

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
TLMT 411
Air Transportation
Credit Hours: 3
Length of Course: 8 weeks
Prerequisite(s): None

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course covers the history, management and future trends in air transportation. It covers the four principal segments of air transportation: major carriers, regional carriers, all-cargo carriers and general aviation. In each segment, the issues of aircraft design, market share, finance, insurance and operations are discussed. The course analyzes the development and application of national and international regulations that impact air transportation. Topics include: cost structure, air fares, flight crews and safety, environmental impacts of aircraft and airports, operating and service characteristics, technological advances, world competition and intermodal operations.

Course Scope

The Air Transportation course is designed to prepare you for academic advancement and increase your knowledge in the area of domestic and international Air Transportation System. Through this course, you will explore the history of air transportation establishment, the business aspect of air transportation management, and the U.S. government role in the global aviation system. This course is planned as a professional capstone for aviation business managers, potential managers and people who work or would like to work in aviation industry, including pilots, maintenance technicians, air traffic controllers,

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engineers, airport managers, avionics specialists and others who are in aviation related fields. The course provides you with a deep and broad knowledge of Air Transportation System in general.

Course Materials

Required Course Textbooks

Wensveen, John G. *Air Transportation: A Management Perspective*, 8th Edition, Burlington, VT: Ashgate Publishing Company.

ISBN: 978-1-4724-3681-8

Please visit <http://apus.libguides.com/er.php> and search by the course number (ex: LITR210) to access your required resources.

Course Objectives

After successfully completing this course, you will be able to:

1. Understand the history of the U.S. airline industry and describe its regulatory, economic, structural, and competitive characteristics pre and post deregulation.
2. Understand and provide examples of technological evolution and its effects on cost, distribution, and pricing.
3. Explain the importance of air transportation in global economic development and growth.
4. Describe the characteristics and factors that determine air transportation demand.
5. Identify the various route structure and product alternatives, the costs and benefits of each, and means for achieving product differentiation.
6. Identify the various airline departments and the role of each in planning, development, and execution of flight operations.
7. Demonstrate an understanding of the management of irregular flight operations, the methods of data collection and analysis in controlling reliability of quality of airline service.
8. Appreciate airline cost structure, the nature of fixed, variable, and controllable costs, and methods employed by low-cost carriers to obtain sustainable competitive cost advantages over traditional carriers.
9. Explain the traditional airline distribution system and the rapidly evolving role of global distribution systems and internet distribution and ticketing.
10. Demonstrate an understanding of Revenue Management and its application in airline and other industries.

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	Industry	
3	<p>The Airline Industry</p> <p>Economic Characteristics of the Airlines</p>	<p>LO-5: Chapter 5 reviews the current structure of the US airline industry and its composite financial and traffic statistics.</p> <p>LO-3: Chapter 6 deals with the economic characteristics of oligopolies in general and the unique characteristics of airlines in particular.</p>
4	<p>Airline Management and Organization</p> <p>Forecasting Methods</p>	<p>LO-4: Chapter 7 introduces students to the principles and practices of airline management and organization.</p> <p>LO- 4: Chapter 8 focuses on forecasting in the management of airlines. All planning involving personnel and equipment needs is based on forecasts of future traffic and financial expectations.</p>
5	<p>Airline Passenger Marketing</p> <p>Airline Pricing, Demand, and Output Determinations</p>	<p>LO-5: Chapter 9 discusses how the marketing of air transportation has changed over the years.</p> <p>LO-5: Chapter 10 focuses on pricing, certainly one of the most volatile of the four Ps of marketing since deregulation. Subjects include the determinants of airline passenger demand and elasticity of demand.</p>
6	Air Cargo	<p>LO – 6: Chapter 11 discuss a brief history of cargo in the United States, students are introduced to the importance of air express and air freight today and to the expectations for future growth in the industry.</p> <p>Chapter 12 discusses airline scheduling as one of the most</p>

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	Principle of Airline Scheduling	important and difficult tasks facing airlines.
7	Fleeting Planning Airline Labor Relations	LO – 7: Chapter 13 deals with decisions to purchase new aircraft which is certainly one areas that management expends a great deal of time and effort. LO – 7: Chapter 14 which deals with labor relations which represents over 35% of the typical carrier’s operating expense.
8	Airline Financing International Aviation	LO – 8: Chapter 15 takes up the problem of airline capital financing. The major sources of funding are examined, followed by decision of the sources and the use of funds over the two decades following the introducing of jets. LO-8: Chapter 16 the final chapter rounds out air transportation by adding the dimension of international aviation.

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups

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through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics,

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underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

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The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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