

TQF.3

Bachelor's Degree

Master's Degree



College of Hospitality Industry Management

Course Specification

Course Code:ABI 1204 Course Title: Ground Service Management
Credits: 3(3-0-6)

Program: Airline Business, College of Hospitality Industry Management

Suan Sunandha Rajabhat University
(CHM)

Semester: 1 Academic Year :2025

Section 1 General Information

1. Code and Course Title :

Course Code: ABI 1204

Course Title (English): Ground Service Management

Course Title (Thai): การจัดการบริการภาคพื้นดิน

2. Credits: 3 (3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts, Program in Airline Business

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms.Korawin Kungwola

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

5.1 Ms.Korawin Kungwola Mobile: 063- 9914288

E-mail: korawin.ku@ssruic.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2025

6.2 Number of the students enrolled: 2 classes (20 per class)

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: College of Hospitality Industry Management, Nakhon Pathom Education Center & Building 36 Dusit, Bangkok

10. Last Date for Preparing and Revising this Course:

19 May 2025

Section 2: Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,

- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3: Characteristics and Operation

1. Course Outline

English: Other Airline Guide (OAG) Airline Guide and IATA manual, tickets and ticket acceptance, miscellaneous charges orders, credit cards, endorsement, fraud, passenger handling service, baggage, dangerous goods for passenger handling staff, check-in procedure, boarding and arrival: gate procedure and problem special passenger handling procedure, delay handling, and handling difficult situations and disruptive passengers.

Thai: คำแนะนำของสายการบินต่าง ๆ และคู่มือของสมาคมขนส่งทางอากาศ, บัตรโดยสารและการรับบัตรโดยสาร การคิดค่าบริการอื่น ๆ, เครดิตการ์ด, การโอนย้ายสารการบิน, เอกสารการเดินทางปลอม, ทักษะสำหรับการให้บริการผู้โดยสาร สัมภาระ วัตถุอันตราย สำหรับเจ้าหน้าที่ที่ดูแลผู้โดยสาร ขั้นตอนการเช็คอิน การขึ้นเครื่อง ขั้นตอนการเข้าประเทศ การดูแลผู้โดยสาร พิเศษ และการแก้ปัญหาเมื่อเกิดความล่าช้า และสถานการณ์ลำบากต่าง ๆ

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
45 hours	-	18 hours/week	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 304

Building: College of Hospitality Industry Management
(Nakhonpathom Education Center / CHM)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line:

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: https://elchm.ssru.ac.th/korawin_ku/

Section 4: Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,
- (2) Evaluate their ability to present their work in at an exhibition,
- (3) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Unit 1: Introduction to Airport & Airline Ground Operation -Airport as an Operational System -Passenger terminal environment	3	<ul style="list-style-type: none"> • Power Point • Guide line to study the course • Discussion • Student-centered: Cooperative learning <ul style="list-style-type: none"> - Students' individual assignment : "Fly me to the moon" - Students' Group research: Performance activities 'Come fly with me'
2	Unit 2: Air traveling Process	3	<ul style="list-style-type: none"> • Direct instruction • Students' individual performance activities 'Fly me to the moon' 3 persons a week
3	Unit 3: Preflight Preparation	3	<ul style="list-style-type: none"> • Direct instruction • You tube • Students' individual performance activities 'Fly me to the moon' 3 persons a week
4	Unit 4: Check-in counter setup and travel document	3	<p>Power point and google meet</p> <ul style="list-style-type: none"> • Problem solving • Student-centered: Cooperative learning • Students' individual performance activities 'Fly me to the moon' 3 persons a week

Week	Topic/Outline	Hours	Learning Activities and Medias
5	Unit 5: Check-in process	3	<ul style="list-style-type: none"> • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>
6	Unit 6: Baggage Acceptance Boarding gate and Flight-finalizing procedures	3	<ul style="list-style-type: none"> • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>
7	Check in Practice	3	<ul style="list-style-type: none"> • Student centered • YouTube
8	Mid-term Examination	3	<ul style="list-style-type: none"> • Paper test
9	Unit 7: Boarding Gate -Boarding gate sequence - Boarding gate announcement	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning • Students' individual performance activities 'Fly me to the moon' 3 persons a week
10	Unit 8: Arrival -Arrival passengers	3	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning • Students' individual performance activities 'Fly me to the moon' 3 persons a week

Week	Topic/Outline	Hours	Learning Activities and Medias
11	Unit 9: Special Handling Passengers	3	<ul style="list-style-type: none"> • Direct instruction • Problem solving: VDO case study • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>
12	Unit 10: Dangerous Goods	3	<ul style="list-style-type: none"> • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>
13	Unit 11: Irregular Operations	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>
14	Unit 12: Baggage services and Ground Handling Equipment	3	<ul style="list-style-type: none"> • Direct instruction • Problem solving • Student-centered: Cooperative learning <p>Students' individual performance activities 'Fly me to the moon' 3 persons a week</p>

Week	Topic/Outline	Hours	Learning Activities and Medias
15	<ul style="list-style-type: none"> Final Project 	3	<ul style="list-style-type: none"> Students' group performance activities on 'Come fly with me'
16	<ul style="list-style-type: none"> Make up Class 		<ul style="list-style-type: none"> Group discussion
17	<ul style="list-style-type: none"> Final 		<ul style="list-style-type: none"> Paper Test

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethic and Morals (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold, (3) The ability to make decisions in business according to moral concepts and judgments.	Attendance criteria	Throughout semester	10 %
2	Knowledge (1) The ability to identify the business theories	Paper test	(1) Week 8 (2) Week 16	25 % 25 %

	<p>and describe important case studies,</p> <p>(2) The ability to provide an analysis and provide the solution to real world problems,</p> <p>(3) The ability to use business knowledge integrated with other disciplines.</p>			
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	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>- Cooperative learning</p> <p><u>Activity</u></p> <p>1. In-flight Service Project (20%)</p>	<p>- Throughout semester</p> <p>- week 10 - 12</p>	20 %
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to communicate in English,</p>	<p>(1) Cooperative learning</p> <p>(2) Group presentation</p> <p><u>Activity</u></p>	Throughout semester	10%

	<p>(2) The ability to use English to solve business problem,</p> <p>(3) Initiate some new business ideas and have leadership.</p>	<p>1. Pre-flight briefing (5%)</p> <p>2. Safety Demonstration Announcement (5%)</p>		
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>- Group activity</p> <p><u>Activity</u></p> <p>1. Presentation Life of Cabin Crew (5%)</p> <p>2. Presentation Plan of In-flight Service Project (5%)</p>	Throughout semester	10 %

Section 6: Learning and Teaching Resources

1. Textbook and Main Documents

IATA. (2015). *Passenger Ground Services: Course Textbook*. Montreal: Canada.

IATA . (2012) *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

Colin C. Law and Mary R. Doerflein (2014) *Introduction to Airline Ground Service*.

Cengage Learning Asia Pte. Ltd. Singapore.

2. Important Documents for Extra Study

IATA Course Textbook (2014) *Airline Customer Service*. IATA Training and Development Institute. Canada.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Airlines, Airports, Airplanes, Ground, Service, Operation

Website: (2017, November). Retrieved from <http://www.wikipedia.com>.

Website: (2017, November). Retrieved from <http://en.wikipedia.org/wiki/Airlines>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students 1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.

- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

(12) Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

(13) Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.