



## Course Specifications

<b>Course Title:</b>	<b>Managing Services in Airports</b>
<b>Course Code:</b>	
<b>Program:</b>	<b>Bachelor of Tourism and Hospitality Management</b>
<b>Department:</b>	<b>Tourism and Hospitality Management</b>
<b>College:</b>	<b>Collage of Business</b>
<b>Institution:</b>	<b>Umm Al Qura University</b>

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- A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered: Year 4, Semester 10</b>
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

**6. Mode of Instruction** (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	24	73%
2	Blended		
3	E-learning	9	27%
4	Distance learning		
5	Other		

**7. Contact Hours** (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	<b>33</b>

- B. Course Objectives and Learning Outcomes

<p><b>1. Course Description</b></p> <p>This course presents a comprehensive and cutting-edge insight into today's international airport industry. Approaching management topics from a strategic and commercial perspective, rather than from an operational and technical one, the course provides an innovative insight into the processes behind running a successful airport. Airport management courses specialize in the area of administration of Airlines and Airports. It prepares candidates suitable for management of airlines including how to set the strategy of airports to provide information on airline operational and commercial priorities.</p>
<p><b>2. Course Main Objective</b></p> <p>1. What is the main purposes for this course?</p> <ul style="list-style-type: none"> <li>• Familiarity with the main information about airports, their management, planning and development.</li> <li>• Understand the concept of quality and airport customer service management</li> </ul>

- Learn about the role of air transport in the tourism industry
  - Familiarity with international organizations and conventions regulating air transport
  - Identify the challenges, alliances and mergers facing the air transport sector
  - Identify investment opportunities in airlines and airports and their impact on service quality
  -
2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

Based on Curricula Management and Assurance of Learning System (CMALS) adopted at the college of business, the course director will collect students' feedback, external examiners reviews, updated knowledge and industry feedback to continuously develop the course.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Student will learn how plan and manage an advanced event	
1.2	Student will obtain an advanced knowledge and skills required for planning and managing event	
1.3	Student will understand how to measure and evaluate an event achievement	
1.4	Student will learn how to use technology and media in event	
1.5	Student will learn how to strategy for successful event	
2	<b>Skills:</b>	
2.1	Student's ability to plan and manage an advanced event	
2.2	Student's ability to evaluate processes and information of the event and visitors	
2.3		
2...		
3	<b>Values:</b>	
3.1	Student will learn how to use sustainable theory in practice in events	
3.2	Student will learn how sustainably manage events	
3.3		
3...		

- C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to the airport industry	3
2	Chapter 2: The structure of the airport industry	3
3	Chapter 3: Airport economics and performance benchmarking	3
4	Chapter 4: The airport and airline relationship	3
5	Chapter 5: Airport operations	3
6	Chapter 6: Airport service quality and the passenger experience	3
7	Chapter 7: Provision of commercial facilities	3

8	Chapter 8: Airport competition and the role of marketing	3
9	Chapter 9: The economic and social impact of airports	3
10	Chapter 10: The environment impact of airports	3
11	Chapter 11: Airport planning and development	3
12		
<b>Total</b>		<b>33</b>

- D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	To familiarize the student with the general plan of the airport and its economic impact, air services for airlines, and air and ground transportation services provided to travelers	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	Identify unique structure and the relationship between airports and airlines and their diverse products.	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Identify the economic performance and the impact of airport on social and environment.	Active Learning strategies	Exams Team Work Assignments Course Work
1.4	Know the planning and development of airports and the role of marketing on competition.	Active Learning strategies	Exams Team Work Assignments Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	The student should be able to discuss and express his opinion on the management of airports, and what is related to them. Where he shows his managerial and cognitive skills and their economic impact, as well as his knowledge of airport customer service management.	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	The student will have a full background on the role of air transport in the tourism industry, and international organizations and agreements governing air transport.	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	The student will have the skill of strategic thinking on how to satisfy customers as a means to develop airport services	Active Learning strategies	Exams Team Work Assignments Course Work
<b>3.0</b>	<b>Values</b>		
3.1	Manage effective performance within a team environment	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Responsibility for own learning.	Active Learning strategies	Exams Team Work Assignments Course Work
3.4			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	7	20%
2	Main Project	10	20%
3	Presentation	11	10%
4	Attendance and Participation	12	10%
5	Final Exam	13	40%
5			

\*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:

2 hours a week office for counseling and support

All the week through Whatsapp and email

- F. Learning Resources and Facilities

### 1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> <li>Managing Airports_ An International Perspective, fifth edition, by Anne Graham (2018)</li> <li>Guidebook for Managing Small Airports, by James H. Grothaus and Thomas J. Helms, Shaun Germolus and Dave Beaver, Kevin Carlson, Tim Callister, and Robert Kunkel and Ann Johnson (2009)</li> </ul>
Essential References Materials	
Electronic Materials	<a href="https://soaneemrana.org/AIRPORT%20PLANNING%20AND%20MANAGEMENT%20BY%20SETH%20B.%20YOUNG%20&amp;%20ALEXANDER%20T.%20WELLS1.pdf">https://soaneemrana.org/AIRPORT%20PLANNING%20AND%20MANAGEMENT%20BY%20SETH%20B.%20YOUNG%20&amp;%20ALEXANDER%20T.%20WELLS1.pdf</a>
Other Learning Materials	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show and smartboard
<b>Other Resources</b>	

Item	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	Lecturer and head of department	Exams and projects
Extent of achievement of course learning	Lecturer and head of department	Exams and projects
Quality of learning resources	Lecturer and head of department	All textbooks and online materials

**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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	