UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2 (Page 1)

COURSE IMPLEMENTATION DATE:	09/97
COURSE REVISED IMPLEMENTATION DATE:	Fall 2004
COURSE TO BE REVIEWED: (Four years after implementation date)	December 2007 (MONTH YEAR format)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **Business Administration**

BUS 460		**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

Aviation Management

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

An examination of current operational, management, and marketing issues faced by the airline industry. Topics will include issues related to Airline planning, forecasting, scheduling, fleet planning, and financing. The course will also examine the application of marketing concepts to the airline industry focusing on product planning, pricing, distribution and promotion.

PREREQUISITES: **Acceptance to BBA (Aviation) degree or Bachelor of Business Administrtion degree, Bus 360 Econ 100, (Bus 100 or Bus 102)**

COREQUISITES: **none**

SYNONYMOUS COURSE(S)

(a) Replaces: _____ *(Course #)*

(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**35**	Hrs
Seminar:	**10**	Hrs
Laboratory:		Hrs
Field Experience:		Hrs
Student Directed Learning:		Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE: _____

HOURS PER DAY: **3**

MAXIMUM ENROLLMENT: **36**

EXPECTED FREQUENCY OF COURSE OFFERINGS: _____

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☐ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☒ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☒ No

AUTHORIZATION SIGNATURES:

Course Designer(s): Cyrus Chaichian

Chairperson: W.R. (Dick Bate) *(Curriculum Committee)*

Department Head: Janet Falk

Dean: Karen Evans

PAC Approval in Principle Date:

PAC Final Approval Date: December 10, 2003

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

The objective of this course is to provide a general understanding of Airline Management. The course will focus on the application of Management and Marketing concepts to the Air Transportation Industry. The complex issues in decision making currently faced by the leaders of the Aviation industry will also be examined.

METHODS:

Instructional methods include lecture, group projects, practice sessions, field experience. May also include industry guest speakers.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check :) ☐ Yes ☒ No

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]
- Air Transportation, A Management Perspective: Fourth Edition, Alexander T. Wells
- Government and Industry Statistics and Publication

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Students are expected to attend all sessions and participate in class discussions and group studies. Each session will include a percentage of the total grade.

1. Case studies and/or group projects 40%
2. Mid-term Examination 25%
3. Final Examination 25%
4. Participation 10%

NOTES:

1. Absence from a session, without prior arrangement, will result in no credit for that session. A student earning no credit for more than an three sessions will be assigned a NC grade for Bus 460.
2. Students must achieve a 50% average on the two examinations to qualify for group marks.
3. Students may not change from **credit to audit** after the first four weeks of classes.
4. This course outline is intended to inform students of major activities and assignments. Changes, additions and/or deletions may be made as the course progresses.

COURSE NAME AND NUMBER

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

Reading and Assignments
Bus 460 - Airline Management

Week	TOPICS	ASSIGNMENTS
1	Course introduction	
2	Airline Management & Organization	Chapter 7 Research
3	Forecasting Methods	Chapter 8 Research
4	Airline Marketing; Product planning	Chapter 9 Work on Project
5	Airline Marketing; Distribution & Promotion	Chapter 9 Work on Project
6	Mid-term Examination: Group presentation of Project #1	Includes all topics covered
7	Airline Pricing, Demand, and Output Determination: The trend in Passenger Air Fares	Chapter 10 Research
8	Airline Pricing, (continued). Yield Management	Chapter 10 Research
9	Industry guest speaker	Work on Project
10	Principles of Airline Scheduling	Chapter 12 Work on Project
11	Fleet Planning: The Aircraft Selection Process Airline Financing	Chapter 13 Chapter 15
12	Final Examination: Group presentation of the Project	