

AVIATION MANAGEMENT

AVIA-0261

Spring 2015 Online Course



Instructor: Caroline Hart, Ph.D.
Office Hours: by appointment

Email: chart@westfield.ma.edu
Phone: (901) 832-1597

COURSE DESCRIPTION

AVIA 0261, Aviation Management, is a survey course, an overview of the air transportation industry from a management perspective. Topics include the airline / aviation industry, historical perspective, air transportation regulators, the general aviation industry, economic characteristics of the airlines, airline management and organization, airline pricing, air cargo, principle of airline scheduling, airline labor relations, international aviation and career planning in aviation.

COURSE OBJECTIVES

1. Learn the vocabulary and key terms relevant to the air transportation industry and the general aviation industry.
2. Have an understanding of the trends, challenges and strategies of the aviation and airline industry.
3. Understand the historical roots of modern air transportation.
4. Develop knowledge of main aviation regulatory players (e.g., DOT, FAA, TSA, NTSB).
5. Understand the structure and economics of the airlines.
6. Become knowledgeable about the managerial aspects of airlines.
7. Become aware of the aviation international scene.

REQUIRED TEXT AND MATERIAL

The following required text provides an accessible and comprehensive view of air transportation from a management perspective:

Wensveen, J. G. (2012). *Air transportation: A management perspective* (7th ed.) Ashgate Publishing, Ltd.

You can choose between the following three text options:

- Paperback edition:
ISBN-10: 1409430634 / ISBN-13: 978-1409430636
- Hardcover edition:
ISBN- 0884874338/ ISBN-13: 978-0884874331
- Kindle edition:
ASIN: B009KOUYXU

You will need access to a computer with headset and microphone.

