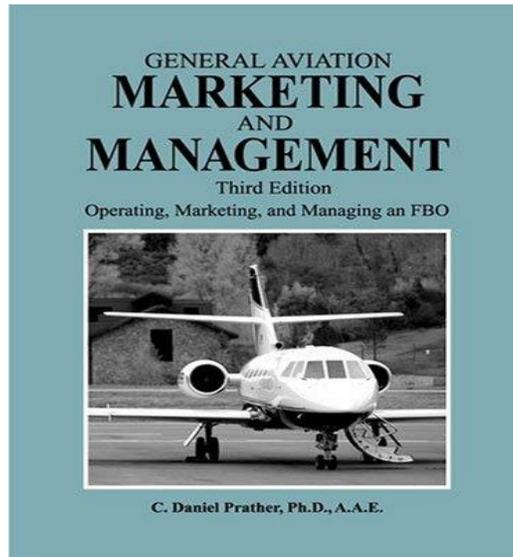


AVIATION MANAGEMENT

AVIA 0261



CONTACT INFO:

Professor: John Domaingue, email jdomaingue@westfield.ma.edu.

CATALOGUE DESCRIPTION

Credits: 3

AVIA 0261 -Survey of general aviation industry; basics of aircraft operations; marketing of products and services; legal aspects; physical facilities; major concentration will be placed on management and administration of a fixed base operation, duties and responsibilities of airport management and managerial considerations in all areas of general aviation. Prerequisites: Junior or senior status is required.

(Formerly MGMT 0261)

REQUIRED TEXT:

General Aviation Marketing and Management 3rd Edition
ISBN 101575243016

Books can be purchased online through the college bookstore at <http://westfieldstate.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=65065&catalogId=10001&langId=-1> or can be purchased at other sites or stores that offer better discounts.

OVERVIEW OF CLASS:

The objective of this course is to expose the student with little or no background in general aviation marketing or management, to gain an understanding of the process and challenges facing the aviation industry today. This understanding will focus on the management of the Fixed Base of Operations and how to navigate the workings of the FBO business into a successful future. The course will be broken down into the following areas:

Historical Perspective

Operating an FBO

Marketing an FBO

Managing an FBO

ASSIGNMENTS

Weekly Activities and Assignments Folder

All assignments are posted in the Weekly Assignments folder on the homepage. Assignments will be available on Tuesday of each week and are due by Midnight the following Tuesday. Open up the folder for the specific week of the class and click on various icons for the week's assignments.

BULLETIN BOARD DISCUSSION FORUMS:

This online tool provides the real substance of the course. Essentially it is a bulletin board with weekly discussions that you are required to participate in. In many cases you will be asked to post assignments here. Directions on how to use the bulletin board are in your instruction manual.

CHAT:

A chat room is a synchronous live discussion forum in which participants can sign on at the same time. Some of you may want to set up a chat room to communicate.

ONLINE CHAPTER QUIZZES:

Upon completion of a chapter, students will be assigned to take an online quiz. This is not timed and students can take the quiz multiple times until they achieve the grade they are satisfied with. This is included in the final grade but is used more as a reading check.

STUDENT RECORDS/ GRADES:

Student grades are posted online in addition to the standard college grades report posted online by the college. The final grade will be an average of all activities including participation. Exceptional work going beyond the basics of the assignment will result in an A. A good faith effort in course work will result in a B. Lesser effort, production, and participation will result in lower grades. Points are deducted for assignments not completed by due date. Students having difficulties need to connect with the professor as soon as possible- see contact information.

Grades

The final grade will be an average of the following items. Each activity will be evaluated equally.

The course consists of the following activities:

Students are expected to check the weekly assignments folder for course readings and assignments. Students are expected to read assigned materials and complete assigned exercises by posted due dates. Please note: bulletin board discussion postings, exercises, and readings complement each other. In order to successfully complete the course, students are expected to read all assigned readings and take the quizzes for each chapter as assigned by the instructor.

Students are expected to participate in general and group discussions online. This will clarify and increase one's understanding of the material covered. Students will receive a grade for their participation in the discussion forums. Exceptional participation or assignment postings and going beyond the basics of the assignment will result in an A. A good faith effort to participate on a regular basis at the proper time will result in a B. Lesser participation will result in lower grades. I will maintain a record of the discussion and will be checking in to see your participation on a regular basis. Refer to the rubric on grading of a discussion.

Students will be required to write and submit a research paper by the end of the semester. The paper will be related to a specific interest the student has in the field of aviation. Topic ideas can include but are not limited to aviation safety (NTSB), Policy and Regulation (FAA), Air Traffic Control (ATC), or on being a professional pilot. .

Final

There will be a final exam highlighting the main topics covered over the course of the semester. The final will consist of multiple choice, matching and short answer questions. .

PLEASE NOTE:

By enrolling in this class a student is agreeing to all of the policies stated here. If students have questions concerning any of these requirements and/or policies, they are encouraged to ask questions using the bulletin boards main forum and private e-mail feature of Plato /Vista.

DISABILITY NOTICE:

If you have a disability and require reasonable accommodations to enable you to participate in this course please contact me during the first week of class.