



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number AVI 102	Course Title Aviation Transportation	Credits 3
Hours: 3 Lecture	Pre-requisite: ENG 101	Implementation Fall 2023

Catalog description:

Study of transportation systems and the aviation industry as they exist today. Applicable government organizations, controls, and regulations will be studied. Airline organization, operation, management, and marketing will be examined as well as career opportunities.

General Education Category:
Not GenEd

Course coordinator:
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Required texts & Other materials:

1. Air Transportation by Robert Kane, Steve E. Adams, et al. (ISBN 9781792464911)
2. Texts to supplement the course text will be utilized along with current industry journals and periodicals.
3. Numerous web-based aviation resources and videos will be used to supplement course material.
4. Guest speakers from the industry will be invited to speak with the class.

Course Student Learning Outcomes (SLO):

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

1. Describe the events which have impacted the development of the commercial air transportation industry. **(PLO 2,3,4) (ILG 1,4,7,9,10,11)**
2. Explain the regulatory environment within which the air transportation industry operates and how regulatory changes have impacted the industry. **(PLO 2,3,4) (ILG 1,4,7,9,10,11)**
3. Demonstrate an understanding of the role of safety in air transportation as well as governmental agencies assigned to this task. **(PLO 3,4) (ILG 1,4,5,7,10,11)**
4. Compare the aviation transportation system in the United States with those of other nations. **(PLO 2,3) (ILG 1,4,7,8,11)**
5. Determine the components of successful airline management using them to evaluate former and current airline operations. **(PLO 2,3,4,5) (ILG 1,2,4,8,9,10,11)**

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Aviation Technology (PLO)

2. Analyze the effects of social, political, and economic world events on air transportation and how this may impact the aviation industry and careers in aviation.
3. Describe the events in the development of aviation to the present day and evaluate the impact of these events on today's society.
4. Demonstrate effective and correct written and verbal communication.
5. Research and present information pertinent to their aviation discipline individually and in teams.

Units of study in detail – Unit Student Learning Outcomes:

Unit I: Development of Air Transportation (SLO 1)

Learning Objectives

The student will be able to...

- Identify the social, political, and economic importance of the air transportation industry
- Understand how the air transportation industry developed
- Describe the various pieces of legislation which fostered the growth of air transportation
- Identify those individuals who influenced airline development

Unit II: Regulation of Air Transportation (SLOs 2, 3, and 4)

Learning Objectives

The student will be able to...

- Discuss the various regulatory agencies that oversee the air transportation industry, i.e. DOT, FAA
- Explain the significance of the NTSB and its investigative process
- Identify and compare economic structures of airlines
- Determine the influence of international air law on the air transportation industry
- Describe the purpose and function of international organizations such as ICAO and IATA

Unit III: Administration of Air Transportation (SLO 5)

Learning Objectives

The student will be able to...

- Explain how the airlines are managed and organized
- Discuss various airline marketing strategies and determine which ones are successful and why
- Describe air carrier accounting and financial analysis techniques
- Analyze the legal aspects of airline operations including liability issues and their impact on the industry

Evaluation of student learning:

Tests, assignments, attendance, and participation will be considered for the final grading.

The breakdown of grading is:

- 40% = Objective Tests/Current Events
- 20% = Final Exam
- 40% = Class Project with Presentation *

* The class project will involve an in-depth study of the airline business. Small groups will work together to develop a simple business plan for a new airline. This plan will be presented during the last several weeks to the class and if possible to industry professionals for realistic evaluation. A detailed explanation of this report and project will be distributed separately.