



LGAV 3100

Introduction to the Aviation Industry

Spring 2023/T-Th 1400-1520/BLB 250



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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 your name in any text as I will not have your 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. More about UNT's Non-Discrimination Policy can be found in the Rules of Engagement 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 Management Perspective 8th Edition*. Ashgate Publishing Limited: Surrey, England. ISBN 978-1-4724-3681-8. Also recommended is the current FAR/AIM 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 (you were automatically enrolled when you registered for this class). The site is password protected. You 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. You 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 you 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. You 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 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 you can contact for help with Canvas or other technology issues.

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

Email: 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 yourself 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 your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- 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 your 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 your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

DELIVERABLES AND GRADING

Grading will be based on your 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%
Total	100%

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

Letter grades will be assigned according to the combination of both “absolute” points earned and performance “relative” to other students as follows. First, the total points earned will be compared to an absolute scale and a grade determined. Then, class standing (rank) will be determined based on total points earned, and a grade determined based on ranking. The final grade will be no lower than the higher of the two grades (absolute or relative).

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. In order to be prepared you will be required to submit a resume for this class.

Your assignment:

In order to receive credit, you must Submit your resume ELECTRONICALLY in Canvas grade book for the class **no later than 1700, Friday, February 3, 2023. There is a penalty for late submission.** Students adding the course will have 48 hours to make-up this exercise from the time it is added.

In order to be visible to employers you must submit your resume via Eagle Careers into Handshake

<http://studentaffairs.unt.edu/career-center/eagle-careers>

You need to have a student profile created. A Student User’s Guide can be provided.

Once your 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”.

If recruiters will be allowed to see your resume, choose “Other” dropdown, select “Has Public Resume”.

Exams: The course includes two (2), in class exams. The exams will be face-to-face, utilizing a test booklet and scantron answer card. 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. Familiarize yourself with the material in advance in order to get a good score. You can expect to see similar questions on the in-class exams. Quizzes will cover the same material that the exams are based on (see above). Quizzes may include a combination of multiple choice, true-false, and short answer type 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 your information. Fare and service offerings changes, mergers, collective bargaining negotiations, accidents/incidents, new technologies, etc. are all good topics. PowerPoint presentations are preferred, although note cards are acceptable. You will be responsible for informing the class about the event, and leading a brief discussion of it. You will be given 10 minutes maximum; so it is important that you become the “expert” on the event. You will be graded on both your 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.

Career Abstract (BLS occupational analyses): Each student is required to research and write one (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 (BLM.gov 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 your 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.

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: It is understood that the best form of enrichment in learning about a practical discipline is to participate in activities categorized as “Professional Development” (PD). PD includes activities of service or learning with members of the profession. Suitable activities include attending meetings of professional organizations, attending presentations by industry leaders, working on practical projects within the scope of the discipline, and participating in other industry/profession focused learning events.

There are two categories of PD to be considered: Primary and Supplemental. Primary PD consists of attendance at one of the scheduled College of Business Distinguished Speaker, Center for Logistics Education and Research Speaker, Onboarding program, or attendance at one of the DFW professional association meetings. These are the only activities that

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pre-qualify for the Primary PD credit. Each student is expected to participate in at least two Primary category events during the semester. Each event earns 2.5 points, for a total of 5 points. The instructor will identify the specific “preapproved” events for you.

The Supplemental category of PD events is somewhat broader and primarily includes many activities related to student organizations in the college. Supplemental PD includes attendance at AAAE, LogSA or ISM meetings when an industry speaker is present, AAAE/ LogSA/ISM tours of industry operations, and any leadership positions held in one of the student organizations. This would include either an elected position or heading up an event committee. If you have other activities that you believe qualify for consideration for supplemental professional development credit (e.g. interviewing/shadowing an industry or your event might not qualify for credit).

In addition, participation in **approved** Professional Development activities represents the **only** opportunity students will have to earn “Extra Credit” points. The first two events are included in the baseline grading (no extra credit) and must be one of the Primary events. Students can earn up to one (1) point each for 3 additional events (up to a maximum of 3 extra points) from either the Primary or Supplemental categories.

Registration and attendance procedures, as well as rules governing points for credit, may be found in the course Announcements tab on Canvas.

CLASS CONDUCT

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

Important note: Texting, checking your email, web surfing, etc. during class is not only extremely rude, and it is quite unprofessional. It not only distracts you, but it creates a distraction for your colleagues in class as well.

Illness 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 you are unable to attend class because you are ill, or unable to attend class due to a related issue.

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 you must miss an exam due to work or other unavoidable circumstances, you 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 issue 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. That being said, do not depend on the grade calculations on Canvas when evaluating your grade. Final grade calculations are performed by me in an Excel spread sheet at the end of the semester to insure the formulas used for weighting each assignment are correct.

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 you 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 you 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 your department or unit to let them know you are safe and inform them of your 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/). 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, I personally respect you as an individual and look at you as a junior executive in the profession of business. My expectations therefore go beyond what is outlined in the handbook. I will do my best to mentor you in that regard, and assist you in any way that I can to help you develop the skillsets needed to succeed in your job search, through the hiring process, and at your post-graduation employment. We will have the opportunity to discuss resumes, business cards, interviewing, etc. in class and I look forward to discussing your experiences with you. 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 yours with ABSOLUTELY NO outside help or assistance. When working on the papers, you must not discuss your 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 you quote material, you must cite your sources. Large scale “cutting and pasting” from other sources, even if properly footnoted, does not meet the criterion of submitting your 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 you “preprogram” your 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, you will receive a failing grade for the course.

According to University policy, if you become aware of any misconduct related to academic integrity, you 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 you 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
17 Jan	Intro, Syllabus, Objectives	Syllabus Quiz (5)
19 Jan	Module 1: Systems and Processes	Quiz Mod1 (5)
24 Jan	Module 2: Spatial-Temporal Economics	Quiz Mod2 (5)
26 Jan	BLS Aviation Careers; Chapter 2: Aviation: An Overview	
31 Jan	Chapter 2 (ctd)	Quiz Ch02 (5)
02 Feb	Chapter 3: Historical Perspective (<i>Resume due NLT 1700 03 Feb</i>)	Resume due 1700 on 02-03-2023
07 Feb	Chapter 3:(ctd)	Quiz Ch03 (5)
09 Feb	Chapter 4: Regulators and Associations	Career Ab. (20) due 1159, 02-10
14 Feb	Chapter 4 (ctd)	Quiz Ch04 (5)
16 Feb	Chapter 5: General Aviation Industry	
21 Feb	Chapter 5 (ctd)	Quiz Ch05 (5)
23 Feb	Chapter 6: The Airline Industry	
28 Feb	Chapter 6 (ctd) Exam 1 Review	Quiz Ch06 (5)
02 Mar	Exam 1: Mod 1, 2, Ch 2, 3, 4, 5, 6 (50 questions)	
07 Mar	Chapter 7: Economic Characteristics of Airlines	
09 Mar	Chapter 7 (ctd)	Quiz Ch07 (5)
14 Mar	<i>Spring Break Mar 13 to 18</i>	
16 Mar		
21 Mar	Chapter 9: Forecasting Methods	Quiz Ch09 (5)
23 Mar	Chapter 10: Airline Passenger Marketing	Quiz Ch10 (5)
28 Mar	Chapter 11 #Airlines in Social Media	Quiz Ch11 (5)
30 Mar	Chapter 12 Airline Pricing, Demand, and Output Determination	Quiz Ch12 (5)
04 Apr	Chapter 13: Air Cargo	
06 Apr	Cargo Video	Firm Ab. (20) due 2159, 04-07
11 Apr	Chapter 13: Air Cargo (ctd)	Quiz Ch13 (5)
13 Apr	Chapter 14: Principles of Airline Scheduling	Quiz Ch14 (5)
18 Apr	Chapter 16: Airline Labor Relations	
20 Apr	Chapter 16: (ctd)	Quiz Ch16 (5)
25 Apr	<i>Guest Speaker</i>	
27 Apr	Chapter 18: Aviation International	
02 May	Chapter 18: (ctd)	Quiz Ch18 (5)
04 May	Final Review	
11 May	Exam 2: Ch 7, 9, 10, 11, 12, 13, 14, 16, 18 (50 questions)	1330-1530

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