



ORIGINAL COURSE IMPLEMENTATION DATE:
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED: (six years after UEC approval)
 Course outline form version: 09/15/14

September 1997
 September 2017
 February 2023

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: BUS 360		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: International Air Transportation Course Short Title (if title exceeds 30 characters): Int'l Air Transportation																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: 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.																			
Prerequisites (or NONE):		45 university-level credits including BUS 100.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) 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>		Transfer Credit 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 bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <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>Total</td> <td>45</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:		Total	45	Special Topics 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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Online learning activities																			
Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: November 2016																	
Faculty Council approval		Date approved: December 9, 2016																	
Campus-Wide Consultation (CWC)		Date of posting: January 20, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 9, 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 24, 2017																	

Learning Outcomes

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

- LO 1. Analyze the aviation/aerospace industry and its characteristics and economic magnitude;
- LO 2. Evaluate the main current and anticipated trends impacting the global, national, and regional airline industry;
- LO 3. Contrast the arguments for and against the deregulation of the airline industry;
- LO 4. Evaluate economic characteristics of the airline industry and their contribution to general economic conditions;
- LO 5. Assess the role and future trends of air cargo;
- LO 6. 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)

Lectures, 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.)

n/a

Typical Evaluation Methods and Weighting

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

Details (if necessary):**Typical Course Content and Topics**

Module One: 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

Mid-term Exam and Project (LO 1–6)

Module Two: Economic characteristics, passenger and cargo (LO 4–5)

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

Mid-term Exam and Project (LO 4–5)

Module Three: 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

Final Exam and Project (LO 1–6)