



# LGAV 3100

## Introduction to the Aviation Industry

Fall 2016/T-Th 1230-1350/BLB 225



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

### 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 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 Web Page:** Course materials, assignments, and outside readings will be available within Blackboard Learn 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 Blackboard Learn 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 Blackboard Learn. 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](http://www.adobe.com) or through the UNT computer labs.

## 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”)	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!**

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:** Each student will be required to submit a resume. In order to assist you in preparing for your (eventual) job search, the logistics faculty would like to help you prepare a resume. You will also have an opportunity to make it available to prospective employers in logistics and aviation throughout the metroplex. Your assignment: Submit your resume **ELECTRONICALLY** via the assignment drop box in Blackboard/Learn no later than “close of business” The Friday of the 2<sup>nd</sup> week of the semester (**1700, 9 September 2016**). To receive full points, name your resume file using your last name and your anticipated graduation date. For example, a student planning to graduate in May, 2016, would name the file “student resume 0516.doc.” If you choose, the logistics faculty will use this resume to send to companies that contact us throughout the semester and afterward- so make sure it is your very best, no excuses. You will need to fill out a “Release Authorization Form” (also available on Blackboard/Learn) if you wish your resume to be available to employers. If you are not majoring in an aviation or logistics discipline, the value to you is that you still get an opportunity to draft a resume and receive feedback on it!

**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 include a combination of multiple choice and short answer 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 and true-false questions.

**Current Event:** Each student is required to make an oral presentation to the class on one “current event” (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. You will be required to bring a copy of the article or slide presentation to the class so it can be presented for everyone to see. You will be responsible for informing the class about the event, and leading a brief discussion of it. You will be given 10-15 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 (BLS.gov) 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 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 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 includes many activities related to student organizations in the college. Supplemental PD includes attendance at AAAE, Alpha Eta Rho, LogSA or ISM meetings when an industry

speaker is present, AAAE/Alpha Eta Rho/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 1 point each for 3 additional events (up to a maximum of 3 extra points) from either the Primary or Supplemental categories.

To receive the full 5 points for a Primary PD, you must **A) RSVP in advance by mid-night the day prior; B) sign the attendance sheet when you attend.** If you are unable to attend and have RSVP'd, you must e-mail me prior to the event or lose 2 points from your PD credits. The link to RSVP is:

<http://www.cob.unt.edu/logisticscenter/students/lectureseries/speakers.php>

*[NOTE: speakers and schedule for PD and Onboarding will be provided separately]*

### CLASS CONDUCT

**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.

**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, it is quite unprofessional. It not only distracts you, but it creates a distraction for your colleagues in class as well.

**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:** I will not post final grades beyond what is available on Blackboard.

**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.

## 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, 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.

<b>Date</b>	<b>Topic</b>	<b>Deliverable</b>
30 Aug	Intro, Syllabus, Objectives	
01 Sep	Module 1: Systems and Processes ( <i>Resume due NLT 1700 04 Sep</i> )	<b>Quiz Mod1</b>
06 Sep	Module 2: Spatial-Temporal Economics	<b>Quiz Mod2</b>
08 Sep	BLS Aviation Careers; App B: Career Planning in Aviation	<b>Resume due tomorrow @ 1700</b>
13 Sep	Chapter 2: Aviation: An Overview	
15 Sep	Chapter 2 (ctd)	<b>Quiz Ch02</b>
20 Sep	Chapter 3: Historical Perspective	
22 Sep	Chapter 3 (ctd)	<b>Quiz Ch03 Career Abstract (20)</b>
27 Sep	Chapter 4: Regulators and Associations	
29 Sep	Chapter 4 (ctd)	<b>Quiz Ch04</b>
04 Oct	Chapter 5: General Aviation Industry	
06 Oct	Guest Speaker	<b>Quiz Ch05</b>
11 Oct	Chapter 6: The Airline Industry	
13 Oct	Chapter 6 (ctd) Exam 1 Review	<b>Quiz Ch06</b>
18 Oct	<b>Exam 1: Mod 1, 2, Ch 2, 3, 4, 5, 6 (50 questions, 35points)</b>	
20 Oct	Chapter 7: Economic Characteristics of Airlines	
25 Oct	Chapter 7 (ctd)	<b>Quiz Ch07</b>
27 Oct	Chapter 9: Forecasting Methods	
01 Nov	Chapter 9 (ctd)	<b>Quiz Ch09</b>
03 Nov	Guest Speaker	
08 Nov	Chapter 10: Airline Passenger Marketing	<b>Firm Abstract (20)</b>
10 Nov	Chapter 10 (ctd)	<b>Quiz Ch10</b>
15 Nov	Chapter 11 #Airlines in Social Media	<b>Quiz Ch11</b>
17 Nov	Chapter 12 Airline Pricing, Demand, and Output Determination	<b>Quiz Ch12</b>
22 Nov	Chapter 13: Air Cargo	
<i>24 Nov</i>	<i>Thanksgiving Break</i>	
29 Nov	Chapter 13 (ctd)	<b>Quiz Ch13</b>
01Dec	Chapter 16: Airline Labor Relations	<b>Quiz Ch16</b>
06 Dec	Chapter 18: International Aviation	
08 Dec	Chapter 18 (ctd) <i>Last Class Day Final Review</i>	<b>Quiz Ch18</b>
15 Dec	<b>Exam 2: Ch 7, 9, 10, 11, 12, 15, 17 (50 questions, 35 points)</b>	<b>1030 - 1230</b>

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