



Course details

College of Tourism and Hospitality Industry
Tourism, Hospitality and Sports (International Program)
Bachelor of Arts (Tourism, Hospitality and Sport International
Programme)
B.A. (Tourism, Hospitality and Sport International Programme)
Curriculum Year 2022

Section 1 General Information

ITS 321	Aviation Business Management	3(3-0-6)
Co-required Course	-	
Prerequisite Course	-	
Semester	1/2025	
Group	120	
Type of Course	☐ Basic Course ☐ General Education Course ☒ Major Course ☐ Elective Course	
Responsible Lecturer		Faculty Staff
Lecturer	Dr. Chalermkiart Feongkeaw	☐ Faculty Staff ☒ Part-time Faculty
Teaching Location		☒ On-site ☐ Off-site
Date of preparation	July 2025	

Section 2 Course objectives and course components

1. Course objective and overview

To provide students with fundamental knowledge and managerial perspectives related to the structure, operations, and strategic management of the airline industry, with an emphasis on commercial, operational, and regulatory aspects influencing aviation business performance by exploring the key elements of airline business management, including airline structures, market strategies, route planning, pricing, revenue management, customer service, and global alliances. Students will gain insights into the competitive and regulatory environments affecting airline operations. Emphasis is placed on current trends, challenges, and innovations shaping the global airline industry. Through case studies and project-based learning, students will develop analytical and decision-making skills essential for managing and operating airline businesses in both full-service and low-cost models.

2. Course description

Integrative knowledge about structures, functions and operations of airline business; human resource management; organization, aircraft management; traffic rights; aviation safety management; necessary supported facilities affected by globalization and airline alliances trend as well as relevant issues

3. Number of hours per week that the teacher provides academic advice and guidance to students

Total3.....hours/week

- ☐ e-mail :
☐ Facebook
☐ Line
☒ Others.....

4. Course Learning Outcomes: CLOs

1. **Explain** the structure, functions, and types of airline business models including full-service and low-cost carriers.

2. **Identify and interpret** key operational elements in airline management such as scheduling, fleet planning, and route development.

3. **Analyze** the impact of global regulations, safety standards, and international aviation organizations on airline operations.

4. **Apply** fundamental marketing, pricing, and revenue management strategies in the context of airline business scenarios.

5. **Demonstrate** teamwork, communication, and problem-solving skills through case studies and group-based airline business simulations.

Section 3 Development of student learning outcomes

Development of course learning outcomes according to the learning outcomes standards in each area as expected are as follows:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
1	Have knowledge and understanding of the fundamentals of aviation business	• Lecture using problem-based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize • Assign additional research work • Assign homework to practice solving problem	• Evaluate and score from assigned work • Evaluate from mid-term and final exams
2	Develop their necessary skills for airline business	Lecture using problem-based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize • Practice in real settings • Assign additional research work • Assign homework to practice solving problem	• Evaluate and score from assigned work • Evaluate from mid-term and final exams • Evaluate project work, project presentations, and reports.

12. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
3	Able to analyze and find causes and solve problems correctly	• Lecture and Q&A teaching, assigning tasks that promote systematic analytical thinking.	• Evaluate and score assigned tasks • Evaluate from mid-term and final exams

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
4	Be disciplined, punctual, and responsible towards yourself and society.	• Incorporate content on discipline, punctuality, and responsibility towards oneself and society. • Teach morality and ethics during the project by talking with students, emphasizing responsibility for work, discipline, ethics, honesty in group duties, humility and kindness towards colleagues, and not being greedy.	• Observe that the submission of work must be on time to train students to be responsible for their work, be able to work together with others and be punctual.

4. Characteristic

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
5	Be responsible for the assigned tasks.	• Assign tasks to be submitted within the specified time frame.	• Observe behavior and submission of work • Evaluate and score assigned tasks

Section 4 Teaching plan and evaluation

1. Teaching plan

Week	Topic/Details	Teaching and learning activities and the media used	Number of hours	Lecturer
1	Course Orientation, Introduction to the Aviation Industry	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
2	Aviation Organizational Structure and Departments	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
3	Aircraft Types	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
4	Airline Geography/ Freedom of the Air	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
5	Airline Scheduling and Network Management	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
6	Airport Operations	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
7	Ground Operations	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
8	In-Flight Service	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
9	Air Cargo Service	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
10	Air Catering Service	Lecture Discussion PPT, Examples	3	Dr. Chalermkiart Feongkeaw
11	Aviation Safety Management	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
12	Airline Marketing and Customer Service	Lecture Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
13	Sustainability and Innovation in Airline Business	Brainstorming Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw
14	Airline Strategic Management and Competition	Brainstorming Discussion PPT, Examples/ Case Study	3	Dr. Chalermkiart Feongkeaw

Week	Topic/Details	Teaching and learning activities and the media used	Number of hours	Lecturer
15	Final Presentation	Term project presentation in the classroom	3	Dr. Chalermkiart Feongkeaw
Total			45	

2. Learning Assessment Plan

Learning Outcomes	Learning Assessment Method	Assessment Week	Ratio of Assessment
1.1, 1.2	Mid-term exam (unscheduled) Final exam	8 16	30% 40%
2.1, 2.2	Class attendance, participation, discussion, giving opinions in class	Throughout the course	10%
4.1, 4.2	Case study analysis, research, project presentation, group work	13 -15	20%

3. Course Learning Outcome (CLOs) consistency with learning outcomes

CLOs	1.Knowledge		2.Skill		3.Ethics		4.Personal	
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Students understand the fundamentals of aviation services	✓							
CLO 2 Students develop their customer service skills				✓				
CLO 3 Students express morality and ethics in aviation case study					✓			
CLO 4 Students have the ability to adapt to different situations related to aviation business							✓	

Section 5 Teaching resources

1. Textbooks and Primary Source

Title: *Air Transport in the 21st Century: Key Strategic Developments*

Author: John F. O'Connell and George Williams (Eds.)

Publisher: Routledge (Imprint of the Taylor and Francis Group), 2016

2. Important documents and information

Title: *Air Transportation: A Management Perspective (8th edition)*

Authors: John G. Wensveen

Publisher: Ashgate Publishing Limited, 2015

3. Recommended documents and information

Title: *Annex 2: Rules of the Air (11th Edition)*

Platform: ICAO (www.icao.int), 2024

Section 6 Evaluation and improvement of course implementation

1. Strategy for evaluating course effectiveness by students

- ☒ Evaluation of teaching effectiveness by students
- ☒ Course assessment form
- ☐ Group discussion between instructor and students
- ☐ Reflection on student behaviour
- ☐ Suggestions via online channels that instructors have created as a communication channel with students
- ☐ Others (specify)

2. Learning Management Assessment Strategies

- ☒ Teacher Evaluation
- ☐ Student Reflection
- ☒ Examination Results
- ☐ Learning Outcome Assessment Review
- ☐ Assessment by Academic Standards Committee
- ☐ Teaching Observation of Team Members
- ☐ Other (specify)

3. Learning Management Improvement Mechanism

- ☐ Seminar on Teaching Management
- ☒ In-Class and Out-of-Class Research
- ☐ Others (specify)

4. Process of Reviewing Learning Outcomes of Students' Courses

- ☐ A committee has been established in the subject area to review the results of the evaluation of student learning outcomes by reviewing the reported test papers, the method of grading the test, and the grading of behavior.
- ☒ Review of the grading of student work by the committee of the department and faculty.
- ☐ Review of the grading from randomly checking student work by lecturers or other qualified persons who are not regular lecturers of the program.
- ☐ Others (specify)

5. Review and planning to improve the effectiveness of the course.

- ☒ Improve the course each year. According to the suggestions and results of the review in Section 4
- ☒ Improve the course each year according to the results of the evaluation of the teacher by the students.
- ☐ Others (specify)

Notice concerned: Presentation Marking Rubric (Group)

NAME..... Student ID.

	HD (10)	D (9-8)	C (7-6)	P (5)	Mark
Comprehension	Extensive knowledge of topic. Members showed complete understanding of assignment. Accurately answered all questions posed.	Most showed a good understanding of topic. All members able to answer most of audience questions.	Few members showed good understanding of some parts of topic. Only some members accurately answered questions.	Presenters partly understood topic. Majority of questions answered by only one member.	
Presentation Skills	Regular/constant eye contact. The audience was engaged, and presenters held the audience's attention. Appropriate speaking volume and body language.	Most members spoke to majority of audience; steady eye contact. The audience was engaged by the presentation. Majority of presenters spoke at a suitable volume. Some fidgeting by member(s).	Members focused on only part of audience. Sporadic eye contact by more than one presenter. The audience was distracted. Speakers could be heard by only half of the audience. Body language was distracting.	Minimal eye contact by more than one member focusing on small part of audience. The audience was not engaged. Majority of presenters spoke too quickly or quietly making it difficult to get. Inappropriate body language.	
Content	The presentation was a concise summary of the topic with all questions answered. Comprehensive and complete coverage of information.	The presentation was a good summary of the topic. Most important information covered; little irrelevant information.	The presentation was informative but several elements went unanswered. Much of the information irrelevant; coverage of some of major points.	The presentation was a brief look at the topic but many questions were left unanswered. Majority of information irrelevant and significant points left out.	
Preparedness/ Participation/ Group Dynamics	All presenters knew the information, participated equally, and helped each other as needed. Extremely prepared and rehearsed.	Slight domination of one presenter. Members helped each other. Very well prepared.	Significant controlling by some members with one minimally contributing. Primarily prepared but with some dependence on just reading off slides.	Unbalanced presentation or tension resulting from over-helping. Multiple group members not participating. Evident lack of preparation/rehearsal. Dependence on slides all times.	
Total					

* A total mark of less than 5 is considered to require improvement.