

**San José State University
College of Engineering
Department of Aviation and Technology
Avia 078: Introduction to Aviation Management
Section 01 (lecture) Fall 2017**

Instructor:	Daniel L. Neal
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Office Hours:	TBD
Class Days/Times:	Section 1 (lecture) Mon/Wed 12:00pm to 1:15pm
Classroom:	IS-216
Prerequisites:	None

Messaging / Canvas

Copies of the course materials such as the syllabus, major assignment handouts, etc. will be posted on SJSU's Canvas system. All lecture presentations are posted to modules in Canvas after delivery in class.

You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor).

Course Description

History of aviation management, safety, security, community relations, aviation unions, and private and government relationships

Course Goals and Student Learning Objectives

Upon completion of the course, students will be able to:

1. Become familiar with the different components of the aviation industry, including, but not limited to, aviation safety, airport security, and aviation's obligation to the public sector.
2. Gain insight as to the complexity of all the different roles and responsibilities of the aviation manager.
3. Understand the relationship between the service businesses with private and government partners; how today's current events may impact future successes.
4. Be able to discuss current issues concerning 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.

Required Texts/Readings

Essentials of Aviation Management. A Guide for Aviation Service Businesses. J.F. Rodwell Eighth Edition, 2015

Other equipment / material requirements

Students projects in this class require the use of a spreadsheet program (Microsoft Excel or Google Sheets). Those programs are available to students free of charge. The course will include some essential training for using spreadsheet programs.

Course Requirements and Assignments

Quizzes will typically be announced at the lecture prior; however, the instructor reserves the right to give quizzes without being announced.

Case Studies will be assigned for students to individually demonstrate aspects of business analysis.

Group Project: A project will be assigned in which you will work in a small group of students in Avia 78. For this project, you will be expected to demonstrate management techniques, analysis and skills while working as a group. A peer review pertaining to group performance will be considered when grading this project

Evaluation

	<u>Points</u>	<u>Percentage</u>
Quizzes & Problem sets	50	10%
Case studies	50	10%
Group Project	150	26%
2 Midterms exams	200	36%
Final exam	100	18%
TOTAL	550	100%

The first two midterm exams will cover the first and second thirds of the semester respectively and the final exam will be comprehensive.

Final Examination

As noted in the grading /evaluation section above, there is a final examination in Avia 078. The final date and time is keyed to the lecture section. Accordingly, the final exam will be held in IS-216 on Tuesday December 19th at 9:45am – noon

Grading

Course grades are determined by the total number of points earned on the assignments and exams noted in the Evaluation section above. Grades are curved from the top performing student score. Grades are determined using each student’s percentage of the top performing student score. Grade cutoffs are noted in the table below. This course must be passed with a C- or better as a CSU graduation requirement.

Average	Grade
93-100	A
90-93	A-
87-90	B+
83-87	B

80-83	B-
77-80	C+
73-77	C
70-73	C-
60-70	D
below 60	F

Classroom Protocol

Students are expected to refrain from cell phone use and text messaging while in class and lab.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Key dates

9/6/17 – last day to drop courses without entry onto the student's permanent record.

9/13/17 – last day to add a course for the Fall 2017 term.

Avia 78 / Introduction to Aviation Management, Fall 2017, Course Schedule

Meeting #	DATE	TOPICS	TEXT ASSIGNMENT
1	8/23	Greensheet	Chapter 1
2 & 3	8/28 & 8/30	Fixed Base Operations	
	9/4	No Class - Labor Day Holiday	
4	9/6	Functions of Management	Chapter 2
5 & 6	9/11 & 9/13	Decision Support Systems	
7 & 8	9/18 & 9/20	Profits, Cash Flow and Financing	Chapter 4
9	9/25	Aircraft Operating Cost Analysis	
10	9/27	Midterm #1	
11 & 12	10/2 & 10/4	Aircraft Operating Cost Analysis	
13 & 14	10/9 & 10/11	Human Resources	Chapter 5
15 & 16	10/16 & 10/18	Cash Flow - Break Even Analysis	Chapter 4
17 & 18	10/23 & 10/25		Chapter 6
19 & 20	10/30 & 11/1	Management of Information Systems 11/1 - Midterm #2	Chapter 7
21 & 22	11/6 & 11/8	Management of Information Systems	
23 & 24	11/14 & 11/16	Flight Line Operations	Chapter 8
25	11/20	Flight Line Operations	Chapter 8
	11/22	No Class - Thanksgiving Holiday	
26 & 27	11/27 & 11/29	Group presentations	
28 & 29	12/4 & 12/6	Group presentations	
30	12/11	Review for Final Exam	
	12/15 (Friday)	Final Exam - 9:45am -noon	