

Engineering and Technology Education Department
Semester Course Syllabus
Fall 2008

AV 4280 AIRLINE MANAGEMENT

Mon/Wed 4-5:15 pm

Classroom: Engr 302
Instructor: Lawrence Hemingway
Email Add: lawrence.hemingway@aggiemail.usu.edu
Office: TB101;
Phone: 797-0680
Office hours: mw: 11am-1pm; th: 12-2pm or by appointment

Course Objective: This course is designed to give aviation majors a well-rounded background in the operations and management of airlines. Maintenance managers, technicians, operations managers and pilots will understand and appreciate the scope and complexity of managing an airline. Management principles specific to the airline industry will be introduced as they interrelate to the peculiarities of this unique business environment.

Text: Air Transportation, A Management Perspective
John G. Wensveen

Expectations:

Students will attend classes and arrive prepared for a discussion of the scheduled topic. You are responsible to get the information and keep current. There will not be make ups for the Quizzes nor will Review Questions be accepted after the due date. Please turn Cell phones to vibrate or off. If you must take a call quietly leave the classroom. Personal discussions and chatting during discussions or lectures are distracting and will be resolved. Some classes will be structured to provide time for team preparation of airline simulation. Students may choose to work at a different time or location and are responsible for the objectives of the lesson.

The Airline Simulation was created by an Australian Company, which is the most current and friendly simulation of Airline Management I have found. I am excited that students will be able to apply the curriculum to this innovative simulation. Thanks to our Program Director for the financial support. It will require some outside time and teamwork, but I am sure you will find it valuable, interesting, and fun.

I have recently be introduced to "Blackboard" and will begin utilizing it this semester. Although it may not be fully functional, you will find class notes and power point outlines available. Hopefully, you will also find recent articles available to discuss.

Grading:	3 Examinations	60%
	Participation & Attendance	10
	Exercises	10
	Quizzes	10
	Simulation Analysis & Report	10

A = 94-100%

A- = 90-93%

B+ = 87-89%

B = 84-86%

B- = 80-83%

C+ = 77-79%	C = 74-76%	C- = 70-73%
D+ = 67-69%	D = 64-66%	D- = 60-63%

Accommodations for persons with disabilities

Students with ADA-documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, (435)797-2444 voice, (435)797-0740 TTY, or toll free at 1-800-259-2966. Please contact the DRC as early in the semester as possible. Alternate format materials (Braille, large print or digital) are available with advance notice.

Academic Honesty

Plagiarism and other forms of academic dishonesty will result in assignment of a grade of “F” for the course. Consult the instructor if you have any questions concerning what constitutes plagiarism or academic dishonesty. You are expected to understand the rules concerning quotation, citation, and attribution in writing.

<u>Date</u>	<u>Class Subject</u>	<u>Assignment</u>
<u>PART ONE AN INTRODUCTION TO AIR TRANSPORTATION</u>		
8/25	Introduction, syllabus, course requirements Airline Online	Read ch 2 less General Aviation; answer questions 1-9 due 8/27
8/27	Ch 2: Historical Perspective <i>Quiz 1</i>	Read ch 3; answer questions 1-7 due 9/3
9/1	<i>Labor Day</i>	
9/3	Ch 3: Air Trans Regulators and Associations <i>Quiz 2</i>	Read ch 5; answer questions 1-6 due 9/10
<u>PART TWO STRUCTURE AND ECONOMICS OF AIRLINES</u>		
9/8	Airline Online	Organize team, strategic planning
9/10	Ch 5: The Airline Industry <i>Quiz 3</i>	Read ch 6; answer questions 1-11 due 9/17
9/15	Simulation Preparation	Complete strategic planning, begin simulation
9/17	Ch 6: Economic Characteristics of Airlines <i>Quiz 4</i>	Review chs 2-3, 5-6 for exam one
9/22	Simulation	
9/24	<i>EXAM I OVER PARTS ONE AND TWO, CHAPTERS 2-3, 5-6</i>	Read ch 7; answer questions 1-12 due 10/1
<u>PART THREE: MANAGERIAL ASPECTS OF AIRLINES</u>		
9/29	Simulation	
10/1	Ch 7: Airline Management and Organization <i>Quiz 5</i>	Read ch 8; answer questions 1-5 due 10/8
10/6	Simulation	

10/8	Ch 8 Forecasting Methods <i>Quiz 6</i>	Read ch 9; answer questions 1-10 due 10/15
10/13	Simulation	
10/15	Ch 9 Airline Passenger Marketing <i>Quiz 7</i>	Read ch 10; answer questions 1-12 due 10/22
10/20	Simulation	
10/22	Ch 10: Airline Pricing Demand and Output Determination <i>Quiz 8</i>	Read ch 11; questions 1-6 due 10/29
10/27	Simulation	
10/29	Ch 11: Air Cargo <i>Quiz 9</i>	Review chs 6-10 for exam 2
11/3	Preps for Simulation, evaluation & report	
11/5	EXAM II OVER PART III CHS 6-11	Read ch 12; answer questions 1-11 due 11/12
11/10	Simulation Preps	
11/12	Ch 12 Principles of Airline Scheduling <i>Quiz 10</i>	Read ch 13; answer questions 1-7 due 11/19
11/17	Simulation reports	
11/19	Ch 13 Fleet Planning <i>Quiz 11</i>	Read chs 14 & 15; answer 1-18 & 1-11; due 12/1
11/24	Simulation reports	
11/26	Thanksgiving recess	
12/1	Ch 14-15 Airline Labor Relations/ Airline Financing <i>Quiz 12</i>	Read ch 16; no questions
12/3	Ch 16 International Aviation <i>Quiz 13</i>	
12/8	3:30-5:20pm EXAM III OVER CHS 12-16 (Note new class time) This is not a comprehensive final.	