

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
National Aviation University
Faculty of Linguistics and Social Communication
Department of Philosophy

AGREED

Dean of Faculty of Transport, Management and Logistic Vice-Rector for Academic Affairs



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«08» 06 2023




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МІСТО 0623

«26» 06




Quality Management System
COURSE TRAINING PROGRAM
on
«Etiquette in Aviation Industry»

Field of study: 27 «Transport»
Speciality: 275 «Transport technologies»
Specialization: 275.04 «Transport technologies (by air)»
Educational and Professional Program:
«Onboard support of air passenger transportation»

Training Form	Sem.	Total (hours/credits ECTS)	Lectures	Practicals	TP/CPr	Self-study	Semester Grade
Full-time	7	120/4	17	34	–	69	Graded Test - 7 s.

Індекс: № ЕСВ-7-275.04-4/21- 3.12

QMS NAU СТР 12.01.10–01–2023

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The Course Training Program on «Etiquette in Aviation Industry» is developed on the basis of the Educational and Professional Program on «Onboard support of air passenger transportation», Extended Bachelor Curriculum ECB-7-275.04-4/21 for Speciality 275 «Transport technologies», Specialization 275.04 «Transport technologies (by air)», and corresponding normative documents.

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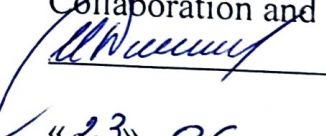
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INTRODUCTION

Course Training Program on «Etiquette in Aviation Industry» is developed based on the «Methodical guidance for the subject course training program», approved by the order № 249/од, of 29.04.2021 and corresponding normative documents.

1. EXPLANATORY NOTES

1.1. Place, objectives, tasks of the subject

The subject «Etiquette in Aviation Industry» reveals the nature of human behavior, the culture of communication and factors affecting the state of the aviation industry of Ukraine, its competitiveness in the passenger transportation market.

This training course is a subject selected by students.

The purpose of studying the subject is students' mastering the basic concepts, notions, methods of ethics and etiquette, which enable future specialists to navigate in the world of moral values and worldview characteristics of representatives of various ethnic groups and nationalities, to be able to communicate and successfully cooperate with them both in professional and in personal activities.

The tasks of the discipline study of «Etiquette in Aviation Industry» are:

- mastering the main provisions of the discipline;
- acknowledge with the peculiarities of etiquette in the aviation industry;
- development of abilities and skills to analyze specific situations, culture of behavior and communication of representatives of different ethnic groups;
- development of abilities and skills to independently substantiate, argue and illustrate theoretical positions with specific examples related to the current state and trends of the aviation industry in the context of globalization.

1.2. Learning outcomes the subject makes it possible to achieve.

On the basis of a thorough knowledge of «Etiquette in Aviation Industry» (in combination with other educational components) students must acquire the learning outcomes:

PLO14. Organize and manage the transportation of passengers and cargo in various connections. Choose the type, brand, type of aircraft and routes. Organize passenger service at stations and passenger terminals.


PLO26. Investigate human factor issues related to transport, as well as the consequences of errors for safety and management. Identify patterns of human behavior in connection with mistakes.

PLO27. Have knowledge of possibilities and limitations of man in aviation industry; optimize the work of the crew in the cabin.

PLO29. Assess the legal, social and economic consequences of the activities of the onboard support team during air passenger transportations.

PLO30. Identify the causes of stress, adapt oneself and team members to a stressful situation, find ways to neutralize it.

PLO35. Maintain business contacts, conduct business conversations with foreign partners, including one of the foreign languages. High level of English language proficiency,

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including special terminology, for conducting business negotiations on aircraft onboard support and other service activities at airline enterprises.

1.3. Competences the subject makes it possible to acquire:

As a result of studying the discipline the student must acquire the following competencies:

- GC 11. Ability to work independently and in a team..
- PC4. Ability to organize and manage the transportation of passengers and luggage by air transport.
- PC16. Ability to take into account the human factor in the implementation of transportation processes.
- PC17. Ability to analyze the results of services, compare their performance, determine the factors of external and internal environment.
- PC22. Ability to work in a team and establish interpersonal interaction in solving professional problems.
- PC23. Ability to create and organize effective communications in the process of service activities.
- PC26. Ability to form and demonstrate leadership qualities and behavioral skills, to create an internal system of communications, to ensure the formation of a positive self-image, the image of the team, the airline as a whole.
- PC27. Ability to form and demonstrate leadership qualities and behavioral skills, which are necessary in the process of performing professional duties.

1.4. Interdisciplinary Connections

The discipline «Etiquette in Aviation Industry» is interconnected with «Philosophy», «Psychology», «Sociology». The knowledge and skills acquired during the study of this academic discipline are basic for studying many subsequent disciplines of professional training of a student with a complete higher education.

2. COURSE TRAINING PROGRAM ON THE SUBJECT

2.1. The subject content

Training material is structured according to the module principle and consists of **two educational modules:**

Module № 1 «Moral Culture of Humanity»,

Module № 2 «Features of Etiquette in the Aviation Industry»,

that are logically complete, relatively independent, holistic part of the subject, learning of which provides module test of its performance.


2.2. Modular structuring and integrated requirements for each module

Module № 1 «Moral Culture of Humanity»

Integrated requirements to the module № 1:

Know:

- the basic problems and theories of ethics;

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- historical features of the emergence of categories of ethics and etiquette;
- peculiarities of language etiquette formation;
- functions of ethics and etiquette in the modern world;
- the main approaches to moral choice and responsibility in the XXI century.

Be able to:

- apply the acquired knowledge to modern requirements;
- analyze professional ethnic knowledge based on value orientation;
- predict the behavior of people in different situations;
- understand the peculiarities of the moral choice of people of different cultures and ethnic groups;
- be tolerant towards the culture of representatives of different ethnic groups.

Topic 1.1. Ethics and etiquette as part of the moral culture of the mankind.

Ethics as a science of overcoming human imperfections. Understanding of ethics in different historical periods. The concept of "etiquette" as a part of human culture. The relationship between ethics and morality, ethics and etiquette. Religious and naturalistic concepts of the origin of morality.

Topic 1.2. Language etiquette.

Universal language etiquette formulas. The rules of language behavior are mandatory for members of a certain community in special situations. Language formulas of greetings, thanks, farewells, apologies and gratitude, offers and requests in different cultural environments and countries. The universal principle of politeness. The rule of responsibility for the language situation.

Topic 1.3. Basic categories of ethics and etiquette.


Moral consciousness, its structure. The place of moral consciousness in the system of morality. Categories of ethics. Moral good and evil as evaluative concepts of the phenomena of human life. Justice as a characteristic of human relations, forms of its manifestation in different situations. Happiness, concepts of its essence. Categories of etiquette. Four main subsystems of etiquette.

Topic 1.4. Issues in applied ethics.

The moral world of man. The concepts of moral duty and moral freedom. Moral choice and responsibility. Love is the essential basis of human being. Applied ethics as a special type of ethics with new tasks for it. The problem of human selfishness in the context of the competition between different spheres of human being.

Topic 1.5. Aesthetic consciousness and activity.

Individual sensory perception and experience of events in the world. Aesthetic (sensory and spiritual) education. The problem of beauty in aesthetics. Aesthetics of human behavior in different historical eras. Aesthetic as a special form of existence of human

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consciousness.

Topic 1.6. Emotional intelligence as a meta-skill of the XXI century.

Man's ability to be aware of his own and other people's emotions, understand them. The problem of effective control of a person's emotional sphere. Adaptation in various situations and productive achievement of goals in interaction and cooperation with other people. Emotional competence. Communicative potential of a specialist in a certain field. Anti-stress potential of a person in the aviation industry.

Module № 2 «Features of Etiquette in the Aviation Industry»

Integrated requirements to the module № 2:

Know:

- peculiarities of etiquette in the aviation industry;
- the role of religion and ethnic characteristics in the formation of behavioral etiquette;
- peculiarities of behavioral etiquette in the countries of Europe, Asia, Japan, China, etc.;
- threats and prospects for the individual in the XXI century.

Be able to:

- correctly perform official duties in accordance with aircraft and airport etiquette;
- use a method of influencing a person to avoid undesirable situations;
- organize and control the processes of aircraft service activities and air transport enterprises;
- choose and use modern service tools in a cross-cultural environment.

Topic 2.1. The subject and meaning of etiquette in the aviation industry.

The rules of etiquette as a tool to improve the efficiency of the employee of the aviation industry. Four main principles of modern etiquette.

Topic 2.2. Impact of national culture and ethnic characteristics on etiquette.


Ethnic image as a combination of ethnic features. Ethnic traditions and customs, value system. Cultural mentality as a manifestation of the collective unconscious. Norms of behavior in communication. Features of clothing.

Topic 2.3. Peculiarities of etiquette formation in European countries and America.

Ethnic image as a combination of ethnic features. Ethnic traditions and customs, value system. Cultural mentality as a manifestation of the collective unconscious. Norms of behavior in communication. Features of clothing.

Topic 2.4. Peculiarities of etiquette formation in Asian countries.

Cultural traditions of Asian countries. Formation of etiquette in pre-Islamic and Islamic times: Iraq, Iran, Afghanistan. The influence of religion on the spheres of life of society: Islam, Hinduism, Buddhism. Formulas of speech etiquette of the countries of the East. Attitude to the time.

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Topic 2.5. Peculiarities of etiquette formation in Japan and China.

Culture and customs of Japan and China: common and distinctive features. The influence of Shintoism, Buddhism and Confucianism on the formation of ceremonial in Japan and China. Bow etiquette and the tea ceremony in Japan. Features of national clothing of the Japanese and Chinese. Social hierarchy and personal space.

Topic 2.6. Aircraft Diplomatic protocol and etiquette.

Protocol and etiquette are the main part of international communication. Rules and traditions of the people that form etiquette and protocol. Traditions of international politeness. State protocol: national traditions and ceremonies. Formation of the image of the airline through language and behavioral etiquette on the part of the flight attendants.

Topic 2.7. Private Jet Etiquette.

"Closed world" of private aviation. Business aviation as a type of air services in the XXI century. Features of business aviation services in Ukraine and other countries of the world.

Topic 2.8. Job prospects of a flight attendant in the world's airlines.

The main features of the new cultural reality: digitalization of socio-economic processes. The influence of the digital transformation of the production and commercial activities of airlines on the forms of interaction of the participants of the air transportation market. Ch-Aviation is a database of employment at the largest companies in the aviation industry.

2.3. Training schedule of the subject




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№	Theme (thematic section)	Total, hour			
		Mode of study: Full-time			
		Total	Lectures	Practicals	Self-study
1	2	3	4	5	6
Module № 1 «Moral Culture of Humanity»		7 semester			
1.1	Ethics and etiquette as part of the moral culture of the mankind.	9	2	2	5
1.2	Language etiquette.	7	-	2	5
1.3	Basic categories of ethics and etiquette.	9	2	2	5
1.4	Issues in applied ethics.	6	-	2	4
1.5	Aesthetic consciousness and activity.	7	-	2	5
1.6	Emotional intelligence as a meta-skill of the XXI century.	11	2	4	5
1.7.	Module Test №1	6	-	2	4
Total by the module №1		55	6	16	33
Module № 2 «Etiquette Features in the Aviation Industry»		7 semester			
2.1	The subject and meaning of etiquette in the aviation industry	8	2	2	4
2.2	Impact of national culture and ethnic characteristics on etiquette	8	2	2	4
2.3	Peculiarities of etiquette formation in European countries and America.	8	2	2	4
2.4	Peculiarities of etiquette formation in Asian countries.	6	-	2	4
2.5	Peculiarities of etiquette formation in Japan and China.	8	2	2	4
2.6	Aircraft Diplomatic protocol and etiquette.	7	2	2	4
2.7	Private Jet Etiquette.	7	-	2	4
2.8	Job prospects of a flight attendant in the world's airlines.	7	1	2	4
2.9	Module Test №2	6	-	2	4
Total by the module №2		65	11	18	36
Total by the subject		120	17	34	69

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3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

3.1. Teaching methods

It is recommended to use the following teaching methods during mastering the subject:

- explanatory and illustrative method;
- method of problem presentation;
- reproductive method;
- research method.

The implementation of these methods are carried out during practical classes, demonstrations, self-study, work with the educational material, analysis and solution of problems.

3.2. List of references

Basic literature


- 3.2.1. ICAO. Rules of Procedure for the Council. URL: <https://inlnk.ru/QwgLRx>
- 3.2.2. ICAO Service Code. URL: <https://inlnk.ru/kXpyVO>
- 3.2.3. ICAOMID. Virtual Meeting Etiquette when joining as a participant. URL: <https://inlnk.ru/LAvYPo>
- 3.2.4. Sheardy P. Airplane Etiquette: A Guide to Traveling with Manners. CreateSpace Independent Publishing Platform, 2015. 362 p. URL: <https://inlnk.ru/jEgyZa>
- 3.2.5. Shaw St. Airline Marketing and Management. Routledge, 2019. 384 p. URL: <https://docplayer.net/20686333-Airline-marketing-and-management.html>

Additional Literature

- 3.2.6. Flight-crew human factors handbook CAP 737 / Ed. by S. Jarvis. URL: <https://skybrary.aero/sites/default/files/bookshelf/3199.pdf>
- 3.2.7. Handbook of Aviation Human Factors / Ed. by Jh. A. Wise, V. D. Hopkin, D.J. Garland. Taylor&Francis Group. Part II “Human Capabilities and Performance” URL: <https://inlnk.ru/O1YpVx>
- 3.2.8. New Norms in Air Travel Hygiene Etiquette: the Passenger’s Role in Sustaining a Healthy Environment. URL: <https://inlnk.ru/agPyNQ>
- 3.2.9. Сагайдак О.П. Дипломатичний протокол та етикет : підручник ; 2-е вид., випр. Київ : Знання, 2017. 382 с.
- 3.2.10. Яхно Т.П. Конфліктологія та теорія переговорів: навч. посіб. Київ: Патерик, 2017. 168 с.

3.3. Internet Information resource

- 3.3.1. Repository of NAU: <http://er.nau.edu.ua:8080/submit>
- 3.3.2. STLibrary of NAU: <http://www.lib.nau.edu.ua/main>

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4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Assessment of certain kinds of student academic work is carried out in accordance with table 4.1.

Table 4.1

Kind of Academic Work	Max Grade Values	Kind of Academic Work	7 semester
	Full-time study		Full-time study
7 semester			
Module № 1 «Moral Culture of Humanity»		Module № 2 «Features of Etiquette in the Aviation Industry»	
Carrying out tasks for theoretical material	16	Carrying out tasks for theoretical material	16
The answers for practical tasks	20	The answers for practical tasks	20
<i>For admission to complete module test №1, a student must receive not less than</i>	22	<i>For admission to complete module test №2, a student must receive not less than</i>	22
Carrying out Module Test №1	14	Carrying out Module Test №2	14
Total by the Module №1	50	Total by the Module №2	50
Total by the Modules №1, №2			100
Total by the subject			100

4.2. Completed types of academic work are credited to the student, if he/she received a positive rating for them.


The credit rating is determined (in points and on a national scale) based on the results of all types of educational work during the semester.

4.3. The sum of rating assessments received by the student for certain types of completed academic work is the current modular rating assessment, which is recorded in the module control.

4.4. The sum of the final semester modular, in points, is the final semester rating, which is converted into grades on the national scale and the ECTS scale.

4.5. The final semester rating in points, on the national scale and the ECTS scale is entered in the test report, study card and individual curriculum of the student (record book), for example, as follows: **92 / Excellent / A, 87 / Good / B, 79 / Good / C, 68 / Sat./D, 65 / Sat./E, etc.**

4.6. The final rating of the subject is equal to the final semester rating. The specified final rating assessment in the subject is entered in the Diploma Appendix.

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АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

АРКУШ ОБЛІКУ ЗМІН

№ змін	№ листа (сторінки)				Підпис особи, яка внесла змін	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				