ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF JAPANESE FOR INTERNATIONAL BUSINESS
Course Outline 2/2026

Course:	JA3728 Japanese for Airline Services
Credits:	3 credits
Status:	Business Language Elective course for 673xxxxx- Major Elective course for 55xxxxx-672xxxxx
Pre-requisite:	JA 2702 Japanese III or with the instructor's consent
Lecturers:	A. Motomi Uehara (SM348)

Course Description: Practice of the Japanese language for airline service and hospitality.

Objectives: This course aims to enable students to:

1. Gain basic understanding of the aviation industry as a global industry.
2. Acquire knowledge of Japanese linguistic features in vocabulary, syntax, and discourse in aviation services.
3. Develop professional etiquette, safety awareness, problem-solving skills, and teamwork in airline service contexts.
4. Recognize ethical judgment and responsible professional conduct in providing airline service.

Course Learning Outcomes:

1. Identify basic features of the aviation industry as a global industry.
2. Apply Japanese linguistic features in vocabulary, syntax, and discourse in aviation services.
3. Demonstrate professional etiquette, safety awareness, problem-solving skills, and teamwork in airline service contexts.
4. Demonstrate ethical judgment and responsible professional conduct in providing airline services.

Teaching-Learning Activities:

1. Lecture
2. Class discussions
3. Role-playing, simulated airport and cabin situations, Japanese dialogue practice, and case studies

Course Requirements:

1. 80% of class attendance is required.
   Those who do not complete the requirement are not allowed to take the Final examination.
2. There will be a take-home assignment.
3. There will be a quiz and presentations in class.
   *Make-up tests are not allowed.

Mark Allocation:

Presentation (Role-play)	20%
Quiz	10%
Assignment	20%
Mid-term examination	20%
Final examination	30%
Total	100%

Grading:

850 – 1000	=	A	690 – 719	=	C+
820 – 849	=	A-	650 – 689	=	C
790 – 819	=	B+	620 – 649	=	C-
750 – 789	=	B	520 – 619	=	D
720 – 749	=	B-	0 – 519	=	F

References: Handouts prepared by the instructor

Study Plan and Schedule:

Week	Month	Date	Topic	Assessments
1	Nov.	4	Class orientation Assignment 1	100 marks
		6	Introduction 1: Aviation Business as a Global Industry	
2		11	Introduction 2: Key Terms and Phrases for Airline Services	
		13	Practical session 1: At the information counter	
3		18	Presentation 1	20 marks
		20	Practical session 2: At the check-in counter	
4		25	Presentation 2	20 marks
		27	Practical session 3: Welcome aboard	
5	Dec.	2	Presentation 3	20 marks
		4	Practical session 4: Safety demonstration	
6		9	Presentation 4	20 marks
		11	Practical session 5: Meal Service	
7		16	Presentation 5	20 marks
		18	Lecture on other on-board service (e.g. In-flight sales) Reflection for Quiz 1	
8		23	Quiz 1	50 marks
		25	Holiday (no class)	
		30	Reflection for Mid Exam	
			Midterm Examination **January 8, 12:00 - 16:00**	200 marks
9	Jan.	13	Introduction 3: Team Operations for Global Transportation	
		15	Practical session 6: Captain's announcement	
10		20	Presentation 6	20 marks
		22	Practical session 7: Passengers with Special Care	
11		27	Presentation 7	20 marks
		29	Practical session 8: Handling In-Flight Troubles	
12	Feb.	3	Presentation 8	20 marks
		5	Lecture on other on-board service (e.g. Arrival Procedures) Reflection for Quiz 2	
13		10	Quiz 2	50 marks
		12	Practical session 9: Landing and Disembarking	
14		17	Presentation 9	20 marks
		19	Airline Industry Session: Learning from Professionals Assignment 2	100 marks
15		24	Presentation 10	20 marks
		26	Course reflection	
			Final Examination **March 10, 13:00 - 16:00**	300 marks

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

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.

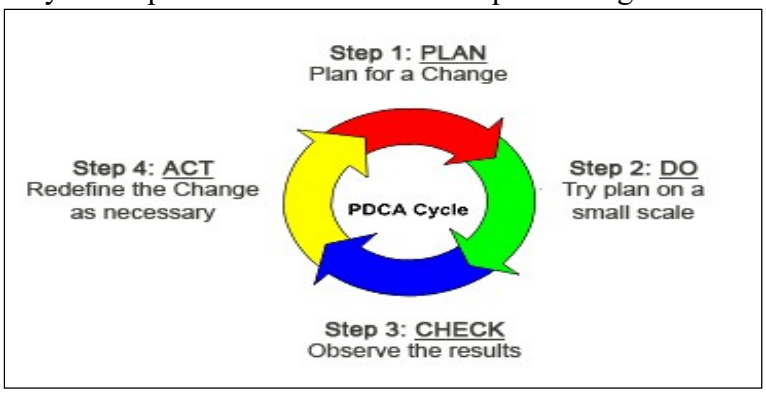


Figure 1 :PDCA Cycle)http//:www.swopehealth.org

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.