

FallKainan University  Spring Department of Air Transportation Management

## Course Schedule

CRN	Course title	Instructor	Subject	grade	Credits	Hours per week
	Chinese : 空運業經營與管理 (下)	Chia-Jui Hsu	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	2年 AB班	2	2
	English : Airline Operations and Management (II)	Course prerequisites	Introduction to Air Transportation			
Teaching goal and content	To provide a basic introduction to key elements of the airline sector and a detailed knowledge of the regulatory and legal constraints placed upon the industry.					
Teaching Methods	<input checked="" type="checkbox"/> Lecture ◦ <input type="checkbox"/> practical training ◦ <input checked="" type="checkbox"/> discussion ◦ <input checked="" type="checkbox"/> question-and-answer ◦ <input type="checkbox"/> others ( ) ◦					
Grading and evaluation criteria	midterm 25 % ◦ final 25 % ◦ Class participation 25 % ◦ others ( Home work and Presentation ) grade 25 % ◦					
Textbooks	(Author ◦ Title ◦ edition ◦ publisher ◦ publishing place ◦ publishing year ◦ from page to page in sequence) ◦					
	1. Yu-Hern Chang, Airline Operations and Management, Hwa-Tai Publishing Company, Taipei Taiwan, 2002. 2. Airline Business, Reed Business, Reed Elsevier Group PLC, UK.					
<b>Subject introduction (including outline and course schedule) :</b>						
Week 1	Introduction					
Week 2-3	Pricing Strategy					
Week 4-5	Airline Finance					
Week 6-8	Student Presentation					
Week 9	Mid-term examination					
Week 10-11	Airline Service Assessment					
Week 12-13	Strategic Alliances					
Week 14-15	Aviation Policies					
Week 16-17	Student Presentation					
Week 18	Final Examination					
Instruction :						
1. The teacher fills in this form before the semester beginning. After verified by the curriculum committee, this form should be copied to give to the conveners who is belong to the same department, the department which the class is belong to, and the office of curriculum planning. Besides, the teacher explains this syllabus to students at the beginning of a semester.						
2. This form is approved by the curriculum committee at the forth time on April 23 <sup>rd</sup> , 2002						

Convener of the curriculum committee :

空運系劉得昌  
主任

Teacher : 許家瑞