

**San Jose State University  
Department of Aviation & Technology  
College of Engineering**

**Aviation 177: General Aviation Operations and Management  
Section 01 Code 40380 Lecture - Units 3**

**Course Outline – Fall 2016**

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<b>Lecture:</b>	Room IS 216	<b>Time:</b> MW 7:30-8:45am
<b>Lecturer:</b>	Victoria Collom	<b>E-mail:</b> vecollom@gmail.com
<b>Office hours:</b>	Office IS 216: MW 0700-0730 (or upon request)	<b>Telephone:</b> 408-234-3951, prefer text
<b>Prerequisite:</b>	AVIA 02 & AVIA 78	
<b>Required Texts:</b>	<b>Business and Corporate Aviation Management: On-Demand Air Travel.</b> Sheehan & Olcott 2 <sup>nd</sup> Edition 2013 <b>Essentials of Aviation Management. A Guide for Aviation Service Businesses.</b> J.F. Rodwell Seventh Edition, 2010 (recommended as reference) <b>NBAA website and publications</b> (handouts given in class, referenced in class)	

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**Course Description:** Aspects of managing general aviation companies, including the structure of the general aviation industry, supply and demand of products, as well as technical and regulatory constraints.

**Course Content:** Due to the present economical and political environment, greater demands are being placed on managers of general aviation companies. Tremendous growth has been experienced in this sector of the industry with increasingly tighter financial constraints due to the challenges of the economy. This course is designed to provide students with management skills and analytical methods applicable to today's general aviation industry. Analysis will be developed in the area of planning, organization, directing and financial controlling. In depth study will be in the areas of marketing, flight operation organizational structures, financial analysis, maintenance management, risk issues, environmental concerns and human resource constraints. Concepts will be explored through text readings, case studies and current news events.

**Course Objective:** The course objective is to require that the student be familiar with the different components of the general aviation industry. The student will be introduced to all aspects and responsibilities as well as the requirements of an aviation manager. At the end of the semester, each student will demonstrate an understanding of the following complex components: organization and administration of the flight department, risk management, human resources, finance and accounting, market analysis, product services and analysis, management information systems, aviation maintenance issues within this very competitive industry.

**Grading Policy:** The final grade will be calculated by the following distribution:

Class Assignments and quizzes	25%
Midterm Exams (2):	25%
Research Project:	25 %
Final Exam:	25 %

The final grade will be determined by the following scale:

A: 90-100%    B: 80-89%    C: 70-79%    D: 60-69%    F: below 60%

- Missing an in-class examination or assignment due date will result in a grade of zero. Only exceptions will be documented illness/injury or a significant personal event. When possible, arrangements must be made **before** the assigned date.
- Written work will be submitted with proper grammatical syntax. This will be considered in the final grade evaluation of the research project.
- References will be cited and evaluated for objectivity.

Please note: Today's business aviation is undergoing dynamic changes. This course will require extensive review and weekly discussion of current news events in the aviation industry. Thus before class starts, students are expected to be prepared to discuss the assigned news event as well as participate equally in group assignments. Therefore, **class attendance is essential** to obtain the maximum benefit of the course. Students are expected to have access to the internet.

### **University, College, or Department Policy Information**

Academic integrity statement (from Office of Student Conduct and Ethical Development):

“Your own commitment to learning, as evidenced by your enrollment at San José State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development. The policy on academic integrity can be found at [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct)

Campus policy in compliance with the Americans with Disabilities Act:

“If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with DRC to establish a record of their disability.”

**AVIATION 177 - FALL 2016  
CLASS SCHEDULE**

Week	Date	Lecture	Text: BCAM*	Out of class Assignmt
1	08-24-16	Introduction: Past and Future of General Aviation, On-Demand Aviation		NBAA Website newsevents
2	08-31-16	International Aviation- Global Environment Corporate Travel Business Plan	Ch 1	#1 International Company
3	09-05-16	Monday Labor Day Holiday Wednesday - Intro to Phase 1: Research Paper	EAM*: pg 28 Ch 2	Company #2 Selection CFO review
4	09-12-16	Transportation Analysis Use of Corporate Jet Comparisons	Ch 3	
5	09-19-16	Competition in the Industry Flight Department Set Up	Ch 4 Pg 163-186	#3 Fractional Shares
6	09-26-16	Presentations <b>Midterm 1-Wednesday</b>		Presentations VLJ
7	10-03-16	Human Resources Financials Wednesday- Phase I due	Ch 4 Pg 129 - 162	#4 Curriculum Vitae
8	10-10-16	Intro to Phase II: Research Paper Accounting Business Tax and Aircraft Purchasing	NBAA website www.nbaa.org	#5 Balance Sheet
9	10-17-16	Safety  Flight Department Management	Ch 8  Ch 5	#6 Letter to CFO
10	10-24-16	Aviation Maintenance Management  Wednesday – Phase II due	Ch 7	HP Tour Tentative
11	10- 31-16	Midterm 2 – Monday Management Information Systems		
12	11-07-16	Intro to Phase III Flight Operations	Ch 6	
13	11-14-16	Airline to General Aviation	Ch 9	Guest speaker
14	11-21-16	Monday-Oral Presentations: 1& 2& 3 Wednesday – Completed research project ( ALL) Phase I & II & III		
15	11-28-16 11-30-16	Wednesday- Oral Presentations 4 & 5 & 6		
16	12-05-16	Oral presentations 7 & 8 & 9 Oral Presentation 10 & 11 & others		
	12-10-16	Last day of Instruction – Review		
	12-20-16	<b>TUESDAY - Final Examination</b>	7:15-9:30	NOTE!!!