

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: BUS 460		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Airline Management Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: The airline industry faces many operational, marketing, and other managerial issues. Topics of this course include airline planning, forecasting, scheduling, fleet planning, and financing. The application of marketing concepts to the airline industry will also be examined, focusing on products, pricing, distribution, and promotional strategies.																			
Prerequisites (or NONE):		BUS 360. Note: ECON 101 is recommended.																	
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: December 12, 2017																	
Faculty Council approval		Date approved: January 12, 2018																	
Campus-Wide Consultation (CWC)		Date of posting: n/a																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: January 12, 2018																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 23, 2018																	

Learning Outcomes

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

- LO 1. Determine functions necessary for an efficient airline business;
- LO 2. Evaluate forecasting methods used by the airline industry;
- LO 3. Contrast some of the post deregulation strategies used by legacy carriers with those used by low-cost carriers;
- LO 4. Define the airline product and its unique characteristics;
- LO 5. Evaluate market segmentation and marketing mix strategies used by air carriers;
- LO 6. Assess the major external and internal challenges facing the fleet planning and scheduling process.

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 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 articles and statistics	<input type="checkbox"/>		
3.			<input type="checkbox"/>		
4.			<input type="checkbox"/>		
5.			<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:	-	Midterm exam:	25%	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	10%	Term project	40%	Other:	-	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One: Airline management and organization

- Typical airline organization functions
- Airline industry planning and forecasting methods

Module Two: Airline passenger marketing

- Product strategies
- Distribution strategies
- Promotion strategies
- Pricing Strategies: Demand and output determination
- Pricing Strategies: Inventory and yield management

Midterm exam (LO 1, 2)

Module Three: Airline scheduling and fleet planning

- Principles of airline scheduling
- Fleet planning
- The aircraft selection process
- New business models

Final exam (LO 3–6)

Term project (LO 1–6)

Class participation (LO 1–6)