



Course Specifications

Course Title:	Airline Cabin Crew Hospitality Management
Course Code:	
Program:	B.Sc. Tourism and Hospitality Management: Hotel Management Minor Specialization
Department:	Tourism and Hospitality Management
College:	Business Administration
Institution:	Umm Al Qura University

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 10 th Semester/ 4 th Year
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	30	100%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

This Course is designed to afford basic knowledge about airline cabin crew and customer service to the program students. It helps them to have the initials of this career, which could lead them to join it if they met its requirements.

2. Course Main Objective

The course aims to equip students with basics about inflight hospitality services and the fundamentals of the airline crew members duties and responsibilities.

3. Course Learning Outcomes

CLOs	Aligned PLOs
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CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	List airline crew members' criteria, hierarchy, duties and responsibilities	
1.2	Identify the required knowledge and skills to progress in the profession of airline crew member career	
1.3	Develop recommendations to advance the afforded inflight hospitality services	
1.4	Match the management functions and airline crew members routine to afford an integrated process exceeding customer expectations	
1...		
2	Skills :	
2.1	Present professionally written assignments about airline crew members career and how to develop it	
2.2	Adopt team working skills and leadership skills at different in-class activities and the required assignment	
3	Values:	
3.1	Select the appropriate forms of oral, written, digital, and graphic communication to express their believe in the life long learning values	
3.2	Practice active listening, critical thinking, and critical reading to enhance the value of continuous development	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	1
2	Airline Crew Members, criteria, general behavioral requirements, career, hierarchy, duties and responsibilities	8
3	Airline traveler cycle and the required hospitality services	3
4	Aircraft Familiarization	3
5	Handling risks, critical situations and complaints	9
6	Cabin crew interactions with other crew members	3
7	Inflight hospitality management to exceed in flight travelers	3
Total		30

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	List airline crew members' criteria, hierarchy, duties and responsibilities	Active learning strategies	Exams Group Assignments Individual

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Assignments In class activities
1.2	Identify the required knowledge and skills to progress in the profession of airline crew member career	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
	Develop recommendations to advance the afforded inflight hospitality services	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
	Match the management functions and airline crew members routine to afford an integrated process exceeding customer expectations	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
...			
2.0	Skills :		
2.1	Present professionally written assignments about airline crew members career and how to develop it	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.2	Adopt team working skills and leadership skills at different in-class activities and the required assignment	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
3.0	Values		
3.1	Select the appropriate forms of oral, written, digital, and graphic communication to express their believe in the life long learning values	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
3.2	Practice active listening, critical thinking, and critical reading to enhance the value of continuous development	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid term Exam	5	10%
2	Individual Assignment	7	20%
3	Group Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving- attendance)	Every week	10%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
5	Final exam	12	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours (1.5 hr/week).
- E-mail (available).
- Watsapp
- Black Board facility for female Campus

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	De, J. V. (2013). <i>Airline Cabin Crew: A Career Manual</i> . Tata McGraw Hill Education Private Limited
Essential References Materials	Cornell Hospitality Quarterly Annals of Tourism Research International Journal of Tourism Management International Journal of Tourism Research Journal of Hospitality and Tourism Management Tourism and Hospitality Research Tourism Management World Hospitality and Tourism Trends
Electronic Materials	https://www.iata.org/ www.Hedna.org www.hospitalitynet.org Caterer and Hotelkeeper www.caterer.com British Hospitality Association www.bha-online.org.uk Caterer and Hotelkeeper www.caterer.com Mintel Market Intelligence http://www.reports.mintel.com/ Mintel Market Intelligence http://www.reports.mintel.com/ The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class room with max of 20 seats- Active Learning Halls, Airplane Simulator.
Technology Resources (AV, data show, Smart Board, software, etc.)	Airplane simulator, Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Questionnaire
Quality of learning resources	Faculty	Questionnaire
Extent of achievement of course learning outcomes	Faculty	Exams & Students performance

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	