

Syllabus for AVT-3010

AIRLINE MANAGEMENT

COURSE DESCRIPTION

Airline Management provides an introduction to the various administrative aspects of airline planning and management. It examines subjects pertaining to historical developments, route network design, product offering and pricing strategy, fleet planning, scheduling, and financing operations and growth.

COURSE TOPICS

- Historical Developments in Aviation
- Structure of the Industry and Airline Economics
- Forecasting Demand and Marketing Strategies
- Product Offering and Revenue Management
- Scheduling, Route and Fleet Planning
- Financing Operations and Growth

COURSE OBJECTIVES

After completing this course, you should be able to:

- CO1** Summarize major developments in aviation before and after the deregulation including federal legislation.
- CO2** Explain the reasons for early regulation of the airline industry as well as circumstances that led to airline deregulation in 1978.
- CO3** Describe current structure of the U.S. airline industry distinguishing between major, national, and regional carriers.
- CO4** Identify the economic characteristics unique to the airline industry.
- CO5** Evaluate the importance of forecasting in airline planning and management.
- CO6** Assess post-deregulation marketing strategies used by airlines.

- CO7** Explain the factors affecting demand for air travel.
- CO8** Compare and contrast product offering and pricing strategies of airlines including the air freight market.
- CO9** Assess the significance and identify challenges of scheduling in airline operations.
- CO10** Explain the importance of route and fleet planning and the long-term implications.
- CO11** Discuss airline financial management including financial structure of airlines, sources and uses of funds, and the buy vs. lease decision.

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the [University's textbook supplier](#).

Required Textbook

- Wensveen, J. G. (2015). *Air transportation: A management perspective* (8th ed.). Burlington, VT: Ashgate.
ISBN: 978-1-4724-3678-8

COURSE STRUCTURE

Airline Management is a three-credit online course, consisting of **six** (6) modules and a final project in the form of a paper. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Historical Developments in Aviation**
Course objectives covered in this module: 1, 2
- **Module 2: Structure of the Industry and Airline Economics**
Course objectives covered in this module: 3, 4
- **Module 3: Forecasting Demand and Marketing Strategies**
Course objectives covered in this module: 5, 6

- **Module 4: Product Offering and Revenue Management**
Course objectives covered in this module: 7, 8
- **Module 5: Scheduling, Route, and Fleet Planning**
Course objectives covered in this module: 9, 10
- **Module 6: Financing Operations and Growth**
Course objectives covered in this module: 2, 4, 5, 6

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete written assignments, take a proctored midterm examination, take a proctored final examination, and complete a final project. See below for details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).

Discussion Forums

In addition to an ungraded Introductions Forum, you are required to participate in six graded online class discussions - one in each module.

Communication with your mentor and among fellow students is a critical component of online learning. Participation in online class discussions involves two distinct activities: an initial response to a discussion question and at least two subsequent comments on classmates' responses.

All of these responses must be substantial. Meaningful participation is relevant to the content, adds value, and advances the discussion. Comments such as "I agree" and "ditto" are not considered value-adding participation. Therefore, when you agree or disagree with a classmate or your mentor, state and support your position.

You will be evaluated on the quality and quantity of your participation, including your use of relevant course information to support your point of view, and your awareness of and responses to the postings of your classmates. Remember, these are discussions: responses and comments should be properly proofread and edited, mature, and respectful.

Written Assignments

You are required to complete **six** (6) written assignments. The written assignments are on a variety of topics associated with the course modules.

Examinations

You are required to take two proctored online examinations: a midterm exam and a final exam. Both exams require that you use the University's [Online Proctor Service](#) (OPS). Please refer to the "Examinations and Proctors" section of the Online Student Handbook (see [Student Handbooks](#) in the General Information area of the course website) for further information about scheduling and taking online exams and for all exam policies and procedures. You are strongly advised to schedule your exam within the first week of the semester.

Online exams are administered through the course website. Consult the Course Calendar for the official dates of exam weeks.

For a list of key concepts that may appear on your exams, refer to the study guides available in the Examinations section of the course website.

Midterm Examination

The midterm is a closed-book, proctored online exam. It is 90 minutes long and covers material in Modules 1, 2, and 3. It consists of a series of short essay questions. If you have concerns about the format and/or content of the examination, please contact your mentor at least a week in advance of the scheduled test.

Final Examination

The final is a closed-book, proctored online exam. It is 90 minutes long and covers material in Modules 4, 5, and 6. It consists of a series of short essay questions and one longer essay question. If you have concerns about the format and/or content of the examination, please contact your mentor at least a week in advance of the scheduled test.

Statement about Cheating

You are on your honor not to cheat during the exam. Cheating means:

- Looking up any answer or part of an answer in an unauthorized textbook or on the Internet, or using any other source to find the answer.
- Copying and pasting or in any way copying responses or parts of responses from any other source into your online test. This includes but is not limited to copying and pasting from other

documents or spreadsheets, whether written by yourself or anyone else.

- Plagiarizing answers.
- Asking anyone else to assist you by whatever means available while you take the exam.
- Copying any part of the exam to share with other students.
- Telling your mentor that you need another attempt at the exam because your connection to the Internet was interrupted when that is not true.

If there is evidence that you have cheated or plagiarized in your exam, the exam will be declared invalid, and you will fail the course.

Final Project: Research Paper

You are required at the end of the semester to submit a Final Project in the form of a Research Paper that will demonstrate understanding of the various administrative aspects of airline management. You will research an airline of your choice and discuss at minimum the following:

- brief history of the airline
- route structure and fleet composition
- services/products offered
- marketing strategy
- financing

The main body of the paper should be 8-10 pages long.

Your final project will be completed in four steps:

- The first step which you will complete as part of your assignment for Module 1 is to identify three airlines that you might like to research. Your mentor will provide feedback. This assignment is not graded but the gradebook will be marked as complete/incomplete.
- The second step which you will complete as part of your assignments for Module 2 is to choose a specific airline that you will research and compile a preliminary list of sources you plan to use. Your mentor will provide feedback. This assignment is not graded but the gradebook will be marked as complete/incomplete.
- The third step which you will complete as part of your assignment for Module 4 is to construct an outline of how you intend to structure your paper and a revised list of sources based on feedback you received your mentor. This assignment is not graded but the gradebook will be marked as complete/incomplete.
- The fourth step is to complete your paper and list of sources, which you are required to submit at the end of Module 6.

The Final Project is worth 30% of your grade.

For further details see the Final Project area of the course and modules 1, 2, 4, and 6.

Consult the Calendar for due dates.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Discussion forums (6)**—20 percent
- **Written assignments (6)**—30 percent
- **Midterm exam (proctored, Modules 1–3)**—10 percent
- **Final exam (proctored, Modules 4–6)**—10 percent
- **Final project**—30 percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	= 93–100	C+	= 78–79
A–	= 90–92	C	= 73–77
B+	= 88–89	C–	= 70–72
B	= 83–87	D	= 60–69
B–	= 80–82	F	= Below 60

To receive credit for the course, you must earn a letter grade of C or better (for an area of study course) or D or better (for a course not in your area of study), based on the weighted average of all assigned course work (e.g., exams, assignments, discussion postings, etc.).

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.
- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, how to schedule exams, and how to get the most from your educational experience at Thomas Edison State University.
- Arrange to take your examination(s) by following the instructions in this Syllabus and the Online Student Handbook.
- Familiarize yourself with the learning management systems environment—how to navigate it and

what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.

- If you are not familiar with web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.
- Check Announcements regularly for new course information.

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

Using AI Ethically: A Guide for TESU Students

TESU's [Academic Code of Conduct](#) permits student AI use in support of their writing and research process--not as a replacement for original writing. Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page. Please review [Using AI Ethically: A Guide for TESU Students](#) for more detailed information.

ACCESSIBILITY AND ACCOMMODATIONS

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990; ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973. The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities; a student who is pregnant, postpartum, or a student parenting a newborn who is not the birth parent [as covered under NJSA18A]; and students requesting academic accommodation for a short-term/temporary illness and/or injury. Information can be found on the [Office of Student Accessibility Services](#) webpage and questions can be sent to ADA@tesu.edu.

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate academic policies](#)
- [Undergraduate course policies](#)
- [Graduate academic policies](#)
- [Graduate course policies](#)
- [Nursing student policies](#)
- [Nursing graduate student policies](#)
- [International student policies](#)
- [Academic code of conduct](#)