

SYLLABUS
SAN JOSE STATE UNIVERSITY
DEPARTMENT OF AVIATION & TECHNOLOGY

Aviation 176 – Airline Operations and Management

Spring Semester, 2015
Monday & Wednesday, 1330-1445

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Classroom: IS 216
Office Hours: Monday 1450-1650

THE INSTRUCTOR RESERVES THE RIGHT TO AMEND THIS SYLLABUS
AS APPROPRIATE WITH COURSE PROGRESSION

Course Catalog Description

Aspects of managing air transportation companies. Integration of technical, environmental, market and regulatory considerations in the decision-making process in airline management. Future planning techniques.

General Course Description

This course presents an overall introduction to the field of airline operations and management. The course will cover such topics as airline industry and history, airline finance and economics, airline organization, airline business and low-cost carriers' strategy, management structure, pricing strategy, revenue management technology, financial analysis, demand forecasting models, aircraft fleet selection, marketing strategy, sales and distribution, capacity planning, routing network, cost analysis, business alliance, international business, labor relationship, cargo business, safety and security measure, public relations, aviation law, government regulations, daily operations, emerging and future development.

Course Objective

At the end of this class, students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.

Required Textbooks

1. *Air Transportation: A Management Perspective*, by Alexander T. Wells and John G. Wensveen, fifth edition, 2003.

Recommended Reference Book:

1. *Airline Management: strategies for the 21st century*, by Paul Stephen Dempsey and Laurence E. Gesell, second edition, Coast Aire Publications, 2006.
2. *An Introduction to Airline Economics*, by William E. O'Connor, sixth edition, Greenwood Publishing Group, Inc. 2001.

Prerequisite:

1) Avia 78 and 2) Bus 140

Class Format

- a. Instructor's lectures and presentations
- b. Discussions on current/emerging issues in airline business
- c. Group work and student presentations

Class Grading

Class Participation 10%

Homework 10%

Midterm 25%

Final 30%

Project and presentation 25%

The typical final grade distribution is: 93-100 A; 90-92 A-; 88-89 B+; 83-87 B; 80-82 B-; 78-79 C+; 73-77 C; 70-72 C-; 69 D+; 65-68 D; below 65 F. And the final grade might be adjusted due to the degree of difficulty of the exams and other assignments.

Homework

Homework is due on the day of class, before class starts. No late homework will be accepted unless prior approval is granted. Students are required to use Microsoft Word or any other document editor software to write homework.

Exams

Exams will cover materials in lectures, assigned readings, homework, class discussions, and student presentations.

Make-up tests will not be allowed unless prior approval is obtained from the instructor and will be given in the case of evidenced extreme circumstances.

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

“Your own commitment to learning, as evidenced by your enrollment at San Jose 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.”

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.”

Term Project and Presentation

Two options for this term project are: 1) a case study of a specific airline or airline group; and 2) article analysis of a specific topic in airlines' operations and management.

Each group for this project should consist of about 3 students.

Each group is required to submit a one-page proposal for the selection of topic for the group project at the beginning of the eighth class of the semester. The proposal should list the names of the group members and describe briefly the topic, the plan, the schedule and steps of completion for the term project.

The final report of the group project should be less than 20 pages. All the reviewed/referred articles should be attached to the paper. The final report is due on the last day of instruction for this semester.

Students are encouraged to discuss with the instructor on the topic, resources and writing for the group project.

For the first option of this project: case studies for a specific airline, the study should analyze the operations and management of this airline in all aspects that are covered in the class such as: history, current status in the industry, general business strategy, management structure and organization, pricing strategy, revenue management technology, financial situations, aircraft fleet, marketing strategy, sales and distribution, capacity planning, routing network, business alliance, domestic and international business, labor relationship, cargo business, safety and security measure, public relations, emerging and future development, and any other unique business, operations and management feature of this airline.

For the second option of this project: article analysis, the analysis should focus on one specific topic covered in the class such as airlines' current financial issues, pricing strategy, industry alliance, aircraft fleet, labor relations, cargo business, competition with other transportation modes, and etc. Articles can be found in research journals in library, on Internet or in other unpublished reports. The minimum number of papers to be reviewed is five times the number of students in the group; and the maximum number of papers to be reviewed is ten times the number of students in the group.

The grading on the term project is based on the following criteria:

- a. Use of resources: all the papers reviewed, based on thorough search of information, should be focused on the selected topic and “closely” related with each other.
- b. Organization and style of writing: the final report should include introduction, summarization and analysis of literature, and a conclusion summarizing your own points. It should have clear transitions.
- c. Contents and analysis: focused and relevant discussion of subject, in-depth analysis of literature, and clear summarization of main points.
- d. 15-20 minutes presentation: presentation effectiveness, and clear answers to the questions on the presentation.

Class Schedule (subject to change with fair notice)

Class	Date	Topic	Reading	Reminder
1	Jan 26	Course Introduction	Syllabus	
2	Jan 28	Airline, aircraft and airport		
3	Feb 2	Airline industry overview	Chapter 5	
4	Feb 4	Airline organization and daily operations	Chapter 7	
5	Feb 9	Airline economics, competition and system analysis	Chapter 6	
6	Feb 11	Airline economics, competition and system analysis	Chapter 6	
7	Feb 16	Airline finance	Chapter 15	
8	Feb 18	Low-cost carrier business strategies: case study		Project proposal due
9	Feb 23	Airline demand: marketing research	Chapter 9	
10	Feb 25	Airline demand: pricing and revenue management	Chapter 10	HW 1 Due
11	Mar 2	Airline demand: pricing and revenue management	Chapter 10	
12	Mar 4	Airline demand: forecasting models and techniques	Chapter 8	
13	Mar 9	Airline demand: forecasting models and techniques	Chapter 8	
14	Mar 11	Airline demand: sales and distribution	Chapter 9	HW 2 Due
15	Mar 16	Airline supply: fleet planning, capacity planning and routing network structure; Exam review	Chapter 12 & 13	
16	Mar 18	Middle-term exam		Mid-exam
	Mar 23	Spring break, no class		
	Mar 25	Spring break, no class		
17	Mar 30	Airline supply: fleet planning, capacity planning and routing network structure	Chapter 12 & 13	
18	Apr 1	Airline supply: scheduling, fleet assignment, and personnel assignment	Chapter 12	HW 3 Due
19	Apr 6	Airline supply: scheduling, fleet assignment, and personnel assignment	Chapter 12	
20	Apr 8	Airline supply: scheduling, fleet assignment, and personnel assignment	Chapter 12	
21	Apr 13	Airline supply: cost analysis	Chapter 10	
22	Apr 15	Airline supply: cost analysis	Chapter 10	
23	Apr 20	International aviation and aviation law	Chapter 16	HW 4 Due
24	Apr 22	Air Cargo	Chapter 11	
25	April 27	Labor relations and human resource management	Chapter 14	
26	April 29	Current issues in industry; Course summary; exam review		
27	May 4	Student presentations		
28	May 6	Student presentations		
29	May 11	Student presentations		
30	May 13	Student presentations		Project due

Final Exam: Friday, May 20, 2015, 1215-1430, IS 216.