CENTRAL TEXAS COLLEGE
SYLLABUS FOR AVIM2331
AIRLINE MANAGEMENT
Semester Hours Credit: 3

INSTRUCTOR: ______________________
OFFICE HOURS: ____________________

I. INTRODUCTION

A. The purpose of this course is to increase the student’s knowledge of airline operations in the United States
B. This course is required to meet curriculum requirements for the Central Texas College program(s) associate degree in aviation science
C. This course is occupationally related and serves as preparation for jobs in aviation

II. OVERALL OR GENERAL OBJECTIVES OF THE COURSE

Upon successful completion of this course, Airline Management, the successful student will be able to:

A. Demonstrate, through written tests and discussions, an increased knowledge of airline operations (C5;F1;F2;F5;F6)
B. Explain basic airline operations and demonstrate an understanding of the regulations under which they operate. (F8,F9,F12)
C. Demonstrate through written and/or oral presentations a knowledge of problems that are unique to the airline industry(C1,C3,C5,C6,C7,C8,C19)

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books

A. References: Selected FAA Publications; handouts which will be provided by the instructor

IV. COURSE REQUIREMENTS

A. To attend class regularly.
B. To be prepared to participate in classroom discussions and to take unannounced quizzes relating to lecture material presented and text assignments.
C. To be present for all examinations.
D. To research, develop, and turn in a paper. Specific requirements will be presented

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by the instructor. An oral presentation on the paper may be required and the use of computer technology in the presentation is greatly encouraged. The overall grade may be affected by method of presentation.

V. EXAMINATIONS

A. There will be a minimum of three major examinations:

1. Exam 1
2. Mid-term exam
3. Final exam

B. A student must be present for all examinations. No make-up examinations will given. Students who know in advance will be absent from an examination due to valid reasons, must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstances will require the student to see the instructor about individual make-up work in lieu of the missed examination.

C. Students without excused absences will be given a zero for the examination missed.

VI. SEMESTER GRADE COMPUTATIONS

Exams 1    100 points
Mid-Term Exam       100 points
Final Exam                    100 points
Paper/Presentation        100 points

TOTAL   400 points

A student must take the final examination to receive a grade for the course.

VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. **Withdrawal from course:** It is the student’s responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file an Application for Withdrawal or an Application for Refund. The withdrawal form must be signed by the students.

Application for Withdrawal will be accepted at any time prior to Friday of the 12th week of classes during the 16 week fall and spring semesters. The deadline for sessions of other lengths is as follows.

<table>
<thead>
<tr>
<th>Session Length</th>
<th>Deadline</th>
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<tr>
<td>11 week session</td>
<td>Friday of the 8th week</td>
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<tr>
<td>8 week session</td>
<td>Friday of the 6th week</td>
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52 week session       Friday of the 4th week

The equivalent date (75% of the semester) will be used for session of other
lengths. The specific last day to withdraw is published each semester in the
Schedule Bulletin.

Students who officially withdraw will be awarded the grade of “W”, provided the
student’s attendance and academic performance are satisfactory at the time of
official withdrawal. Students must file a withdrawal application with the college
before they may be considered with drawn.

A student may not withdraw from a class for which the instructor has previously
issued the student a grade of “F” or “FN” for nonattendance.

B. **Administrative withdrawal**: An administrative withdrawal may be initiated
when the student fails to meet College attendance requirements. The instructor
will assign the appropriate grade on the Administrative Withdrawal Form for
submission to the registrar.

C. **An Incomplete Grade**: The College catalog states, “An incomplete grade may be
given in those cases where the student has completed the majority of the course
work but, because of personal illness, death in the immediate family, or military
orders, the student is unable to complete the requirements for a course...” Prior
approval from the instructor is required before the grade of “I” is recorded. A
student who merely fails to show for the final examination will receive a zero for
the final and an “F” for the course.

D. **ADA Statement**: Disability Support Services provide services to students who
have appropriate documentation of a disability. Students requiring
accommodations for class are responsible for contacting the Office of Disability
Support Services (DSS) located on the central campus. This service is available to
all students, regardless of location. Explore the website at
[wwww.ctcd.edu/disability-support](http://wwww.ctcd.edu/disability-support) for further information. Reasonable
accommodations will be given in accordance with the federal and state laws
through the DSS office.

(College policy-procedures statements)
BLOCK ONE

AN INTRODUCTION TO AIR TRANSPORTATION

OBJECTIVES: To develop general knowledge of the air transportation industry, to include the historical background, regulators and associations, and development the general aviation industry.

COMPLETION STANDARDS: This block will be complete when the student, through oral and written quizzing, demonstrates general knowledge of the air transportation industry.

LESSON ONE: Course introduction and the importance of the air transportation industry to the U.S. economy.

CONTENT:

1. Course introduction, course requirements, and schedule
2. Importance of the air transportation industry
3. Economic profile and markets of the industry

COMPLETION STANDARDS: This lesson is complete when the student demonstrates through oral quizzing, an increased knowledge of the role air transportation plays in the economy

LESSON TWO: An aviation overview

OBJECTIVES: This lesson will be used to introduce the student to aviation as a whole and to allow the student to develop general knowledge of the entire aviation industry

CONTENT:

1. Aerospace industry
2. Air transportation industry
3. Contributions to the industry

COMPLETION STANDARDS: This lesson is complete when, through oral quizzing and discussion, the student can demonstrate increased knowledge of facets of aviation

LESSON THREE: A historical perspective

OBJECTIVES: The student will use this lesson to become familiar with the development of air transportation from the early years to 1938

CONTENT:
1. The twenty-year cycle
2. The beginning
3. The formative period

**COMPLETION STANDARDS:** Through oral discussion and/or quizzing, the student will indicate completion of this lesson by explaining how the airline industry started and major legislation that encouraged the development of the airline industry

**LESSON FOUR:** Development of a modern air transportation industry

**OBJECTIVES:** This lesson will be used to continue developing an increased awareness of the historical development of the airline industry from 1938 to the present as well as the influence of General Aviation

**CONTENT:**

1. Growth years
2. Jet age
3. General aviation

**COMPLETION STANDARDS:** This lesson is complete when the student demonstrates through oral and/or written quizzing a conversational knowledge of the historical background of the air transportation industry

**LESSON FIVE:** Regulators of the aviation industry

**OBJECTIVES:** This lesson will allow the student to develop a working knowledge of major regulators of the airline and aviation industries

**CONTENT:**

1. Department of Transportation
2. Federal Aviation Administration
3. National Transportation Safety Board

**COMPLETION STANDARDS:** This lesson is complete when the student exhibits knowledge of the major regulators of U.S. Aviation

**LESSON SIX:** Major aviation associations

**OBJECTIVES:** In order for the student to acquire knowledge of aviation professional organization, this lesson will be used to explain the major associations, both domestic and international

**CONTENT:**

1. Airline related organizations
2. General aviation organizations
3. International organizations

COMPLETION STANDARDS: This lesson is complete when the student can explain, either verbally or written, the major professional association within the aviation industries

LESSON SEVEN: General Aviation

OBJECTIVES: The time spent during this lesson will be used to develop the student’s knowledge of the general aviation industry

CONTENT:

1. Definition of General Aviation
2. Use of aircraft and airports
3. The available market

COMPLETION STANDARDS: This lesson is complete when the student demonstrates knowledge of factors involved with general aviation by explaining factors related to general aviation
BLOCK TWO

STRUCTURE AND ECONOMICS OF THE AIRLINES

OBJECTIVES: This block will be used to help the student develop a working knowledge of the structure of the airline industry as well as the economic characteristics of each level of airline service.

COMPLETION STANDARDS: This block of instruction will be complete when the student demonstrates through oral or written quizzing a working knowledge of the structure and economies of the airline industry.

LESSON EIGHT: The airline industry

OBJECTIVES: To develop knowledge of how the airline industry is structured.

CONTENT:

1. Definitions
2. Classes of air carriers
3. Major and national carriers

COMPLETION STANDARDS: This lesson is complete when, by oral or written quizzing, the student can differentiate between classes of air carriers by definition.

LESSON NINE: Continuation of the airline industry

OBJECTIVES: This lesson will be used to enhance the student’s knowledge of air carrier classes and certification procedures.

CONTENT:

1. Regional carriers
2. Airline certification
3. Industry agreements

COMPLETION STANDARDS: This lesson is complete when the student can demonstrate, through oral quizzing, knowledge of interline agreements and the role of regional carriers in the airline industry.

LESSON TEN: Economic Characteristics of the airlines

OBJECTIVES: This lesson will be used to develop the student’s knowledge of economic factors within the airline industry.
CONTENT:

1. General characteristics of oligopolies
2. Airlines as oligopolies
3. Market share concepts

COMPLETION STANDARDS: This lesson will be complete when the student can verbally demonstrate knowledge of oligopolies and how that affects the airline industry

LESSON ELEVEN: Unique characteristics of the airline industry

OBJECTIVES: In order for students to develop knowledge of economic characteristics of the airline industry, this lesson will be devoted to introducing those concepts

CONTENT:

1. Government financial assistance
2. Labor costs and employee turnover
3. Economic fluctuations

COMPLETION STANDARDS: This lesson is complete when the student demonstrates knowledge of unique economic characteristics

LESSON TWELVE: Significance of airline passenger loads

OBJECTIVES: The student will use this lesson to develop knowledge of the role of airline passenger loads in airline economics

CONTENT:

1. Definition of load factor
2. Traffic peak and valleys
3. Pricing in relation to load factors

COMPLETION STANDARDS: This lesson is complete when the student demonstrates, through oral or written presentation, an understanding of passenger loads and pricing.
BLOCK THREE

MANAGERIAL ASPECTS OF AIRLINES

OBJECTIVES: This block of instruction will be used to allow the student to develop knowledge of airline management facets and elements involved with the management process

COMPLETION STANDARDS: This block of instruction will be complete when the student demonstrates, by oral or written quizzing, increased knowledge of aspects of airline management

LESSON THIRTEEN: Airline management and organization

OBJECTIVES: To acquire knowledge of elements involved with airline management and organization

CONTENT:

1. Concepts of management
2. Levels of management and decision-making
3. Functions of management

COMPLETION STANDARDS: This lesson is complete when the student demonstrates knowledge of management concepts by explaining the levels and function of management

LESSON FOURTEEN: Organization

OBJECTIVES: This lesson will be used by the student to develop the ability to discuss factors of organization

CONTENT:

1. Principles of organizational planning
2. Staffing and the organizational chart
3. Staff and line departments

COMPLETION STANDARDS: This lesson is complete when the student can explain levels of management and responsibilities of each level

LESSON FIFTEEN: Forecasting methods

OBJECTIVES: To develop knowledge of the various methods of forecasting future needs and growth

CONTENT:

1. Purpose of forecasting
2. Forecasting methods
3. Using forecasts

**COMPLETION STANDARDS:** This lesson is complete when the student can verbally explain the need for and method of forecasting future needs and growth.

**LESSON SIXTEEN:** Airline passenger marketing

**OBJECTIVES:** This lesson will be used to develop knowledge of marketing needs in the airline industry

**CONTENT:**

1. Marketing concepts
2. Marketing mix
3. Marketing strategies

**COMPLETION STANDARDS:** This lesson is considered complete when the student exhibits increased knowledge of marketing strategies and the need for developing the market

**LESSON SEVENTEEN:** Airline pricing and demand

**OBJECTIVES:** To become knowledgeable in the area of airline pricing, demand, and output

**CONTENT:**

1. Trends in passenger fares
2. Pricing and demand
3. Pricing process

**COMPLETION STANDARDS:** Completion of this lesson is determined by having the student successfully explain the relationships between passenger fares, demand, and profit margins

**LESSON EIGHTEEN:** Air cargo

**OBJECTIVES:** To develop an awareness of factors involved with air cargo to such a degree that the student will be able to explain the history of air cargo and the role of air cargo in the future

**CONTENT:**

1. Historical development of air cargo
2. The status of air cargo today
3. Marketing air cargo in the future

**COMPLETION STANDARDS:** This lesson is complete when the student demonstrates through oral quizzing and written examination, a working knowledge of air cargo
LESSON NINETEEN: Principles of airline scheduling

OBJECTIVES: This lesson will be used by the instructor to allow the student to develop a basic knowledge of the elements of airline scheduling

CONTENT:

1. Scheduling maintenance
2. Crew scheduling
3. Schedule planning

COMPLETION STANDARDS: This lesson is complete when the student indicates through oral quizzing a basic knowledge of basic airline scheduling

LESSON TWENTY: Airline equipment scheduling

OBJECTIVES: To finish familiarizing the student with airline scheduling considerations

CONTENT:

1. Equipment assignment
2. Hub-and-spoke scheduling
3. Types of schedules

COMPLETION STANDARDS: This lesson will be complete when the student can pass an oral quiz on aspects of equipment scheduling

LESSON TWENTY ONE: Fleet planning and aircraft assessment

OBJECTIVES: To develop operational knowledge of airline fleet acquisition and be able to explain factors involved with fleet selection

CONTENT:

1. Fleet commonality
2. Fleet planning process
3. Design and development

COMPLETION STANDARDS: This lesson is completed when the student can satisfactorily explain the elements of fleet planning and major considerations for an airline in type selection

LESSON TWENTY TWO: Airline labor relations

OBJECTIVES: This lesson will be used to allow the student to acquire knowledge of airline labor relations and the role of labor relations in the management process
CONTENT:

1. Historical background in labor activities in the airline industry
2. The role of the Railway Labor Act in airline operations
3. The effects of Airline Deregulation and management-labor conflict

COMPLETION STANDARDS: This lesson is complete when the student can successfully describe the role of labor in airline operations.

LESSON TWENTY THREE: Airline financing

OBJECTIVES: To develop a working knowledge of the factors involved with financing airline operations

CONTENT:

1. Sources of funds
2. Uses of funds by airlines
3. Cash management and financial planning

COMPLETION STANDARDS: This lesson will be complete when the student demonstrates, through verbal or written quizzing, knowledge of the role of financing in airline management

LESSON TWENTY-FOUR: International Aviation

OBJECTIVES: This lesson will be used by the student to develop basic knowledge of factors involved with international aviation

CONTENT:

1. Sovereignty of Airspace
2. International air law
3. International growth

COMPLETION STANDARDS: This lesson is complete when the student, through oral and/or written quizzing, demonstrates basic knowledge of international operations and air law