

AVMG 3200
Applied Analysis in Transportation
Fall Semester, 2014

Lecturer: James Birdsong
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Class Schedule: Monday, Wednesday, Friday, 1:00 – 1:50 pm, Lowder Hall 111

Office Hours: 2:15 – 4:15 pm, Monday – Thursday, or by appointment (call or email).

Required Materials:

Introduction to Air Transport Economics: From Theory to Applications (Second Edition) by Bijan Vasigh, Ken Fleming, and Thomas Tacker. Published by Ashgate Publishing Limited, ISBN: 978-1-4094-5487-8.

Course Prerequisites: AVMG 1010, SCMN 3150, and SCMN 3720 or departmental approval.

Catalog Description: Development of principles required in economic analysis.

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

1. analyze principles of economics through the lens of aviation industry.
2. identify and describe economic forces that drive the aviation industry.
3. explain why aviation industry is in a constant state of restructuring.
4. apply economic analysis in managerial decision making process.
5. discuss the impact of managerial decisions in the aviation industry.

Course Structure: The course meets three times per week and examines key principles that drive economic behavior in the aviation industry through lectures, in-class activities, research, and evaluations.

Student Responsibilities:

Grades for the course will be based on performance in four areas:

1. Tests: There will be three tests during the semester. Questions will emphasize the ability to analyze/synthesize reading materials, class discussions, and related assignments.
2. Research Paper: Each student will research a topic of their choice under the larger umbrella of air transport economics and write a 3-5 page paper that reflects mastery of course concepts. The paper should provide an introduction to the topic, importance of the topic, subtopics of importance, conclusion, and implications for aviation managers. An outline of the paper is due October 24.
3. Research Presentation: Each student will give a short presentation (no more than seven minutes) to the class on their research topic that should be clear, concise, and articulate.

4. **Class Participation:** Students are expected to actively participate in class which includes asking questions, sharing experiences, and engaging others with valid critical exchanges. Reading assignments prior to class is a must.

Unless otherwise announced, activity points (% of final grade) will be calculated as follows:

Activity	Points Possible	% of Final Grade
Test 1	100	20
Test 2	100	20
Final Exam	100	20
Paper	75	15
Presentation	75	15
Class Participation	50	10
TOTAL	500	100

Grading scale:

- A: 90 - 100%
- B: 80 - 89%
- C: 70 - 79%
- D: 60 - 69%
- F: < 60%

Course Procedures and Policies

Professionalism and integrity are expected at all times. Specific policies include:

1. **Attendance:** Students are expected to attend all classes, arrive on time, and take part in discussions. Should you need to be absent for any reason, please let me know ahead of time. If you are absent, regardless of the reason, you are still responsible for all material covered that day.
2. **Special Accommodations:** Students who need special accommodations should provide a copy of the Accommodation Memo as soon as possible. If you do not have an Accommodation Memo, contact the Office of Accessibility (located in 1228 Haley Center) at 844-2099 as soon as possible.
3. **Academic Honesty:** I expect you to act ethically at all times. Academic indiscretions (cheating, plagiarism, etc.) may be immediately referred to the Academic Honesty Committee.
4. **Test schedule:** Out of fairness to other students, test rescheduling will be limited. If you miss a test for a legitimate University approved reason (documented illness, death in the family, or some other unusual circumstance), you will have the opportunity to take a make-up during our regularly scheduled final exam period.
5. **Grades:** I will provide feedback on your performance regularly.
6. **Availability:** I'm happy to discuss any questions or concerns you have about the course, careers, or aviation in general. Please meet me after class or call / email for appointment (Monday - Friday).

As a reminder, each student should review Auburn University's Student Policy eHandbook:
http://www.auburn.edu/student_info/student_policies/

Class Schedule

AUG 18	Introduction: Course Administration and Expectations
AUG 20, 22	The Evolving Air Transport Industry / Chapter 1 [Vasigh et al]
AUG 25, 27	Principles of Economics with Applications in Aviation / Chapter 2 [Vasigh et al]
AUG 29	Supply and Demand: Analysis in the Airline Industry / Chapter 3 [Vasigh et al]
SEP 1	Labor Day
SEP 3, 5	Supply and Demand: Analysis in the Airline Industry / Chapter 3 [Vasigh et al]
SEP 8-12	Cost and Production Analysis: The General Concepts / Chapter 4 [Vasigh et al]
SEP 15-19	Aviation Infrastructure: Operations and Ownership / Chapter 5 [Vasigh et al]
SEP 22	Review
SEP 24	Test 1
SEP 26	International Economics and Aviation / Chapter 6 [Vasigh et al]
SEP 29	International Economics and Aviation / Chapter 6 [Vasigh et al]
OCT 1, 3	Open Skies and Global Alliances / Chapter 7 [Vasigh et al]
OCT 6, 8	Competitive Market Structure and Monopolistic Markets / Chapter 8 [Vasigh et al]
OCT 10	Hybrid Market Structure and the Aviation Industry / Chapter 9 [Vasigh et al]
OCT 13, 15	Hybrid Market Structure and the Aviation Industry / Chapter 9 [Vasigh et al]
OCT 16-17	Fall Break
OCT 20-24	Aviation Forecasting and Regression Analysis / Chapter 10 [Vasigh et al]
OCT 24	Research paper outline due.
OCT 27	Review
OCT 29	Test 2
OCT 31	Dynamic Pricing Policy and Revenue Management / Chapter 11 [Vasigh et al]
NOV 3, 5	Dynamic Pricing Policy and Revenue Management / Chapter 11 [Vasigh et al]
NOV 7	Low-cost and Start-up Airlines: A New Paradigm / Chapter 12 [Vasigh et al]
NOV 10	Low-cost and Start-up Airlines: A New Paradigm / Chapter 12 [Vasigh et al]
NOV 12, 14	The Economics of Aviation Safety and Security / Chapter 13 [Vasigh et al]
NOV 14	Research paper due
NOV 17-21	Student research presentations
NOV 24-28	Thanksgiving Break
DEC 1, 3	Student research presentations
DEC 5	Review
DEC 8	Final Exam