



# LGAV 3100

## Introduction to the Aviation Industry

Fall 2025/T-Th 1230-1350/BLB 225



**Professor:** Steve Joiner, MS Room 338E, BLB

(940) 565-3085 [steve.joiner@unt.edu](mailto:steve.joiner@unt.edu)

**Office Hours:** T -W-Th 1100 - 1200; other times by appointment. Appointments preferred (instructor may be out of the office performing transportation research or program development duties).

**Communication Expectations:** Preferred communication method is e-mail, either via Canvas or the UNT e-mail system. Texting can be effective and fast, but please include Student's name in any text as I will not have Student's cell number in my contacts list. Cell number: 214-693-3866. In all cases, a response can be expected within 24 hours of receipt.

### WELCOME TO UNT

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

### TEACHING PHYLOSOPHY

The course format will utilize the textbook, short quizzes at the end of each chapter covered, class lectures, occasional outside readings, and class presentations. Classroom attendance is highly recommended as most all material covered in the course will be delivered face-to-face. Learning is offered via textbook chapters, personal experiences and examples provided during the lectures, and chapter PowerPoints. This may be best described as reading, hearing, and seeing.

### CATALOG DESCRIPTION & COURSE OBJECTIVES

Introduction to the aviation discipline, including an investigation of the key role the aviation industry plays in the global transportation network. Emphasis is on how aviation management impacts current business practices in a globalized economy. The importance of aviation transportation networks on business practice is examined.

This course is designed to meet the following objectives:

- Provide a knowledge foundation of the various modes of transportation, pricing of services, capabilities, and role in commerce and within the air transportation industry.
- Exposure to the factors and circumstances under which air transportation represents the preferred mode for moving passengers and freight to meet shipper and customer requirements.
- Explore current air transportation issues, economic trends, and future challenges by reading current news articles with follow-up class discussions.
- Exposure to a broad spectrum of aviation industry stakeholders and organizations, and their roles in a modern global economic system.
- Exposure to a variety of career paths and opportunities in the aviation industry.
- Development of information gathering and communication skills through written assignments.

### COURSE MATERIALS

**Textbooks:** John G. Wensveen, *Air Transportation: A Global Management Perspective 9th Edition*. Ashgate Publishing Limited: Surrey, England. ISBN 9780367364489 (hbk), 978036734472 (pbk), 9780429346156 (ebk). Also required is the current FAR/AIM 2015 summary of Federal Aviation Regulations and Aeronautical Knowledge. This paperback is available through many pilot supply vendors and on-line retailers. The most complete version is offered under ISBN-13: 978-1-62914-510-5; additionally, many "eReader" versions are available.

**Class Canvas Page:** Course materials, assignments, and outside readings will be available within Canvas on the designated course web page. Students can access the course web page through the UNT course management system (Students were automatically enrolled when Students registered for this class). The site is password protected. Students can learn more about Canvas by reviewing the on-line student manuals.

**Outside Readings:** Outside readings may be provided for class sessions (posted on the class website) as determined by the instructor. Topical issues will be provided from current business readings and sources. In addition, students will be required to source information independently using a variety of web and library-based resources. Outside readings are considered “testable” information!

**PowerPoint Presentations:** Much of the relevant material from the textbook is summarized in PowerPoint presentation format. Copies of the PowerPoint files can be downloaded from the course web page. Students are encouraged to download and print copies of the slides in advance of their coverage in class. Students may find this useful to follow along while in class, and/or to review the slides on-line from home or work.

**Internet Software:** To access the class web page Students will need Internet access and a web browser such as Netscape, Firefox, or Internet Explorer. Course materials and assignments will be distributed and collected via the Internet using Canvas. Students will be responsible for accessing the class web page to obtain all course materials. Many of the printed materials required for this course will be in PDF format (Adobe Acrobat). Adobe Acrobat Reader will be required to read some of these materials. Acrobat Reader is available free from the Adobe web site [www.adobe.com](http://www.adobe.com) or through the UNT computer labs.

**Technical Assistance:** Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that Students can contact for help with Canvas or other technology issues.

UNT Help Desk: [UNT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

## RULES OF ENGAGEMENT

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express Student’s self is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat Student’s instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from Student’s own.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use Student’s critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by Student’s instructor.
- Proofread and fact-check Student’s sources.
- Keep in mind that online posts can be permanent, so think first before Students type.

## DELIVERABLES AND GRADING

Final Grade will be based on Student's performance on the following evaluation instruments:

Evaluated Element	Percent
Exams (2 @ 17.5%)	35%
Quizzes ("best 10" @ 5)	25%
Firm Abstract	10%
Career Abstract	10%
Current Event	7.5%
Resume	5%
Professional Development (2 @ 2.5%)	5%
Participation/Contribution	2.5%
<b>Total</b>	<b>100%</b>

***Note: Students will not be allowed to resubmit or retake assignments, quizzes, exams, abstracts or any other graded material!***

Students should not view the graded elements, or assessments, as separate from learning course content. These assessments are an integral part of learning about the aviation industry. Each graded element provides an opportunity for students to interact with the different problems frequently encountered by aviation professionals and to receive immediate feedback on how students have performed. The purpose of these assessments is to further student understanding of aviation. The graded elements within the course include two (2) examinations, two (2) abstracts, a resume submission, and quizzes. In addition, students are required to attend two (2) presentations in the Executive Lecture series in LSCM 4300, or other professional meetings where a speaker is present. *That being said, do not depend on the grade calculations in Canvas when evaluating your grade.* Final grade calculations are performed by me in an Excel spread sheet at the end of the semester to ensure the formulas used for weighting each assignment are correct.

Grade	Absolute	Relative
A	90 to 100	Top 20%
B	80-89	Next 40%
C	70-79	Next 20%
D	60-69	Next 10%
F	Below 60	Bottom 10%

**Resume:** Time to start thinking about graduation. Students should always have an up-to-date resume readily available. In order to be prepared Students will be required to submit a resume for this class.

### **Student's assignment:**

**First, in order to receive credit,** one must Submit Student's resume ELECTRONICALLY in Canvas per the instructor's portal **no later than 1700, Friday, September 5, 2025.** The logistics faculty may use this version of Student's resume to send to companies that contact us throughout the semester and afterward- so make sure it is Student's very best. **There is a 100% penalty for late submission.** Students adding the course will have 48 hours to make-up this exercise from the time it is added.

**Second, in order to be visible to employers, students must submit their resume via Eagle Careers into Handshake**  
<http://studentaffairs.unt.edu/career-center/eagle-careers>

Students need to have a student profile created. A Student User's Guide will be provided.

**Third, once the resume is ready to upload into Handshake do the following:**

Under "Personal Goals" select either "I want a job" or "I want an internship", then click "Done".

For recruiters to be allowed to see Student's resume, choose "Other" dropdown, select "Has Public Resume".

**Exams:** The course includes two in-class exams. The exams will be closed book/closed note/no reference materials and will cover material provided by the textbook, the presentation slides, outside readings, and in class lectures and discussions. Exams will be 50 questions and include a combination of multiple choice and true/false type questions. Practice exams may be made available on the course website prior to formal exam time.

**Quizzes:** The course includes multiple online quizzes. A quiz will be administered each Friday for those chapters covered that week. They will become available at 0800 on Friday and close at class time the next Tuesday. Quizzes may be taken "open book/open note" and are timed. Students should be familiar with the material in advance in order to get a good score. Students can expect to see similar questions on the Exams as they cover the same material. Quizzes may include a combination of multiple choice and true/false questions.

**Current Event:** Each student is required to make an oral presentation to the class on one "current event" (preferably no older than 30 days prior to the date of the presentation) affecting the aviation or logistics industry. Choose a newspaper or professional industry publication article as the source of the information. Fares and service offerings, changes, mergers, collective bargaining negotiations, accidents/incidents, new technologies, etc. are all good topics. Students should bring a copy of the article to the class or a PowerPoint synopsis so it can be presented for everyone to see. Students will be responsible for informing the class about the event, and leading a brief discussion of it. Students will be given 10-15 minutes maximum; so, it is important that Students become the "expert" on the event. Students will be graded on both Student's presentation and discussion skills, and the relevance and importance of the event. During the second week of class, we will schedule days/times for each student to present over the course of the semester.

**Written Assignments:** Every written report, assignment and discussion turned in for a grade must be an original piece of work. That is, written assignments must be in your own words. You may not copy or plagiarize any written content that you did not produce yourself. AI TOOLS MAY BE USED, BUT MUST BE CITED AS THOSE WORDS ARE NOT YOUR OWN. Exceptions include quotations or excerpts from third-party materials that are cited as such in standard citation format.

As stated above, it is permissible to use tools like chatGPT and other AI-based text and search technologies as part of your research process in this class. These tools can be very helpful. But these tools also have several shortcomings, including giving incorrect information and an inability to cite sources, among other things.

It is very important therefore that you:

1. VERIFY facts and claims made by chatGPT using independent sources (chatGPT can "hallucinate" and get things wrong in a very convincing way)
2. Do NOT cut and paste generated responses directly into your report - those are not your own words. If you quote anything directly you must cite the source of the quote
3. Cite chatGPT (or any AI tool) as the source if you base any part of your report on the output from chatGPT or any AI-based search technology

*Please note that this is my policy for this class only. This does NOT represent the policy of the university in general or other classes and instructors, specifically.*

**The instructor also reserves the right to use third-party, written-content evaluation software (e.g. "Turnitin") to assess the quality and originality of submitted work. The results of an assessment may be reflected in the grade awarded for a submitted assignment.**

1. **Career Abstract (BLS occupational analyses):** Each student is required to research and write a short paper (1.5-2.0 pages, not including cited material) report on an occupational area. The occupational area must come from the Bureau of Labor Statistics classification system (under master category NAICS 481000) for employment opportunities in the Air Transportation industry sector. The abstract may be on either a “flying” occupation (flight or cabin crew) or “non-flying” occupation.

**The abstract will consist of the following sections: Header, Duties and Responsibilities, and Hiring Outlook.** The Header section includes Student’s name and BLS descriptive data. Start with the NAICS classification, title of the occupation, percent of jobs (out of total aviation jobs in database), and mean annual salary. This header information will be followed by the BLS position description. Duties and Responsibilities will expand the BLS position description to include more “day to day detail” of what a typical person holding the job would be expected to do (4-5 paragraphs), as well as a description of any training/education requirements for the job. Finally, the student will perform an analysis of the economic and hiring outlook for this occupation, using outside resources (4-5 paragraphs). **At least two outside resources must be used in addition to the BLS database.** Also, at least one must be a non-web source. Provide citations to outside sources using the MLA format. Length is limited to two pages (10-point single space and 1-inch margins). There is a sample provided on the course website.

2. **Firm Abstract (organizational analysis and supply chain map):** Each student is required to research and fully describe a company or organization involved in the movement of people or cargo by air (3-4 pages, not including cited material). A good source of outside readings can be found at the end of each chapter, and through key word searches of the Library Electronic Resources abstracting databases.

**The paper must include the following sections: Purpose, Inputs, Resources & Processes, Outputs, and Industry Outlook.** The Purpose section must include a description of why the organization exists to include: descriptions of customers; the products; and other stakeholders directly involved in the operation of the organization. This section must also clearly identify and make a distinction between the purpose and the various “necessary conditions” that must be satisfied by the firm. The Inputs section will describe both the primary value-added and secondary supporting inputs. Resources & Processes will describe how the components of the organization interact to transform the inputs into outputs. Outputs will describe the primary value-added goods and services the organization provides to external customers as well as the secondary outputs. Finally, Industry Outlook will describe how the organization interacts with its environment in a modern economy and an assessment of future prospects for growth and success. **A “system” diagram following the format provided in class is required.** The paper format is limited to four pages, with 1-inch margins all around, using a 10-point font, and single line spacing.

**Professional Development:** The Department of Supply Chain Management (SCM) provides Professional Development events (e.g., lectures, training, onboarding, and tours) through the Department and in cooperation with Professional Student Organizations (i.e., ISM, LOGSA, ASCM, AAAE). These opportunities allow students to connect with business experts and executives to acquire valuable insights beyond the classroom.

### **Supply Chain Management Executive Lectures**

SCM Executive Lectures will be provided Wednesdays from 1700 to 1800 p.m. in BLB 180. This is in partnership with BUSI 3200, in-person only and have limited seating. All lectures will be recorded and made available the day after the event.

### **Professional Student Organization Speakers**

Several meetings hosted by the professional student organizations will have executive speakers, which can also be used for professional development. Date and time information for both can be found on the schedules at the end of this section. See the notification from the Professional Student Organization for more information on time and location.

### **Industry Facility Tours**

Tours will be done with the Professional Student Organizations and are listed at the end of this section. Attendees will be responsible for securing their own transportation to and from the tour locations; transportation will not be provided. Dates, times, and location information can be found on the schedule at the end of this section or from notifications from the Professional Student Organization. Registration for Tours will also be done with a Qualtrics link sent to faculty and students one week before the event. The registration system will allow students to register for an event until capacity restrictions are met or registration closes, whichever comes first.

## Registration for Events

For all events, registration is required. Registration closes at 5:00 pm the day before the event. Announcements, Event Details, and Registrations will be distributed one week before the event. Registration will be done through a Qualtrics link sent to all faculty and students one week before the event. Post-event attendance reports will be sent to the professors. Reports will include a list of registered participants, including each attendee's arrival and departure times. All registered attendees must arrive 10 minutes before the event's start time. Walk-ins are welcome to attend events based on availability. Availability will be determined 10 minutes before the start of the event. If a registered attendee is not checked in 10 minutes before the event, their seat will be given to a walk-in.

By selecting the course number on the registration form, students will choose which class to receive Professional Development attendance credit. Students can change the course number for a registered event by contacting [Ruben.Garcia@unt.edu](mailto:Ruben.Garcia@unt.edu). Students also can cancel their registration by contacting the same email. Immediately after registering, students will receive a registration confirmation. Suppose a student has registered for an event and cannot attend. In that case, they should cancel their registration no later than 24 hours before the event's start time. The registration system will allow students to register for an event until capacity restrictions are met or registration closes, whichever comes first. Registered students should arrive 10 minutes before the start of the presentation, as your seat can be forfeited to students standing by.

Students must abide by all the following policies to receive attendance credit for speaker events and group tours. Participation in any event will only count toward one class the student selects during registration. Students receive attendance credit for registering, arriving on time, and staying for the event. Failure to register, validated from the attendance report generated after the event, will prevent students from receiving attendance credit. Failure to participate for at least 75% of the duration of the event will prevent students from receiving attendance credit. Failure to attend an event after prior confirmed registration will lead to a loss of points from the student's final accumulated credit unless the student cancels the registration at least 24 hours before the event's start time. Such loss of points may not be recovered by participating in other Professional Development events. Some professors have additional requirements before students receive attendance credit for Professional Development. All attendance credits are given at the discretion of the professor.

### **See Speaker Schedule, page 10**

For all questions regarding the Professional Development opportunities not answered by content found in the class syllabus or if you would like to request accommodations for any SCM event, please send an email to [Ruben.Garcia@unt.edu](mailto:Ruben.Garcia@unt.edu)

## CLASS CONDUCT

**Class Participation & Attendance:** Class participation will affect Student's final grade. Points will be based on attendance, preparation for class, quality of class input, organization, and conciseness. If Students do not actively participate, Students cannot earn any points for this grading element. Class attendance is Student's responsibility. Attendance will be taken every class period; a student cannot participate in class discussions if absent. In-class discussion cannot be made up!

**All cellular or digital phones and pagers are to be turned off during class.** Failure to comply with this request will result in a letter grade deduction if repeated.

**Health Impact on Attendance:** While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community. Please contact me if Students are unable to attend class because of illness, or unable to attend class due to a related issue regarding illness. It is important that Students communicate with me prior to being absent so I may decide if specific accommodation is required. If an illness may cause an extended absence from class, a remote accommodation may be considered. **Any accommodation created will be applicable to those students required to be absent, ONLY. Considerations may be made where a student may miss class for other reasons, but only on a case-by-case basis. Zoom or other remote attendance will not otherwise be an option. This is a Face-to-Face class and is not offered in a blended or hybrid format.**

**Missing a Graded Assignment:** Exams, quizzes, or other graded assignments cannot be made up. *If Students must miss an exam due to work or other unavoidable circumstances, Students must contact me in advance.* If the circumstances merit, I may allow a make-up exam. These situations will occur on an exception basis and must be justified on extraordinary circumstances. Exceptions will only be made in very extreme cases. Failure to turn in



assignments on the due date will result in a 20% penalty for each day the assignment is late. An assignment handed in one minute after the deadline on the due date will be considered one day late.

**Written Communication Requirements:** Written requirements consist of the resume, career and firm abstracts, and essay/short answer responses to exam questions.

**Oral Communication Requirements:** Students are required to participate in class. Discussion will address outside readings (article abstracts), text material, and lectures. Students are expected to provide well-reasoned and concise discussions or arguments.

**Final Grades:** Final grades will not be posted beyond what is available on Canvas.

**Computer Applications:** Students will be required to make extensive use of computing and information technology capabilities. The class will require the use of software for Microsoft Word, Excel, and PowerPoint. Students will need to access the class web page via the Internet. We may also be performing analyses using Excel. Students will be required to use Adobe Acrobat Reader to view course materials.

**International Coverage:** The discipline of Logistics is inherently international and Aviation Logistics is even more so. International aspects of supply chain management will be addressed throughout the class. Each chapter of the text, and the student prepared papers, provide an international focus for the discussion of supply chain management and the problems faced when attempting to coordinate supply chain activities on a global basis.

**Environmental & Ethical Issues:** The course indirectly addresses the environmental problems posed by supply chain management. Ethical issues are indirectly addressed. Ethical issues are expected to appear in discussions of standards of behavior and business practices in other countries; no value judgment of sovereign national law or practice is implied.

**Americans with Disabilities Act:** The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with a disability. If Students have an established disability as defined in the Act and would like to request accommodation, please see me as soon as possible. I can be contacted at the location and phone number shown in this syllabus. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if Students have any questions or if I can be of assistance.

**Severe Weather** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

**Bomb Threat/Fire** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of Student's department or unit to let them know Students are safe and inform them of Student's whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

## STUDENT CONDUCT

Students are expected to act in a professional manner reflecting the norms of conduct reflective of the modern corporate workplace. As a minimum, students need to be familiar with and adhere to all principles as described by the Center for Student Rights and Responsibilities ([www.unt.edu/cssr/](http://www.unt.edu/cssr/)). The CSSR posts copies of the Student Code of Conduct and Student Handbook on this website. Students are responsible for being knowledgeable of and adhering to the guidelines provided. However, it is expected Students as an individual will conduct student's self as a junior executive in the profession of business. Expectations therefore go beyond what is outlined in the handbook. Mentoring and assistance in any way that helps students develop the skillsets needed to succeed in a job search, through the hiring process, and with post-graduation employment are always available. There will be opportunity to discuss resumes, business cards, interviewing, etc. in class and discussing experiences with students. Specific issues are discussed below:

**Academic Integrity:** Cheating, plagiarism, or other inappropriate assistance on examinations, abstracts, or cases will be treated with zero tolerance and will result in a grade of "F" for the course. Any work on the papers is to be treated identically as an in-class test: the work should be entirely Student's with ABSOLUTELY NO outside help or assistance. When working on the papers, Students must not discuss Student's work with anyone unless specifically approved by the instructor.

Copying or using material from papers previously submitted by other students (at UNT or other learning institutions) or downloaded from the Internet is plagiarism. If Students quote material, Students must cite Student's sources. Large scale "cutting and pasting" from other sources, even if properly footnoted, does not meet the criterion of submitting Student's own work and will result in a failing grade for the course.

The examination instructions are very clear regarding what materials may be used on the exam. If Students "preprogram" Student's calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual's exam, Students will receive a failing grade for the course.

According to University policy, if Students become aware of any misconduct related to academic integrity, Students should inform me or another proper authority such as the department chair or associate dean.

**Grade Appeals, Withdrawals, & Incompletes:** Please refer to the UNT Undergraduate Catalog for policies governing these actions. If Students have any questions, please contact me for clarification. Please note: I am only able to use an incomplete for extraordinary circumstances. An incomplete grade will not be used simply to provide more time to complete the course requirements.



## PROPOSED CLASS SCHEDULE

Note: We will attempt to stay as close to this schedule as possible, however, it may be revised to accommodate class progress, to provide more in-depth focus or discussion, or to take advantage of guest speakers or tours if the opportunity should arise.

Date	Topic	Deliverable
19 Aug	Intro, Syllabus, Objectives	
21 Aug	Module 1: Systems and Processes	Quiz due 8/26
26 Aug	Module 2: Spatial-Temporal Economics	Quiz due 9/2
28 Aug	BLS Aviation Careers; Chapter 2: Aviation: An Overview	
02 Sep	Guest Speaker	
04 Sep	Chapter 2 (ctd) <i>(Resume due NLT 1700 05 Sep)</i>	Quiz due 9/9; Resume due 1700 9/05
09 Sep	Chapter 3: Historical Perspective	
11 Sep	Chapter 3 (ctd)	Quiz due 9/16; Career Abstract 9/12
16 Sep	Chapter 4: Regulators and Associations	
18 Sep	Chapter 4 (ctd)	Quiz due 9/23
23 Sep	Chapter 5: General Aviation Industry	
25 Sept	Chapter 5 (ctd)	Quiz due 9/30
30 Sep	Chapter 6: The Airline Industry	
02 Oct	Chapter 6 (ctd) Exam 1 Review	Quiz due 10/7
07 Oct	<b>Exam 1: Mod 1, 2, Ch 2, 3, 4, 5, 6 (50 questions)</b>	
09 Oct	Chapter 7: Economic Characteristics of Airlines	
14 Oct	Chapter 7 Economic Characteristics of Airlines (ctd)	Quiz due 10/21
16 Oct	Chapter 9: Forecasting Methods	Quiz due 10/21
21 Oct	Guest Speaker	
23 Oct	Chapter 10: Airline Passenger Marketing	Quiz due 10/28
28 Oct	Chapter 11: Airlines in Social Media	Quiz due 11/4
30 Oct	Chapter 12: Airline Pricing, Demand, and Output Determination	Quiz due 11/4; Abstract due 10/31
04 Nov	Chapter 13: Air Cargo	
06 Nov	Chapter 13: Air Cargo (ctd)	Quiz due 11/11
11 Nov	Chapter 14: Principles of Airline Scheduling	Quiz due 11/18
13 Nov	Chapter 16: Airline Labor Relations	
18 Nov	Chapter 16: Airline Labor Relations (ctd)	Quiz due 12/2
20 Nov	Chapter 18: Aviation International	
<i>24 Nov</i>	<i>Thanksgiving Break</i>	
<i>30 Nov</i>	<i>Thanksgiving Break</i>	
02 Dec	Chapter 18: Aviation International (ctd)	Quiz due 12/9
04 Dec	<i>Final Exam review</i>	
<i>11 Dec</i>	<i>Final Exam: 10:30 – 12:30: Ch 7, 9, 10, 11, 12, 13, 14, 16, 18</i>	<i>1030 - 1230</i>

NOTE: Current Event presentations will be scheduled during the second week of class; Student's assigned day to present will be determined at that time

**Aug 27**  
**Tim Farnsworth**  
 CEO & Managing Director  
**FQL**

**Sept 3**  
**Brady Sauser**  
 Chair and G. Brint Ryan Professor  
**UNJT**  
 G. BRINT RYAN COLLEGE OF BUSINESS Supply Chain Management

**Sept 10**  
**Inga Holmes**  
 Sr. Director Logistics and Trade Compliance  
**FOSSIL GROUP**

**Sept 17**  
**Bo Harris**  
 Regional Sales Manager  
**FASTENAL**

**Sept 24**  
**Larry Hall**  
 President  
**boxwheel**  
 FORTUNE 1000

**Oct 1**  
**Len Bitcra**  
 President  
**TT TechTrans**  
 YOUR EVERYDAY PARTNER

**Oct 8**  
**Patricia Williams**  
 Chief Executive Officer  
**EMW**  
 LOGISTICS

**Oct 15**  
**Wally DeBorjaux**  
 Executive Advisor  
**Southwest**

**Oct 22**  
**Ed Rubin**  
 Chief Procurement Officer  
**Yum!**

**Oct 29**  
**Jim Nichols**  
 Chief Operating Officer  
**ADL**  
 AMERICAN DIAMOND LOGISTICS

**Nov 5**  
**Landry Lewis**  
 Director II, Operations  
**J.B. HUNT**

**Nov 13**  
**Lynn Gravelly**  
 Founder  
**NT LOGISTICS**