work flow chart	
4	115/03/16 ~ 115/03/22	Cabin facility introduction	1st Quiz
5	115/03/23 ~ 115/03/29	Service introduction	
6	115/03/30 ~ 115/04/05	Case study	Group discussion
7	115/04/06 ~ 115/04/12	Case study	Group discussion
8	115/04/13 ~ 115/04/19	Meal/liquor fundamental	2nd Quiz
9	115/04/20 ~ 115/04/26	Midterm	
10	115/04/27 ~ 115/05/03	Meal/liquor fundamental	
11	115/05/04 ~ 115/05/10	Field trip, if applicable	
12	115/05/11 ~ 115/05/17	Emergency cases introduction	
13	115/05/18 ~ 115/05/24	Emergency equipment introduction	
14	115/05/25 ~ 115/05/31	Final Week of Diverse Assessments for Graduating Class Courses	
15	115/06/01 ~ 115/06/07		
16	115/06/08 ~ 115/06/14		
17	115/06/15 ~ 115/06/21		
18	115/06/22 ~ 115/06/28		
Key capabilities			
Interdisciplinary			

Distinctive teaching	
Course Content	Gender Equality Education Logical Thinking Environmental Safety Green Energy
Requirement	1. All students should not plagiarize their assignments, exams, etc. Plagiarism can result in an F grade for the assignment. 2. The feasibility of field trip or guest speech is beyond control. It is not guaranteed that the related activities will be conducted. 3. 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.
Textbooks and Teaching Materials	Self-made teaching materials: Presentations, Handouts Using teaching materials from other writers: Videos
References	
Grading Policy	◆ Attendance : 15.0 %    ◆ Mark of Usual : 30.0 %    ◆ Midterm Exam : 25.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %
Note	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> . ※"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.