



# COURSE OUTLINE

AVI 102 / 62666  
Course Number/Section

Aviation Transportation  
Course Title

SPRING 2007

3 Credits / 3 Lecture Hours

**Catalog description:**

A 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.

**Prerequisites:** None

**Corequisites:** None

**Required texts/other materials:** Air Transportation  
By Kane and Vose  
Kendall & Hunt Publishing Company  
Latest Edition

**Last revised:** Spring, 2007

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**(Do not assume I have received your e mail unless I acknowledge it.)**

**Office Hours:**  
**MONDAY & WEDNESDAY 12:30PM-1:30PM**  
**MONDAY & WEDNESDAY 5:00PM-5:45PM**  
**FRIDAY 3:00PM-4:30PM**  
**And by appointment**

- Information resources:**
1. Texts to supplement the course text will be utilized along with current industry journals and periodicals.
  2. Numerous web-based aviation resources and videos will be used to supplement course material.
  3. Guest speakers from the industry will be invited to speak with the class.

**Other learning resources:** Group activities, assignments, and presentations are an integral component of the course and enhance the learning experience.

**Course goals:**

*The student will be able to:*

- Describe the events which have impacted the development of the commercial air transportation industry
- Explain the regulatory environment within which the air transportation industry operates and how regulatory changes have impacted the industry
- Demonstrate an understanding of the role of safety in air transportation as well as governmental agencies assigned to this task
- Compare the aviation transportation system in the United States with those of other nations
- Determine the components of successful airline management and evaluate former and current airline operations

**Course-specific General Education goals and objectives.**

**Gen Ed Mission:**

Students will learn how to integrate their learning into a lifelong process of understanding themselves, others, and how the aviation transportation industry fits into it.

**Communication:**

- Students will read, write, and listen critically and effectively,
- Students will evaluate and revise their written and oral communication so as to produce effective material related to the commercial air transportation industry.

**Critical Thinking and Information Literacy:**

- Students will use critical thinking and problem-solving skills in analyzing information gathered through various sources throughout the course.
- Students will integrate the information located in a cohesive manner that addresses the research question and then communicate the information to the appropriate audience.

**Ethical Dimension:**

- Students will identify issues within the airline industry such as litigation, employment practices, and economics; and evaluate their effects on the business.

**Diversity and Global Perspective:**

- Students will recognize the significance of the air transportation industry as a global influence socially, economically, and politically.
- Students will determine and discuss international air transportation and the influence of the U.S. air transportation on it.

**Units of study in detail:**

**Unit I: Development of Air Transportation (approximate time 3 weeks, Chapters 1, 4, 5)**

**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 (approximate time 7 weeks, Chapters 6-13 inclusively)**

**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 (approximate time 5 weeks, Chapters 16-20 inclusively)**

**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**

**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.**

**Academic Integrity Statement:**

**A student who knowingly represents the work of others as his/her own, uses or obtains unauthorized assistance in the execution of any academic work, or gives fraudulent assistance to another student is guilty of cheating. The penalty for violating the honor code is severe (see Student Handbook). Any student violating the honor code is subject to receive a failing grade for the course and will be reported to the Office of Student Affairs. If a student is unclear about whether a particular situation may constitute an honor violation, the student should meet with the instructor to discuss the situation.**

**It is permissible to assist classmates in general discussions and such interaction is encouraged. Students must not work together on graded assignments unless it is a group assignment. A student may not use or copy (by any means) another's work or portions of it and represent it as his/her own.**

**NOTE:**

- Students are required to take all tests on the date scheduled. No makeup tests will be permitted except for extremely serious circumstances.**
- Students are expected to attend all of their classes. If a class is missed for any reason it is the student's responsibility to get any material, notes, handouts, announcements, etc.**
- Students should be on time for class. If a student walks in late, it is expected that he/she enter the room quietly so that they do not disrupt the class meeting.**
- Students are expected to follow ordinary rules of courtesy during class. Engaging in private conversation is distracting to other students and to the instructor.**
- Disruptive behavior of any kind is not appropriate and the instructor reserves the right to have a student leave if he/she interferes with the other students' right to receive instruction.**
- Cell phones should be turned off during class time. They are a distraction and can disrupt the learning environment. Use or ringing of a cell phone during a quiz will result in a grade of zero.**
- Assignments will not be accepted after the due date. Assignments submitted early can be reviewed by the instructor and assistance with their revision is available to students.**