

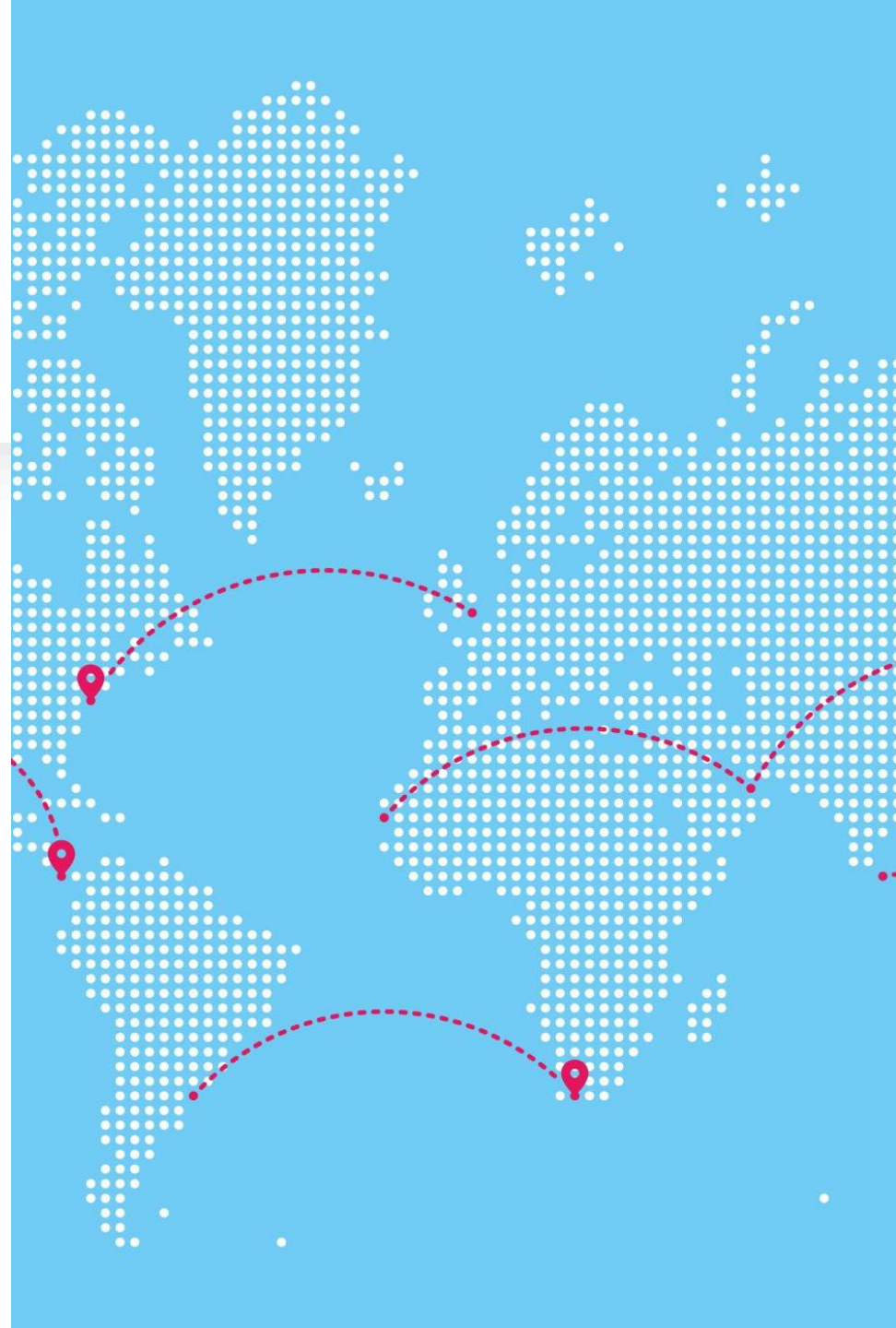


ABI 2301: Introduction English for Service Industry

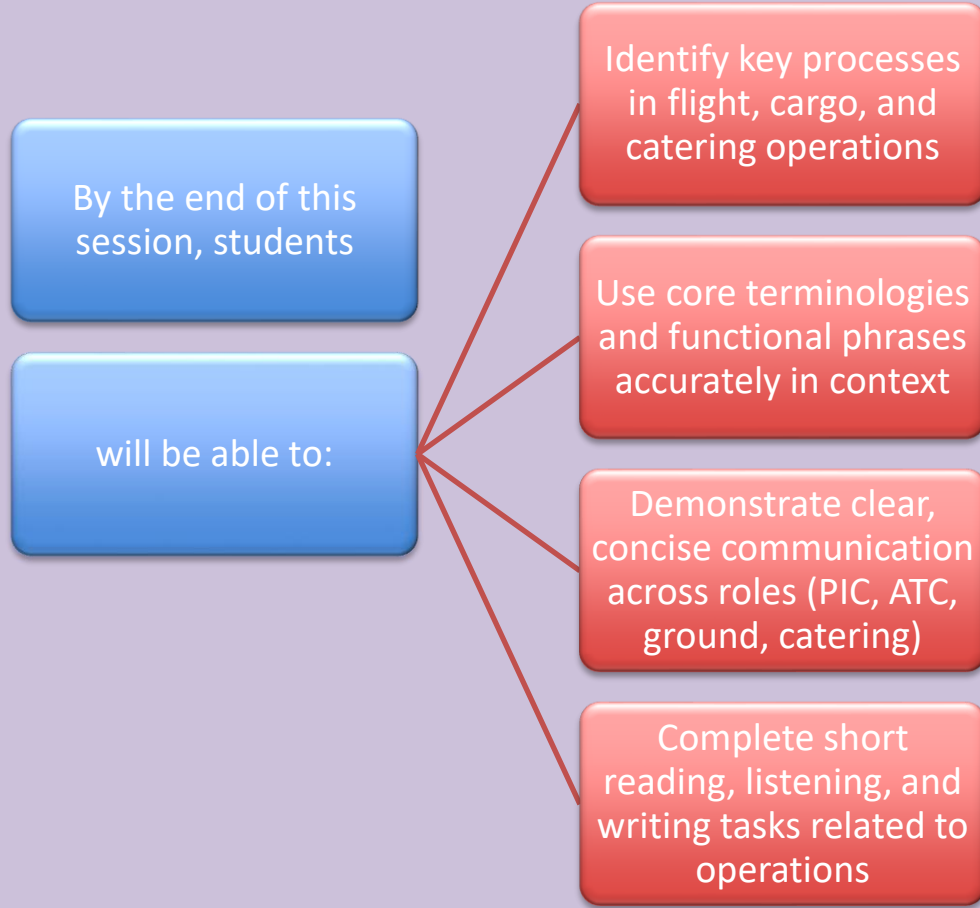
- **Asst.Prof.Bavornluck Kuosuwon (Add)**
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Course description

Terminologies, idiom and structure of English related to flight operation, cargo operation, catering operation and service industry, appropriate English level to harmonize with the situation, environment and circumstance. Reading, writing, listening and speaking English associated with flight operation, cargo and catering operation, Communication practice between flight operation personnel and Pilot-In-Command (PIC), Air Traffic Controller (ATC), as well as cargo and catering operation.



Learning Objectives



English for the Service Industry

Key Content

- Aviation Operations
- Communication
- Service Industry English



Key skills

Soft Skills in Aviation

- Communication
- Teamwork
- Leadership
- Decision-Making
- Confidence
- Situational Awareness
- Stress Management

- **Hospitality-specific vocabulary:**

- Language for different service departments in hotels (front desk, F&B, etc.)
- Common terms related to tourism, travel, and lodging

- **Communication skills:**

- **Speaking and listening:** Developing the ability to converse with international customers, which is often the most frequently used and challenging skill

- **Confidence building:** Overcoming insecurity to participate actively and clearly in conversations

- **Professional development:**

- Understanding the importance of a "service mind" and cultural awareness
- Developing basic digital and interpersonal skills for professional settings

- **Customer interaction:**

- Greeting and receiving guests
- Offering assistance and advice
- Handling guest requests and complaints
- Using polite and formal language

Summary & Learning Outcomes

1

Build aviation-related vocabulary and idioms

2

Develop reading, writing, listening, and speaking skills

3

Practice communication with PIC, ATC, cargo, and catering teams

4

Apply English appropriately in aviation operations



Week 1-2: English for Introduction to Aviation

- Overview of flight, cargo, and catering operations.
 - Key terminologies and basic industry idioms.
 - Activity: Ice-breaking role-play on airport situations.



Week 3: English Flight Operation Communication

- Standard aviation structure and phrases.
 - Communication between Flight Ops and PIC.
 - Activity: Listening practice with ATC phraseology.



Week 4-5: English for Cargo Operation

- Cargo documents: AWB, manifest, labels
- Idioms and expressions in freight handling.
 - Activity: Reading AWB samples and writing short summaries.
 - Guest Speaker by Pattaya Aviation

Week 6-7: English for Catering Operation

Terminologies: uplift, galley, provisioning.

- Communication between catering and cabin crew.
- Activity: Dialogue practice for catering briefings.



Week 7-8:
Service
Industry
Interaction


Customer

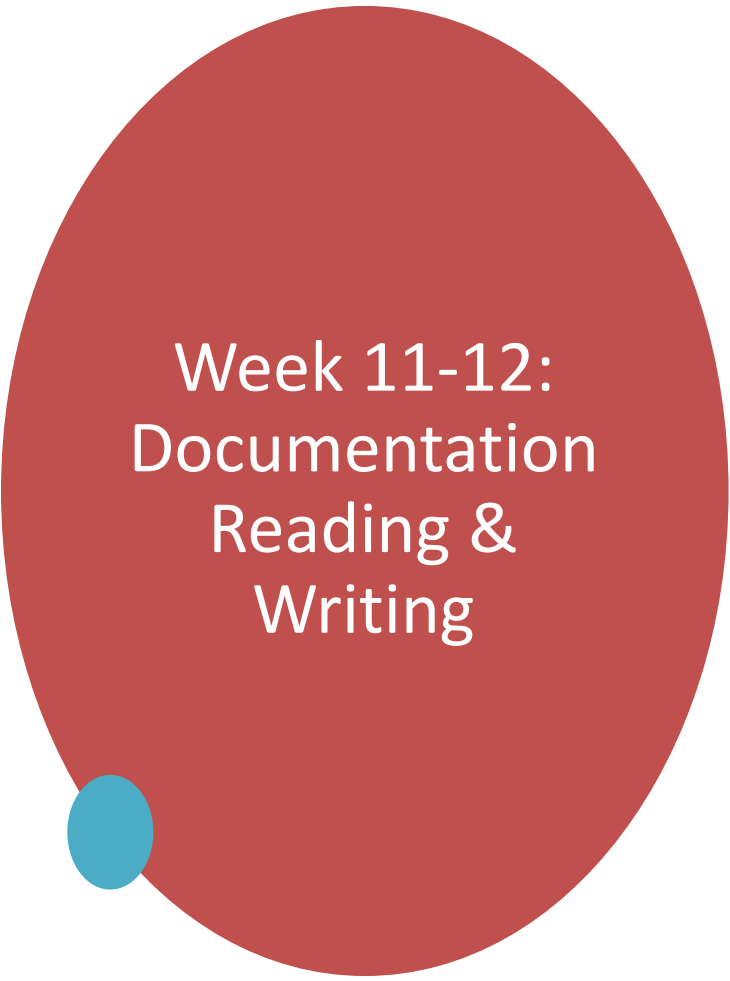
- Service expressions
and tone.

- Service recovery communication techniques.
- Activity: Role-play – handling difficult passengers.
- Midterm/Quizzes




Week 9-10: ATC
& Pilot
Communication

- ATC phraseology structure.
 - Emergency vs. routine communication.
 - Activity: Listening exercises with authentic ATC audio.
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Week 11-12:
Documentation
Reading &
Writing

- 
- Reading flight plans, load sheets, catering lists.
 - Writing concise operational messages.
 - Activity: Create a simple flight operation log.

Week 13-14: Situation-based Speaking Practice

- Adjusting English level to environment and situation.
 - Clear communication under time pressure.
 - Activity: Real-time task simulation.



Week 15-
16:
Integrated
Skills
Practice

- Combining reading, writing, speaking and listening.
 - Case study: delayed flight & irregular operations.
 - Activity: Group problem-solving task.



Final
Performance
&
Assessment

Students present operational communication scenarios

- Evaluation based on accuracy, clarity, professionalism.
- Activity: Team presentation & feedback.



Course assessment

Assignment	Measurement	Scores
Individual Assignment 1. Writing: Introduce yourself 2 Exercises	Percentage (10)	20
Group Assignment 2-3 each (Role play: Conversation)	Percentage (10)	10
Group Assignment (Present)	Percentage (10)	10
Attendance	Percentage (10)	10
Midterm	Percentage (20)	20
Final Project VDO clip via Google classroom (Report and Present)	Percentage (30)	30

Evaluation Criteria

เกณฑ์ประเมินผลการเรียน

ร้อยละ	ระดับผลการเรียน	ความหมาย
86 – 100	A	ดีเยี่ยม
82 – 85	A-	ดีเยี่ยม
78 – 81	B+	ดีมาก
74 – 77	B	ดี
70 – 73	B-	ค่อนข้างดี
66 – 69	C+	ปานกลางค่อนข้างดี
62 – 65	C	ปานกลาง
58 – 61	C-	ปานกลางค่อนข้างอ่อน
54 – 57	D+	ค่อนข้างอ่อน
50 – 53	D	อ่อน
46 – 49	D-	อ่อนมาก
0 – 45	F	ตก

Q and A

