

AVMG1010
AIR TRANSPORTATION
A MANAGEMENT PERSPECTIVE
SPRING 2014

Instructor: V. Carl Thompson
Retired Captain, Delta Airlines
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Schedule: Lowder Hall
Room 152
Days – Monday and Wednesday
Time – 3:00 pm – 3:50 pm

Office Hours: By Appointment

Each student should review Auburn University's Student Policy eHandbook
http://www.auburn.edu/student_info/student_policies/

Course Text: **AIR TRANSPORTATION, A MANAGEMENT PERSPECTIVE,**
7TH Edition, by John G. Wensveen

Course Description:

AIR TRANSPORTATION, A MANAGEMENT PERSPECTIVE, provides a solid understanding of the ongoing changes in the air transportation industry, and emphasizes the major management functions within an airline.

TEST/DATES.....	POINTS.....	% of GRADE
FIRST TEST, Feb. 5.....	100 Points.....	25%
SECOND TEST, March 5.....	100 Points.....	25%
FINAL TEST, TBA.....	100 Points.....	25%
Class Participation.....	100 Points.....	25%

1. Attending Guest Lecture classes:

- A. Alabama Speaker of the House, Mr. Mike Hubbard, Date TBA
- B. Captain Jim Hoogerwerf, Ph. D., Delta Ret.; Captain Tony Gentile, UPS Ret.; DALPA Speaker; TBA

Tentative Class Schedule/Guest Speakers TBA

1. Jan. 8.....Chapters 1 & 2 The Airline Industry: Trends, Challenges and Strategies; Aviation: An Overview
2. Jan. 13.....DVD; Postman, Barnstormers, and Highway in Sky
3. Jan. 15 & 22.....Ch. 3 Historical Perspective; **Captain Jim Hoogerwerf, Ph.D., TBA**
4. Jan. 27.....Ch. 4 Air Transportation: Regulators and Associations
5. Jan. 29..... Ch. 5 The General Aviation Industry
6. Feb. 3.....Review
7. Feb. 5.....**FIRST TEST**
8. Feb. 10.....Ch. 6 The Airline Industry
9. Feb. 12.....Ch. 7 Economic Characteristics of the Airlines
10. Feb. 17.....Ch. 8 Airline Management and Organization
11. Feb. 19.....Ch. 9 Forecasting Methods
12. March 3.....Review
13. March 5.....**SECOND TEST**
14. March 17.....Ch. 10 Airline Passenger Marketing
15. March 19.....Ch. 11 Airline Pricing, Demand & Output Determination
16. March 24.....Ch. 12 Air Cargo; **Captain Tony Gentile, UPS Ret.; TBA**
17. March 26.....Ch. 13 Principles of Airline Scheduling
18. March 31.....Ch. 14 Fleet Planning and Aircraft Selection Process
19. April 2 & 7.....Ch. 15 Airline Labor Relations; **DALPA Speaker TBA**
20. April 9 & 14Ch. 16 Airline Financing
21. April 16 & 21.....Ch. 17 International Aviation
22. April 23.....Review
23. **Date and time of Final Exam TBA**