

Aviation 176 – Airline Operations and Management

**Greensheet  
Spring 2013**

I. Course Information

- San Jose State University
- Aviation 176; (Wednesday 18:00 - 20:45; IS 216)
- Spring 2013
- Eric Peterson, IS 104
- Phone: 408-918-7722
- Email: [eric.peterson@sjsu.edu](mailto:eric.peterson@sjsu.edu) (contact by email is preferred)
- Office Hours: Wednesdays after class and TBD or anytime by appointment.

This Syllabus may be amended as appropriate and with course progression.

A. Course 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.

B. Student Learning Objectives

On successful completion of this course students shall:

- Have the basic knowledge of airline operations and management
- Understand the technical and business side of the airline industry

C. Prerequisites: Aviation 78, Business 140

D. Class Format

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

E. Required Text

*Air Transportation: A Management Perspective*

5<sup>th</sup> Edition and later

ISBN-10: 0534393845

Alexander Wells & John Wensveen

NBAA website and publications (handouts given in class, referenced in class)

NATA website and publications

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E. Course Requirements, Percent of Grade, and Tentative Due Dates\*

<b>Assignment</b>	<b>Percent of Grade</b>	<b>Due Date</b>
1. Class Assignments	25%	weekly
2. Midterm Exam	25%	3/20/2013
3. Research Project	25%	5/01/2013
4. Final Exam	25%	05/15/2013

\*Due dates are subject to change with fair notice

F. Grading Method

Grades will be based on the percentage of total points earned in the class:

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

G. Late Papers or Assignments

- Missing an in-class examination or assignment due date will result in a grade of zero.

H. Makeup Exams

There will be no makeup exam. If a student has a written medical excuse for missing an exam, the percentage earned on the final will be substituted for the missed exam. If a student does not have a written medical excuse, the student will receive a zero for the missed exam.

I. Descriptions of Assignments/Exams

**Exams:** Exams may include a combination of essay, multiple choice, fill-in and short answer questions and will be based on the reading assignments and course material.

**Research Paper:** There are two options for the term research paper, an airline case study or an article analysis.

- The project is a group effort with groups of two or three students.
- A one-page proposal is due on **February 20<sup>th</sup> 2013**. The proposal should list the names of the group members and briefly describe the topic, plan, schedule and steps for completion of the project.
- The final report should be less than 20 pages plus any appendices or bibliography.
- The report is due no later than the beginning of class on May 1, 2013.
- Report shall be submitted as a PDF only. There are free web based converters available if you don't have the necessary program.
- You may email the report to me, or submit it on a USB drive. I will return the drive.
- Reports shall be single spaced, using Times New Roman 12 font, with one-inch borders.

**Greensheet  
Spring 2013**

**Case Study**

The case study should be for a specific airline and analyze the operations and management in all aspects that are covered in class, such as: history, current status in the industry, general business technology, financial situation, 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.

If you would like to propose a more refined or different topic, feel free to discuss that with me.

**Article Analysis**

The analysis should focus on one specific topic covered in class such as airlines current financial issues, pricing strategy, industry alliance, aircraft fleet, labor relations, cargo business, competition with other transportation modes, etc.

Articles may be found in research journals, online, trade publications or other reputable sources.

The minimum number of papers to be reviewed is five times the number of students in the group. The maximum number of papers to review is ten times the number of students in the group.

**Grading**

The grading on the term project is based on:

- 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, a conclusion summarizing your own points and have clear transitions.
- c. Content and analysis: focused and relevant discussion of the subject, in-depth analysis of literature, and clear summarization of main points.
- d. Oral presentation: 15-20 minute oral presentation plus 5 minutes of questions and answers where you effectively make your point and answer questions clearly.

**Greensheet  
Spring 2013**

**II. University Policies**

A. Academic Integrity Statement

“Your own commitment to learning, as evidenced by your enrollment at San Jose State University, and the University’s Integrity Policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Judicial Affairs. The policy on academic integrity can be found at:

[http://sa.sjsu.edu/judicial\\_affairs/index.html](http://sa.sjsu.edu/judicial_affairs/index.html)

B. 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 register with the DRC to establish a record of their disability.”

C. You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawals, incompletes, classroom behavior, and other policies described in the catalog. Please read your catalog thoroughly.

D. My office hours are for you. Please do not hesitate to come in and ask for help.

**III. Schedule** (subject to change) (Pay close attention to the chapter description as the chapter number are from 5<sup>th</sup> edition of the text. In the most recent edition, the chapter numbers are off by one.)

<b>Date</b>	<b>Topic</b>
Jan 23	First Day of Class
Jan 30	Chapter 5            The Airline Industry
Feb 6	Chapter 7            Airline Management & Organization
Feb 13	Chapter 6            Economic Characteristics of the Airlines
Feb 20	Chapter 15           Airline Financing
	Project Proposals Due
Feb 27	Chapter 9            Airline Passenger Marketing
Mar 6	Chapters 10        Airline Pricing, Demand, and Output Deter.
Mar 13	Chapters 8           Forecasting Methods
Mar 20	Chapter 14          Airline Labor Relations
	Mid-Term
Mar 27	Spring Break       no class
Apr 3	Term Project Prep Self Study    I am out of town this week
Apr 10	Chapter 12          Principles of Airline Scheduling
Apr 17	Chapter 13          Fleet Planning: The Aircraft Selection Process
Apr 24	Chapter 16          International Aviation
May 1	Chapter 4            The General Aviation Industry
	Term Project Due & Student Presentations
May 8	Chapter 11          Air Cargo & Student Presentations
May 15	17:15-19:30        Final