

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 360		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> International Air Transportation <b>Course Short Title (if title exceeds 30 characters):</b> Int'l Air Transportation																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> An overview of the development of air transportation systems and their impact on the global economies, this course examines the role of government regulators and industry associations influencing emerging air transportation trends. Students are introduced to major political, social, cultural, economic, and technological forces affecting the global air transportation industry.																			
<b>Prerequisites (or NONE):</b>		BUS 100. Note: As of January 2018, prerequisites will change to: 45 university-level credits including BUS 100.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%;"> <tr> <td>Lecture hours</td> <td>39</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>6</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	39	Seminars/tutorials/workshops	6	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> November 2016																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 9, 2016																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> January 20, 2017																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> December 9, 2016																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 24, 2017																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- LO1. Analyze the aviation/aerospace industry and its characteristics and economic magnitude.  
 LO2. Evaluate the main current and anticipated trends impacting the global, national, and regional airline industry.  
 LO3. Contrast the arguments for and against the deregulation of the airline industry.  
 LO4. Evaluate economic characteristics of the airline industry and their contribution to general economic conditions.  
 LO5. Assess the role and future trends of air cargo.  
 LO6. Interpret sovereignty of airspace, including the eight freedoms of the air.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Instructional methods include lecture, group projects, practice sessions, and research. May also include industry guest speakers.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Wensveen, J. G.	Air Transportation: A Management Perspective	<input checked="" type="checkbox"/>	Ashgate	
2.		Government and Industry Statistics and publications	<input type="checkbox"/>		
3.			<input type="checkbox"/>		
4.			<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)****Typical Evaluation Methods and Weighting**

Final exam:	25%	Assignments:	40%	Midterm exam:	25%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	10%	Total:	100%

**Typical Course Content and Topics****Module 1- Aviation Overview, History, and Structure (LO 1 - 6)**

- The Airline Industry: Trends, challenges, and strategies.
- Stages of development impacting the airline industry.
- Aviation: An overview.
- Historical perspective.
- Air transportation regulators and associations.
- The general aviation and its support industry.

Test and Project (LO 1 - 6)

**Module 2- Economic Characteristics, Passenger and Cargo (LO 4 - 5)**

- Economic characteristics of the airlines. (LO 4)
- Air cargo today and the future. (LO 5)

Test and Project (LO 4 - 5)

**Module 3- The International Scene (LO 1 - 6)**

- International aviation: The question of sovereignty, globalization, and future challenges.
- The major provisions of the Paris convention.
- The articles of the Chicago conference, and the major purpose of the International Civil Aviation Organization.
- Movements toward globalization, airline alliances, and airport alliances.
- New business models.

Test and Project (LO 1 to 6)