

AVMT 256

Airline Management

3 Credits

Community College of Baltimore County Common Course Outline

Description

AVMT 256 – Airline Management: provides an in-depth study of airline operations including determination of airline fleet composition, scheduling, demand forecasting, pricing structure, facilities planning, marketing, financing, analyzing labor requirements, operational costs, and profit/loss reporting.

Pre-requisites: AVMT 101 and AVMT 131 or approval of the Aviation Program Director

Overall Course Objectives

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

1. explain historical developments that shaped the airline industry as we know it today;
2. outline the economic characteristics of the airline industry and the impact of deregulation;
3. describe the basic functions of management;
4. identify the internal and external factors affecting airline operations;
5. analyze regulations affecting airline operations;
6. distinguish the factors that determine airline pricing, demand, and output;
7. assess the importance of forecasting in relation to analysis, planning, and control;
8. describe the major internal and external factors that affect the scheduling process;
9. identify factors associated with determining the optimum airline fleet; and
10. discuss the importance of marketing and public relations.

Major Topics

- I. History and development of the modern airlines
- II. Management and organization
- III. Operational factors
- IV. Airline regulations
- V. Demand forecasting and route determination
- VI. Aircraft fleet selection and planning
- VII. Pricing, demand, and output
- VIII. Scheduling
- IX. Marketing and public relations
- X. Airline facilities planning and security

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- 2 examinations
- comprehensive final exam
- 2 writing assignments, such as flight plans, special topic papers, current events reports, article or textbook summaries, research or case study analysis papers, and personal journals

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

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