

1. Course (module) name	2. Code
Aviation Industry	N200AM16BNVM009

3. Lecturer (s)	4. Division(s)
Coordinator: lect. Anthony Palmer Other (s):	Business School

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Mandatory

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 2	English

11. Requirements for students	
Preliminary requirements:	Associated requirements (if any):
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120

16. Course (module) purpose: competences developer by the course programme
The objectives for the Aviation Industry module are for the students to understand [1] how the historical and technological background has created the current range of airlines and how aviation may develop in the near future, and [2] the basics of a range of key airline planning and operational functions.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Students have to understand and to know the modern management theories, the scope of diversity, capabilities and functional characteristics, to understand the global aviation sector, and the implications of theories of its capabilities.	Students will understand the historic and technological developments that have shaped the current aviation industry	Lectures	Examination
	Students will understand the basic planning skills needed in an airline – including network planning, market analysis, route evaluation, scheduling, fleet planning, manpower planning.	Lectures, group case study	Examination and assessment of the group task(s)
	Students will understand basic aircraft performance and airline economics (passenger and cargo)	Lectures, group case study	Examination and assessment of the group task(s)
	Students will understand key airline commercial, operational and organisational processes.	Lectures	Examination and assessment of the group task(s)
	Students will understand the basic issues involved in airline safety.	Lectures	Examination
	Students will appreciate the different approaches and issues for start-up airlines as opposed to established ones.	Lectures	Examination

18. Course content									
Topics	Contact work hours and learning method							Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. Introduction to the Aviation Industry	2	-		-	-	-		10	Analysis of literature
2. Network Planning	2	-		-	-	-		10	Analysis of literature
3. Airline Economics	2	-	2	1	-	-		10	Analysis of literature, practical task, group presentation
4. Market Analysis	1	-	2	-	-	-		10	Analysis of literature, practical task, group presentation
5. Route Evaluation	2	-	2	2	-	-		10	Analysis of literature, practical task, group presentation
6. Aircraft Performance	2	-		-	-	-			Analysis of literature
7. Scheduling	2	-		-	-	-		10	Analysis of literature
8. Cargo Operations	2	-	2	2	-	-		10	Analysis of literature, practical task, group presentation
9. Fleet Planning	2	-		-	-	-		10	Analysis of literature
10. Airline Revenue Management	2	-		-	-	-		10	Analysis of literature
11. Manpower/Crew Planning	2	-		-	-	-		10	Analysis of literature
12 Maintenance Planning	2	-		-	-	-		10	Analysis of literature
13. Airline Safety	1	-		-	-	-		10	Analysis of literature
14. Airline Organisation	1	-		-	-	-			Analysis of literature, practical task, group presentation
15. Airline Start-Ups	1	-	2	-	-	-			Analysis of literature, practical task, group presentation
Total	25	-	10	5	-	-	40	120	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Group tasks	50%	During the semester	Understanding of the coursework task briefs (20%), clear summary of the key policy objectives and how the example/proposed policies might meet the objectives (30%), clear presentation of the group's conclusions (20%), evidence of the contributions of all group members (10%), ability to answer questions on the presentation from the examiner (20%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%
Examination	50%	During the semester	Evidence of understanding the subject through appropriate answers to the questions (50%), clear and concise answers (30%), depth of analysis (10%), logic (10%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%

20. Sources of study, literature	
Mandatory sources of study, literature	
Lecturer Paper 'Introduction to the airline industry – history and key organisational, planning and operational functions.' A L Palmer 2015	
Which contains the following references	
<ol style="list-style-type: none"> Aharoni 2012 Aharoni, Yair, and Eli Noy. "The components of airline business strategy and their impact on revenues." <i>Editorial and Advisory Board</i> 3.2 (2012): pp52-72 Reynolds-Feighan 2010 Reynolds-Feighan, Aisling. "Characterisation of airline networks: A North American and European comparison." <i>Journal of Air Transport Management</i> 16.3 (2010): pp109-120. Barnhart 2004 Barnhart, Cynthia, and Amy Cohn. "Airline schedule planning: Accomplishments and opportunities." <i>Manufacturing & service operations management</i> 6.1 (2004): pp3-22. Kohl 2004 Kohl, Niklas, and Stefan E. Karisch. "Airline crew rostering: Problem types, modeling, and optimization." <i>Annals of Operations Research</i> 127.1-4 (2004): 223-257. Prologis marketing for Revenue Management Consultancy http://www.prologis.aero/competences/revenue-management/ Rose 1991 Rose, Nancy L. <i>Fear of flying? Economic analysis of airline safety</i>. No. w3784. National Bureau of Economic Research, 1991. 	
Additional sources of study, literature	
<ol style="list-style-type: none"> Belobaba 2009 Belobaba, Peter, Amedeo Odoni, and Cynthia Barnhart, eds. <i>The global airline industry</i>. Vol. 23. John Wiley & Sons, 2009. Holloway 2008 Holloway, Stephen. <i>Straight and level: practical airline economics</i>. Ashgate Publishing, Ltd., 2008. Doganis 2010 Doganis, Rigas. <i>Flying off course: Airline Economics and Marketing</i>. Routledge, 4th Edition 2010. Shaw 2011 Shaw, Stephen. <i>Airline marketing and management</i>. Ashgate Publishing, Ltd., 2011. Morrell 2011 Morrell, Peter S. "Moving Boxes by Air." Ashgate Publishing, Ltd., (2011). Morrell 2013 Morrell, Peter S. <i>Airline finance</i>. Ashgate Publishing, Ltd., 2013. IATA Scheduling see http://www.iata.org/whatwedo/workgroups/Pages/sisc.aspx 	