

# ARLN A117: AVIATION MANAGEMENT

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	302010 - Aviation and Airport Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

This course is designed for students interested in management and operations in travel. Preparation for demands of schedules, Official Airline Guide, federal agencies, airport operations, airline deregulation, mergers and acquisitions. Study of management practices in the travel industry with innovative insight into the processes behind running successful airline and airport operations. Examine the concepts of Crew Resource Management (CRM), Human Factors and decision-making. The role of crew supervision, training, leadership styles and management oversight will be studied in both single and multi crew aircraft situations. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. List cost structures at ACI airports.
2. Outline the aeronautical and non-aeronautical revenue per passenger at ACI airports.
3. Formulate a recruiting, selection, orientation, and training plan based upon company philosophy, qualifications, salaries, and benefits.
4. Identify FAA most identifiable threats for airports.

## Course Objectives

- 1. Demonstrate proficiency in business presentations and writing skills.
- 2. Develop a plan to recruit and select employees.
- 3. Implement an employee orientation and training program.
- 4. Evaluate management methods and techniques.
- 5. Develop a management by objectives plan.
- 6. Examine the airline travel industry in relation to the operation of the current industry.
- 7. Examine the history of airlines.
- 8. Evaluate the effects of deregulation on today's airline industry and the travel industry in general.
- 9. Identify the various federal agencies that represent the airline and travel industries.
- 10. Identify various aircraft used by commercial aviation.
- 11. Explain the use and interpret the Official Airline Guide.
- 12. Identify cities and/or airports by their three letter codes.

- 13. Identify airlines by their two letter codes.
- 14. Outline the working operations of an airline
- 15. Examine all aspects of travel/aviation management imperative to managing personnel.
- 16. Address the criteria needed to manage airline operations in an airport
- 17. Identify the criteria needed in airport operations and service quality
- 18. Examine the airport and airline relationship in managing regulatory requirements.
- 19. Identify airport airline relationship in slot allocation.
- 20. List service representative positions mandatory in order to run an airport operation.
- 21. List service representative positions mandatory in order to run an airport operation.
- 22. Investigate the economic and social impact of airports.

## Lecture Content

Working operations of an airline, history, and schedules is mandatory when working in the airline industry. Deregulation, mergers and acquisitions and their effects on the travel industry is necessary. The airline travel industry History Federal agencies Types of airlines Deregulation Act of 1978 Airline terminology Types of aircraft Airline Travel Operations Reading and interpreting the Official Airline Guide Airline and city codes Travel related business Examine the airline travel industry Examine the history of airlines Evaluate the effects of deregulation on the travel industry Define and relate terminology used in the travel industry Identify the various federal agencies that represent the airline and travel industries Identify various aircraft used by commercial aviation Explain the function and interpret the Official Airline Guide Identify cities/airports by their three letter codes Identify airlines by their two letter codes Knowledge of all aspects of travel/aviation management is imperative to potential management personnel. Changing nature of airports Commercialization Operators Airport operations and service quality Differentiation of service levels Service quality Security FAA regulations Terrorist awareness Air/travel rage Search and seizure Airport/Airline Relationship Aeronautical charges Regulatory environments Slot allocation Service Representatives Ground Ramp Airline procedures Baggage handling Gate service Reservations Ticketing agents Economic and social impact of airports

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)

## Instructional Techniques

Lecture, handouts, group participation, oral presentations, video, projects, computers, and lab simulations.

## Reading Assignments

Students will spend approximately 2-3 hours per week on reading assignments, including: Read assigned chapters prior to class arrival. Read posted airline articles in LMS. Read posted discussion topic, research and participate in the argument.

## Writing Assignments

Students will spend approximately 2-3 hours per week on writing assignments, including: All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written and oral comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critiques techniques.

## Out-of-class Assignments

Students will spend approximately 2-3 hours per week on out-of-class assignments, including: Initial writing assignments will include a short essay to assess general country knowledge. Access and develop travel plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Examinations consisting of fill-in, multiple choice and short essay. Worksheets completed from information in the text, computer software, lectures and video presentations.

## Demonstration of Critical Thinking

Initial writing assignments will include a short essay to assess general country knowledge. Access and develop travel plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Worksheets completed from information in the text, computer software, lectures and video presentations. Participation in role playing, class discussion and other interactive classroom work.

## Required Writing, Problem Solving, Skills Demonstration

Examinations consisting of fill-in, multiple choice, and several short essay questions per exam Worksheets in the style of the examinations, completed from information in the instructor prepared handouts and airline handouts, lectures, multimedia presentations, interactive classroom work and guest speakers Interview an industry professional with a written and oral report to the class Participation in class discussion and other interactive classroom work Extra credit in the form of magazine and newspaper articles relating to course curriculum; written and/or oral presentations on books read outside of assigned curriculum; viewing of multimedia presentations on course curriculum with a written synopsis of the presentation Final examination similar to other exams, with the addition of a one-page essay Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques. Federal Aviation Rules and Regulations require Hands-on proficiency testing.

## Eligible Disciplines

Flight attendant training: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Private security (security management, safety/accident control, hazardous ...: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Wells, Alexander T. Air Transportation, A Management Perspective, latest ed. Burlington, MA: Elsevir, 2008 Rationale: Mandatory for successful completion 2. Required Graham, Anne. Managing Airports

An International Perspective, latest ed. Burlington, MA: Elsevir, 2012 Rationale: Mandatory for successful completion

## Other Resources

1. Students must have routine access to reliable computer, Internet and mobile communication device with adequate Internet and SMS/video/camera capabilities.