

ARLN A120: AIRLINE SERVICE EXCELLENCE

Item	Value
Curriculum Committee Approval Date	12/02/2020
Top Code	302040 - Flight Attendant
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Examines the priority of customer service and satisfaction in the airline industry. Students will investigate how airlines differentiate service to be competitive and will use their findings to develop a personal approach to customer care. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate a professional personal service style through body language, oral communication skills and visual poise.

Course Objectives

- 1. Identify principles that constitute quality service both in-flight and on the ground.
- 2. Identify in-flight and ground equipment available to achieve the goal of quality service
- 3. Analyze different styles of service
- 4. Recognize and implement appropriate etiquette practices
- 5. Identify cultural differences that may affect service outcome
- 6. Practice problem solving techniques with difficult or unusual customer situations
- 7. Project a positive and professional attitude to obtain employment in the travel industry
- 8. Display a positive self-image that projects confidence to themselves, as well as to other people
- 9. Apply the principles of good grooming, skin and hair care for personal maintenance and appearance
- 10. Project confidence through body language, oral communication skills and visual poise

Lecture Content

Identify cultural difference and etiquette relating to providing service to the public. Identify equipment and its proper use for food and beverage service. Study of companies with excellent service reputations Role of the service person In-flight and ground equipment Airline equipment - in-flight and ground Special promotion - in-flight and ground In-flight meals service and amenities In-flight and ground food and beverages service Development of a personal service style Etiquette practices Problem

solving abilities when dealing with difficult and unusual situations Analyze cultural differences affecting service: Attitude development and the influences of positive and negative attitudes Self image and public image presentation Development of self-appraisal skills Body language and visual poise

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written and oral comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques. Maps - location on blank maps of countries, major cities, country and water borders, flags, other material deemed pertinent for specified areas.

Demonstration of Critical Thinking

Initial writing assignments will include a short essay to assess personal service style. Access and develop professional development based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Examinations consisting of fill-in, multiple choice and short essay. Worksheets completed from information in the text, computer software, lectures and video presentations. Participation in role playing, class discussion and other interactive classroom work.

Required Writing, Problem Solving, Skills Demonstration

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Textbooks Resources

1. Required Timm, Paul R.. Customer Service: Career Success Through Customer Loyalty, ed. New Jersey: Prentice Hall, Inc. , 2007
 2. Required Johnson, Spencer. Who Moved My Cheese? , ed. New York: Penguin Putnam, Inc. , 2002
- Rationale: latest