ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF BUSINESS ENGLISH
COURSE OUTLINE 2/2026

Course: EN3288 English for Airlines Business
Status: Major Elective
Credits: 3
Prerequisite: ELE2000 Academic English
Lecturer: Dr. Parinya Khumruk
Section: 401-402

Course Descriptions:

English communicative skills used in airline business, basic knowledge of the aviation industry and airline works, and specific terminology for airline business.

Objectives:

1. To be familiarized with English usage in Airline Industry.
2. To understand terminology used in the field of commercial airlines.
3. To gain necessary skills regarding different tasks performed in airline operations.
4. To communicate effectively in various situations both onboard and aground.

Course Learning Outcomes:
Students are able to:
1. Use English to communicate effectively in various situations onboard.
2. Use English to communicate effectively in various situation aground.
3. Explain various terms used in commercial airline business.
4. Demonstrate different tasks performed in airline operations.
5. Explain the process of airline safety precautions.

Required Material:

English for Airline Business Compilation, available at Au Bookstore

Recommended Readings:

Ellis, S. & Lansford, L. (2010). *English for Cabin Crew* (with CD-ROM) [Publisher: Oxford University Press, ISBN-13: 978-0194579575]

Emery, H. & Roberts, A. (2008) *Aviation English: Student's Book with CD-ROM Pack*. [Publisher: Macmillan, ISBN-13: 9780230027572]

Sukchuen, N. (2002). *English for Ground and In-flight Attendants.* [Publisher: Kasetsart University Press, ISBN: 9745371513]

Teaching Learning Activities:

1. Lectures
2. Discussions
3. Role-play
4. Presentations
5. Written Examination

Course Requirements:

80% Attendance (maximum absence = 2 times)
Class Assignments and activities
Mid-term examination
Final examination

Marks Allocation:

Attendance	5%
Role Play	10%
Presentation 1 & 2	20%
Announcement 1 & 2	10%
Safety Demonstration	10%
Project: Sky High Careers	10%
Midterm Exam	15%
Final Exam	20%
Total	**100%**

Grade Range (%)	
A	85-100
A-	82-84
B+	79-81
B	75-78
B-	72-74
C+	69-71
C	65-68
C-	62-64
D	50-61
F	0-49

Tentative Plans

Class	Contents	Materials
1.	Welcome and Introductions	
2.	Career in the airline industry **Team Formation***	Unit 1-7
3.	Career in the airline industry	Unit 1-7
4.	Airlines, Airports and Time Zones	Unit 3
5.	Airlines, Airports and Time Zones	Unit 3
6.	Flight Reservation	Unit 4
7.	Flight Reservation	Unit 4
8.	Ground Services: Airport Check-in	Unit 5
9.	Ground Services: Airport Check-in	Unit 5
10.	Ground Services: Problem Solving	Unit 5
11.	Ground Services **Role-Play (Pair) (50 marks)**	
12.	Ground Services **Role-Play (Pair) Cont.**	Unit 5
13.	**Airline Presentation #1 (Team) (100 marks)**	Unit 5
14.	**Boarding Announcement (Individual) (50 marks)**	Unit 5
15.	Review for Midterm Exam	

Mid-term Examination: 11/01/2027 (12:00 - 14:00)

Class	Contents	Materials
16.	In-flight Service	Unit 7
17.	In-flight Service	Unit 7
18.	Food and Beverage Service	Unit 7
19.	Food and Beverage Service	Unit 7
20.	Onboard Announcements	Unit 7
21.	Onboard Announcements **Making Announcement (Individual) (50 marks)**	Unit 7
22.	Safety and Emergency Procedures	Unit 8
23.	Safety and Emergency Procedures	Unit 8
24.	**Safety Demonstration (100 marks)**	Unit 8
25.	**Airline Presentation #2 (Team) (100 marks)**	
26.	Resume writing/ English proficiency test for airline industry	
27.	Resume writing/ English proficiency test for airline industry **(50 marks)**	
28.	Job interview for airline industry	
29.	Job interview for airline industry **(50 marks)**	
30.	Review for Final Exam	

Final Examination: 12/03/2027 (09:00 - 12:00)

*** Last day to withdraw with a "W" is February 19, 2027 ***



Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens, excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ
Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

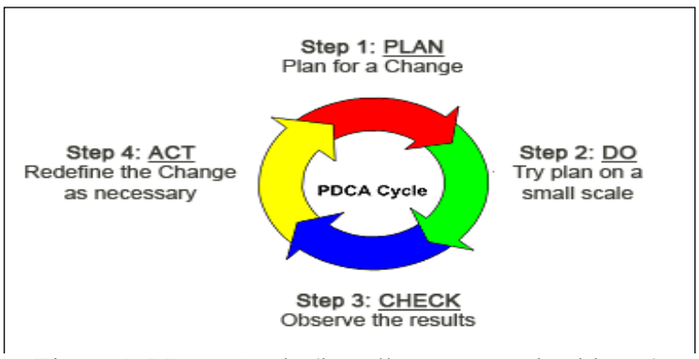


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.