Course Syllabus
AVM 373 Airline Management Spring, 2014
Murphysboro IL

Instructor: Craig T. Neville
Aviation Management and Flight
College of Applied Sciences and Arts
Southern Illinois University Carbondale
545 N. Airport Road
Murphysboro, IL 62966
Office Hours: Saturday Class (1) hour before or after class
(630) 862-9726 Email ctn437@yahoo.com

AVM MISSION STATEMENT:

Aviation Management is a broad-based aviation educational program designed to augment technical skills and develop managerial skills necessary for a career in aviation and related industries.

COURSE DESCRIPTION:

A study of the administrative aspects of airline operation and management including a detailed study of airline organizational structure.

REQUIRED TEXTBOOK:


REFERENCES:


COURSE OBJECTIVES:

**Outcome #1:** The student will be able to understand and identify the concepts and relationships of airline management and its organizational structure.

**Outcome #2:** The student will be able to identify and describe the processes of planning and organizing in the airline industry.

**Outcome #3:** The student will be able to identify key market indicators of market share, load factor analysis and limited yield management procedures.

**Outcome #4:** The student will be able to understand the 4P’s of an airline marketing strategy.
**Outcome #5:** Students will understand the oligopolistic nature of the industry and the intricate financial complexities a highly leveraged industry incurs.

**Outcome #6:** The student will be able to define and describe the key issues of the airline industry.

### Topical Outline

<table>
<thead>
<tr>
<th>I. Industry Overview—Aerospace, airlines, general aviation, government</th>
<th>3%</th>
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<tbody>
<tr>
<td>II. History of Airline Operations</td>
<td>5%</td>
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<tr>
<td>A. Airline growth</td>
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<tr>
<td>B. Importance of airlines to the world and the nation</td>
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<td>II. Airline Categories</td>
<td>4%</td>
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<tr>
<td>A. Historical—trunks, local service, etc.</td>
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<td>B. Majors, nationals, large regionals and medium regionals</td>
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<td>III. Airline Organization and Structure</td>
<td>40%</td>
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<td>A. Marketing</td>
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<td>B. Finance</td>
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<td>C. Customer service</td>
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<td>D. Flight operations</td>
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<td>E. In-flight services</td>
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<td>F. Maintenance &amp; engineering</td>
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<td>G. Industrial relations</td>
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<td>H. Scheduling</td>
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<td>I. Fleet planning</td>
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<td>J. Forecasting</td>
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<td>IV. Key Issues</td>
<td>30%</td>
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<tr>
<td>A. Fuel</td>
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<td>B. Labor</td>
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<td>C. Money and equipment</td>
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<td>D. Economy</td>
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<td>E. Environment</td>
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<td>V. Factors Affecting the Industry</td>
<td>15%</td>
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<td>A. Deregulation</td>
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<td>B. Noise</td>
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<td>C. Outside groups and agencies</td>
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<td>D. Labor environment</td>
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<td>E. Chapter 11 Bankruptcy</td>
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<td>F. Mergers</td>
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<tr>
<td>VI. The Future</td>
<td>3%</td>
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CLASS SCHEDULE (Six Saturdays)

Each teaching day at an SIUC, College of Applied Sciences and Arts is scheduled to include eight, fifty minute instructional periods from 8:00 AM to 4:50 PM. Each day’s schedule also includes times for short breaks and for a lunch break.

First Class Date: Saturday (March 22, 2014)
*Course Introduction, Syllabus review, course requirements
: Glossary and Terms Lecture and Overview of Text Book Chapters

*Assignment #1 Find an article on the airline industry, bring to class to turn in and be prepared to discuss with the class on March 29, 2014.

Chapters to be read prior to 2nd class on March 29, 2014

Chapter 3 Historical Perspective
Chapter 2 Aviation Overview
Chapter 1 The Airline Industry
Chapter 4 Air Transportation

Second Class Date, March 29, 2014

Assignment #1 Present the article on the airline industry to the class.

Quiz #1

Chapters to be read prior to class on April 5, 2014

Chapter 6 The Airline Industry
Chapter 7 Economic Characteristics of the Airlines

Mid Term Exam (Essay)

Chapters to be read prior to class on April 12, 2014
Chapter 8 Airline Management and Organization
Chapter 10 Airline Passenger Marketing
Chapter 11 Airline Pricing
Chapter 13 Principles of Airline Scheduling
Chapter 9 Forecasting Methods
Chapters to be read prior to class on April 19, 2014

Chapter 14 Fleet Planning
Chapter 16 Airline Financing
Chapter 12 Air Cargo

Chapters to be read prior to Class on April 26, 2014

Chapter 15 Airline Labor Relations
Chapter 17 International Aviation

Note: Airline case study presentations and The Final Examination (Essay) will be conducted on the last class date April 26, 2014.

COURSE REQUIREMENTS/GRADING SCALE

Each student will be graded on the completion of all of the following course requirements:

1. Attendance (60), participation (10), Quiz (10), Article (10) 100
2. Midterm Examination 100
3. Final Examination 100
4. Airline Case Study 100
5. Research Paper 100

TOTAL 500

GRADING SCALE:

<table>
<thead>
<tr>
<th>POINTS</th>
<th>GRADE</th>
<th>PERCENTAGE</th>
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<tbody>
<tr>
<td>368 to 400</td>
<td>A</td>
<td>92 to 100</td>
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<tr>
<td>336 to 367</td>
<td>B</td>
<td>84 to 91.9</td>
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<tr>
<td>304 to 335</td>
<td>C</td>
<td>76 to 83.9</td>
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<tr>
<td>272 to 303</td>
<td>D</td>
<td>68 to 75.9</td>
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<tr>
<td>Below 272</td>
<td>F</td>
<td>67.9 and Below</td>
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<tr>
<td>Not Applicable</td>
<td>W/F</td>
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**Grade of W/F = Withdrawal/Failure. This grade is for students who did not officially withdraw from the class, ceased attendance, and/or failed to complete the course requirements.**

A grade of Incomplete (INC) maybe assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all required assignments. All incomplete grades must be discussed with the instructor and documented on the prescribed form that is available from the local, on-base SIUC office.

**ATTENDANCE**

The faculties of Southern Illinois University Carbondale affirm the importance of prompt and regular attendance on the part of all undergraduate students. Quality instruction depends upon active student participation in the classroom. The current Southern Illinois University Carbondale *Undergraduate Catalog* further expounds upon attendance and attendance guidelines.

Students who remain enrolled in a course and who exceed the stated attendance policy shall be awarded a final course grade of either W/F or F (see Grading and Scholastic Regulations, Southern Illinois University Carbondale *Undergraduate Catalog*).

Any student, who will miss a class, or a portion of a class, must contact the instructor prior to the class absence to make sure that arrangements can be made for completing overall class assignments such as exams, papers, or presentations.

**AIRLINE Research Paper (Deadline Date April 26, 2014)**

The key purpose of the airline research paper assignment is to make each student an “expert” in terms of your personal knowledge about a specific airline using the principles and knowledge gained in this class. Also, this assignment is designed to help you learn more about how to find out as much as possible about a particular company.

1. The students will then collect data about the assigned airline, analyze these data and prepare a written report. The report will be a minimum of five pages of text and one page of references (separate from the text), and will be written in APA format.

2. The written report will focus on:

   A. The size and scope of the airline: Fleet size, personnel size, hubs/route structure, and various operational measures (RPMs, ASMs, etc);
   B. Fiscal health: Long-term debt, recent profit/loss (P and L) statements last fiscal reporting period, as applicable);
   C. Management structure and personnel: Key people in the company, recent personnel changes, key departments, etc;
   D. Analysis of the current management, marketing and/or operations strategy employed by the airline. What would you say is their key product--what are they known for? How do they rate in terms of on time performance? Review where
the airline is today as a prelude for your conclusion about where the airline is headed in the future.

E. Analysis of the future of the airline: Possible expansions, possible sale of assets, possible fleet changes, possible merger, layoffs/hiring—where will this airline be in five years?

3. Reference list. It is expected that you will have at least five to ten sources for your paper, the majority of which will be from the year 2007 or later so that you will present the most current data available on your assigned airline. In addition to the usual aviation-wide websites, it is suggested that you contact the airline directly for information. Also, do not forget the website of the Air Transport Association at www.airlines.org or the website of the Bureau of Transportation Statistics of the U. S. Department of Transportation. (www.bts.gov) There are good, overall airline data on each website and some specific data are also available.

4. Only your original work will be accepted. Plagiarism will result in an F grade being assigned for this assignment. Only keyboarded assignments will be accepted.

5. Late papers will lose five points per day, starting the Monday after the last day of class, unless there is an excused, pre-arranged reason for turning in a paper late.
Syllabus Attachment
Spring 2014

IMPORTANT DATES
Semester Class Begins: 01/13/2014
Last day to add a class (without instructor permission): 01/24/2014
Last day to withdraw completely and receive a 100% refund: 01/26/2014
Last day to drop a course using SalukiNet: 03/23/2014
Last day to file diploma application (for name to appear in Commencement program): 03/28/2014
Final examinations: 5/5 – 5/9/2014

* Note: For outreach, online, and short course drop/add dates, visit Registrar’s Academic webpage http://Registrar.siu.edu/

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.’s Birthday 01/20/2014
Spring Vacation 03/08—03/16/2014

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://Registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY – Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit: http://Registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://Registrar.siu.edu/pdf/ugradcatalog1314.pdf

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about-us/grad-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

STUDENT CONDUCT CODE
http://policies.siu.edu/other_policies/chapter3/conduct.html

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Building Emergency Response Team (BERT) programs. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Safety’s website at www.dps.siu.edu (disaster drop down) and the Emergency Response Guideline pamphlet. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
ADVISEMENT: http://advisement.siu.edu/
PROVOST & VICE CHANCELLOR: http://provost.siu.edu/
SIU ONLINE: http://online.siu.edu/