



**Language Institute**

**Thammasat University**

**EL 201 English for Airline Business**

**Course Syllabus**

**Semester 1/2023**

**Course Description:** Developing communication skills in dealing with matters pertaining to airlines, practicing technical vocabulary and expressions used with passengers, reading and writing in the context of airline business, and enhancing intercultural knowledge and problem-solving skills.

**Course Objectives and Learning Outcomes (COLO)**

Objective 1: To demonstrate a clear understanding of the airline service industry in various aspects
Learning Outcome 1.1: Speak confidently in interviews and presentations Learning Outcome 1.2: Understand concepts related to airline service industry
Objective 2: To communicate accurately and effectively using technical terms and useful expressions relative to the airline service industry
Learning Outcome 2.1: Use accurate grammatical structures in response to different requests and questions Learning Outcome 2.2: Use appropriate vocabulary and expressions in response to different requests and questions
Objective 3: To develop intercultural skills
Learning Outcome 3.1: Recognize cultural differences in the modern workplace Learning Outcome 3.2: Take appropriate actions to solve a problem
Objective 4: To analyze and deal with a variety of situations/difficulties related to airline profession problems
Learning Outcome 4.1: Propose solutions to tactfully deal with problems related to airline service Learning Outcome 4.2: Discuss confidently in group on a variety of issues related to airline service industry

**Main Textbook/Teaching Materials:**

Sitthitikul, P. (2019). *English Communication Skills for Airline Business*. SE-Education Public Company Limited, Bangkok.

**Course Contents**

1. Overview of airline industry
2. Careers in airline industry
3. Airline reservations
4. Check-in procedures
5. Boarding passengers
6. In-flight service

**Course Evaluation**

<b>Evaluation Criteria</b>	<b>Points</b>
Attendance and participation	10
Role play	10
Midterm project	20
Term project	20
Quiz 1	20
Quiz 2	20
<b>TOTAL</b>	<b>100</b>

<b>Grade</b>	<b>Points</b>
A	85 and above
B+	80-84
B	75-79
C+	65-74
C	60-64
D+	55-59
D	50-54
F	49 and below

## Details of assignments

Tasks	Details
Role play (10 %)	<p>COLO: 1.1, 1.2,, 2.1, 2.2, 3.2, 4.1, 4.2</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> <li>1. Work in small groups.</li> <li>2. Choose a theme/topic from units 1-3 from the textbook.</li> <li>3. Prepare a 3 to 5-minute role play, and present it to the class.</li> </ol> <p><u>What to submit:</u></p> <ol style="list-style-type: none"> <li>1. Submit a typed script.</li> </ol>
Midterm Project (20%)	<p>COLO: 1.2, 1.2, 3.1, 3.2, 4.1, 4.2</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> <li>1. Work in small groups.</li> <li>2. Choose a topic from the lessons discussed in class or a proposed topic related to airline industry. Study it in details in terms of the general knowledge of that topic.</li> <li>3. Prepare a 5 to 7-minute creative presentation, and present it to the class.</li> </ol> <p><u>What to submit:</u></p> <ol style="list-style-type: none"> <li>1. A written report.</li> </ol>
Term Project (20%)	<p>COLO: 1.2, 1.2, 3.1, 3.2, 4.1, 4.2</p> <p><u>What to do:</u></p> <ol style="list-style-type: none"> <li>1. Work in small groups.</li> <li>2. Choose a topic/issue of your interest related to airline industry. Propose it to your instructor for approval.</li> <li>3. Prepare a 5 to 7-minute presentation.</li> <li>4. Plan your presentation and consult your instructor about it.</li> <li>5. In class presentation or a video clip of your presentation.</li> </ol> <p><u>What to submit:</u></p> <ol style="list-style-type: none"> <li>1. A written report.</li> </ol>

## Details of Quizzes

Date	Quiz	Unit
September 28	Quiz 1 (20 points)	Units 1-3
November 23	Quiz 2 (20 points)	Units 4-6

### Active Learning Activities

1. Exercises, group discussions, role plays
2. Independent assignments
3. Presentations (live and video)
4. Peer review and feedback

### Attendance Policy:

1. Students are required to attend at least 80% of the total class hours.
2. For each incidence of lateness, 0.5 point will be deducted. For each unexcused absence, 1 point will be deducted. Attendance scores can be reduced for lack of participation despite physical/virtual presence.

### Plagiarism Policy:

Students of Thammasat University are required to refrain from any kind of plagiarism, i.e. an act of copying other people's work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources, e.g. websites, books, etc., and pasting them into students' assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade.

### Instructor, Time and Venue:

Sec/Gr	Day	Time	Room	Instructors
320001	Thursday	09.30-12.30	LI 210	Assoc. Prof. Dr. Pragasit Sitthitikul Email: <a href="mailto:pragasit@gmail.com">pragasit@gmail.com</a>

### Important dates

Add/Drop 15-28 August 2023

Withdrawal with 'W' 4 September – 22 October 2023

**Tentative Teaching Schedule:**

<b>Week</b>	<b>Date (Thursday)</b>	<b>Units/ Activities</b>
1	August 17	Course Introduction Unit 1: Overview of Airline and Aviation Industry
2	August 24	Unit 1: Overview of Airline and Aviation Industry
3	August 31	Unit 2: Careers in Airline Business
4	September 7	Unit 2: Careers in Airline Business <i>Role play (10 points)</i>
5	September 14	<b>No class</b> <b>TU Teacher Day Ceremony</b>
6	September 21	Unit 3: Airline Reservation <i>Role play (10 points)</i>
7	September 28	Quiz 1 (Units 1-3) <i>Role play (10 points)</i>
<b>Midterm examination period (1- 8 Oct 2023)</b> <b>* This course does not have a midterm exam.</b>		
8	October 12	Unit 4: At the Airport: Prior to Departure
9	October 19	Unit 4: At the Airport: Prior to Departure <i>Submission of the Midterm project (20 points)</i>
10	October 26	Unit 5: Boarding Passengers
11	November 2	Unit 5: Boarding Passengers
12	November 9	Unit 6: Food and Drinks Services
13	November 16	Unit 6: Food and Drinks Services <i>Submission of the Final project (20 points)</i>
14	November 23	Quiz 2 (Units 4-6)
15	November 30	<b>No class</b> <b>Thammasat Commencement</b>
<b>*This course does not have a final exam.</b>		

**Holidays Observed:**

**TU Teacher Day Ceremony Thursday 14 September 2023 (morning sessions)**

**Monday 23 October 2023: King Rama IX Memorial Day**

**Thursday 30 November 2023: Thammasat Commencement**