

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 410 |
| Course Title | Passenger Transportation Management |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 201, ICTM 401 is preferred |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 2 and 3/ Every academic year |
| 7. Conditions | None |

8. Course Description

A survey of surface, air, and water transportation; organization, operations, and regulatory and marketing aspects; examination of the inter-model concept; the social, economic, and political factors that have influenced government transportation priorities.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Understand the nature, regulations, role of marketing of all modes of passenger transportation which have impacts on Travel Industry business.
- 9.2 Understand the nature, operations, aviation laws, organizational structures, financial leasing of aviation industry.
- 9.3 Learn to analyze costs and benefits through strategic management.
- 9.4 Learn to implement successful strategies through Five Forces Analysis as well as Balanced Scorecard.
- 9.5 Understand how you set up an efficient aviation carrier through strategic and marketing management.
- 9.6 Understand how a low cost airline can have high impact on Travel Industry Business.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	<ul style="list-style-type: none"> • Class Introduction • Overview of <ul style="list-style-type: none"> ○ Strategic Management ○ Marketing Management ○ Human Resources Management 	4	-	8	Komolvaniij, P.
2	<ul style="list-style-type: none"> • Introduction to Passenger Transportation <ul style="list-style-type: none"> ○ Characteristic & Definition ○ The role of importance of passenger Transportation ○ Passenger Transportation Impacts QUIZ NBR 1	4	-	8	
3	<ul style="list-style-type: none"> • Components or Modes of Passenger Transportation <ul style="list-style-type: none"> ○ The Way ○ The Vehicle ○ The Terminal ○ The Carrier • Regulation of Passenger Transportation QUIZ NBR 2	4	-	8	
4	<ul style="list-style-type: none"> • Passenger Transportation Structures • Demand and supply Characteristics of Passenger Transportation • Value & Utility of Passenger Transportation • Pricing Decision QUIZ NBR 3	4	-	8	
5	<ul style="list-style-type: none"> • The Marketing of Passenger Transportation <ul style="list-style-type: none"> ○ The Role of Marketing ○ Passenger Travel Marketing ○ The Marketing Process Mid-Term Examination	4	-	8	
6	<ul style="list-style-type: none"> • Introduction to Airline Business <ul style="list-style-type: none"> ○ Aircraft Description ○ Air Law – Airline Regulations ○ Airline Routing 	4	-	8	
7	<ul style="list-style-type: none"> • Introduction to Airline Business <ul style="list-style-type: none"> ○ Airport-Airline Terminal ○ Airline Organization QUIZ NBR 4	4	-	8	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
8	<ul style="list-style-type: none"> • Introduction to Airline Business <ul style="list-style-type: none"> ○ Aircraft Maintenance ○ Passenger Ground Handling ○ Airline Financing and Costing ○ Airline Cost and Revenue QUIZ NBR 5	4	-	8	Komolvaniij, P.
9	<ul style="list-style-type: none"> • Airline Management <ul style="list-style-type: none"> ○ Planning (Setting Vision, Mission, Objectives, Strategies through SWOT, Five Forces, BCG, Balanced Scorecard etc.) QUIZ NBR 6	4	-	8	
10	<ul style="list-style-type: none"> • Airline Management <ul style="list-style-type: none"> ○ Organizing ○ Leading (Personnel Management) ○ Control (Balanced Scorecard) ○ Airline Marketing 	4	-	8	
11	<ul style="list-style-type: none"> • Low Cost Airline Management • Project Presentation 	4	-	8	
Total		44	0	88	
Final Examination					

NB. Field Trip(s) is arranged at least 1 time.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Field trip
- 11.4 Presentations (students and guest speakers)

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in understanding the nature, regulations, role of marketing of all modes of passenger transportation which have impacts on Travel Industry business.
- 13.2 the ability in understanding the nature, operations, aviation laws, organizational structures, financial leasing of aviation industry.
- 13.3 the ability in learning to analyze costs and benefits through strategic management.
- 13.4 the ability in learning to implement successful strategies through Five Forces Analysis as well as Balanced Scorecard.
- 13.5 the ability in understanding how you set up an efficient aviation carrier through strategic and marketing management.
- 13.6 the ability in understanding how a low cost airline can have high impact on Travel Industry Business.

Ratio of mark

1. Class Attendance	5%
2. Report Presentation	30%
3. Quiz	5%
4. Midterm	20%
5. Final	40%
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Haefner, Lonnie E(1986), *Introduction to Transportation Systems*. London: CBS College Publishing.

Farris, Martin T., Handing, Forrest E., *Passenger Transportation*. New York: Prentice Hall.

Coyle, John J., Bardi Edward J., Cavinato, Joseph L., (1990) *Transportation*. London: Western Publishing Company.

Taaffe, Edward J., Gauthier, Howard L., O'Kelly, Morton E., (1996) *Geography of Transportation*. (2nd ed.). New Jersey: Prentice Hall.

16. Instructor (s)

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