



LGAV 3100

Introduction to the Aviation Industry

Summer 2019

Tuesday/Thursday 10:00AM-12:00PM

BLB 040

Instructor: Jim Diamond, Ph.D.

Email: james.diamond@unt.edu This is the best way to reach me outside of classroom/office hours.

Office Hours: Tues/Thurs: 9:00AM-10:00AM (before class) and 12:00PM-12:30PM (after class, by appointment); BLB Room TBD; other times by appointment only

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

Textbook: John G. Wensveen, *Air Transportation: A Management Perspective 8th Edition*. Ashgate Publishing Limited: Surrey, England. ISBN 978-1-4724-3681-8.. Check UNT Bookstore for availability.

Canvas Class 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 online student manuals.

Outside Readings: Outside readings will 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 and associated class lecture and discussion is summarized in PowerPoint presentation format. Copies of the PowerPoint slides used in class each week will be made available on Friday at 9:00AM and can be downloaded from the Canvas course page. Students are encouraged to use these slides in preparing for quizzes and exams, as they will emphasize important elements of the textbook, and may contain additional material covered in class but not covered in the textbook.

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 Vista. 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.

DELIVERABLES AND GRADING

Grading will be based on your performance on the following evaluation instruments:

Evaluated Element	Points
Exams (2 @ 50 pts each)	100
Quizzes ("Best 12" @ 5pts each)	60
Firm Abstract	20
Career Abstract	20
Current Event	20
Class Participation	20
TOTAL	240

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. For example, if you earn a total of 195 points out of 240, your letter grade for the course will a “B” ($195/240 = 0.81 = 81\%$). 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 Scale (% of Total Points)	Relative Scale (Class Rank)
A	90-100	Top 20%
B	80-89	Next 40%
C	70-79	Next 20%
D	60-69	Next 10%
F	0-59	Bottom 10%

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. You are responsible for the material even if it is not covered or emphasized during the lecture. Exams will include a combination of multiple choice and short answer type questions.

Quizzes: The course includes multiple, weekly online quizzes. Quizzes will be administered on Canvas each Friday and will cover the textbook chapters, outside readings, and material presented and discussed in class that week. Quizzes will become available at 9:00AM on Friday and close at 11:59PM time the following Monday. 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 may include a combination of multiple choice, true-false, and short answer type questions.

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 (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 one outside resources must be used in addition to the BLS database. Provide citations to outside sources using the MLA format. Length is limited to two pages (12 point single space and 1 inch margins) not including sources.

Firm Abstract: 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 keyword searches of the UNT Library Electronic Resources abstracting databases.

An example and template to follow will be provided in class, but, 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. 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. The paper format is limited to four pages, with 1-inch margins all around, using a 12-point font and single-line spacing.

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 airline or aviation logistics industry. Choose a credible print or online newspaper or professional industry publication article as the source of your information. Fare and service offering 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 to the class so it can be presented for everyone to see (the instructor will assist you here). 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 may use PowerPoint to support your presentation, particularly if tables, charts, or other graphics will make the information more understandable. You will be graded on both your presentation and discussion skills, and the relevance and importance of the event. During the first week of class, we will schedule days/times for each student to present over the course of the semester.

Class Participation: Participation in class not only helps you understand the material but also makes the class more enjoyable for all. Preparation for class, frequency of participation, quality of participation, organization, and conciseness all demonstrate the level of commitment expected of each student. Every class may consist of one or more activities, individual or group, and your active and positive participation in these activities is expected and important for you to succeed in the course. Failure to be

prepared, attend class regularly, and actively participate in discussion and activities will diminish your learning experience and adversely impact your grade.

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 if the opportunity should arise.

Date	Topic	Chapter	Quizzes	Deliverables
4-Jun	Introduction, Syllabus, Objectives			
6-Jun	The <i>Aviation</i> Industry Today	2	CH2	
11-Jun	Historical Perspective	3		
13-Jun	Regulators and Associations	4	CH3, CH4	
18-Jun	General Aviation	5		
20-Jun	The <i>Airline</i> Industry	6	CH5, CH6	Career Abstract (6/21)
25-Jun	Economic characteristics of airlines	7		
27-Jun	Forecasting Methods	9	CH7, CH9	
2-Jul	Mid-Term Exam (Chapters 2-7,9)			
4-Jul	No Class - Independence Day			
9-Jul	Airline Passenger Marketing	10		
11-Jul	Airline Pricing Demand Output	11	CH10, CH11	
16-Jul	Airlines in Social Media	12		
18-Jul	Air Cargo	13	CH12, CH13	
23-Jul	Principles of Airline Scheduling	14		
25-Jul	Fleet Planning	15	CH14, CH15	
30-Jul	Airline Labor Relations	16		Firm Abstract (7/26)
1-Aug	International Aviation	18	CH16, CH18	
6-Aug	Operations Planning and Control (OPC)	NA		
8-Aug	OPC (cont), Exam Review			
9-Aug	Final Exam (Chapters 10-16,18, OPC)			

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

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.

Personal Technology Use in Classroom: Cell phones and other personal communication devices *are to be turned off or muted during class*. If you bring a laptop or tablet to class *it must not be used for web browsing, email, or activity not directly related to the course*. Texting, checking your email, web surfing, etc. during class is not only 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 career and firm abstracts, and any essay/short answer responses to exam questions. Please proof-read and spell-check your submissions. Proper use of college-level English grammar, punctuation, and spelling will be expected.

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: UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Course Disclaimer: The schedule, policies, and assignments contained in the course syllabus are subject to change in the event of extenuating circumstances, or to accommodate class progress. All changes will be announced in class and posted in Canvas. The syllabus will be updated with new version # and effective date.

STUDENT PERCEPTION OF TEACHING (SPOT)

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

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.

Emergency Notification and Procedures: UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials