

Kainan University
Department of Air Transportation

(Fall/Spring) Spring Semester 9602 Year Course Syllabus

Course Code No.	Course Title	Instructor	Subject	Level of Course
107032800	Chinese: 航空公司客運實務	許悅玲	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	Year: 大三
	English: Passenger Service in the Airline Industry		e-mail/phone ext: irishsu@mail.knu.edu.tw	
Teaching Goals and Content	<p>The aim of the course is to provide a general view of passenger service and an understanding of the key elements including operations, ticketing and sales, used in the airline industry. .</p> <p>Objectives At the end of the module students should:</p> <ol style="list-style-type: none"> 1. Understand the importance of the key internal and external factors affecting airline operations. 2. Know the characteristics of the main segments of passenger service. 3. Understand the key issues in passenger sales as well as ticketing. 			
Teaching Methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
Grading and Evaluation Criteria	midterm <u>40</u> % final <u>40</u> % class participation <u>20</u> % other _____% (note: subject to change without prior notice, if necessary)			
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered) 空運學-航空客運與票務，謝淑芬著，台北市。五南文化，2006。			

Course Description (including outline and course schedule):

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| Part I: 空運市場 | Part III: 航空客運票務 |
| 1. 空運市場特性 | 7. 航空機票種類與效期 |
| 2. 空運市場與保險 | 8. 預約訂位與旅客時刻表 |
| Part II: 航空客運業務 | 9. 票價書使用方法 |
| 3. 航空運務& 航務 | 10. 票價計算方法 |
| 4. 空運行李 | |
| 5. 訂位組 | |
| 6. 票務組 | |

Instructions:
Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.

空運系主任 尹相隆

signature of the convener of the curriculum committee

許悅玲

signature of the teacher

