

Kainan University

Department of Air Transportation

(Fall/Spring) Spring Semester 9602 Year Course Syllabus

36

Course Code No.	Course Title	Instructor	Subject	Level of Course
1270M1080	Chinese: 空運經營與管理專論	許悅玲	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	Year: 碩 1
	English: Airline Business & Operations		e-mail/phone ext: irishsu@mail.knu.edu.tw	
Teaching Goals and Content	To bring all students, independent of background, to a common standard of understanding of the basic theory and application of aircraft and airline operations, engineering and maintenance. Objectives At the end of the module students should: 1. Demonstrate a basic understanding of airline organizations, airport infrastructure, the aircraft employed by airlines and their manufactures. 2. Demonstrate a detailed understanding of the various bilateral and multilateral economic regulations constraining the operations of commercial airlines. 3. Apply strategic management tools to air transport problems			
Teaching Methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
Grading and Evaluation Criteria	midterm <u>40</u> % final <u>40</u> % class participation <u>20</u> % other _____ % (note: subject to change without prior notice, if necessary)			
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered) 航空業經營與管理，張有恆著，華泰文化，2003			

Course Description (including outline and course schedule):

- | | |
|--------------------|-------------------|
| 第 1 章 航空運輸總論 | 第 8 章 航空運輸定價分析 |
| 第 2 章 航空運輸業之發展 | 第 9 章 航空公司之財務管理 |
| 第 3 章 航空公司之排班與營運規劃 | 第 10 章 航空公司服務品質管理 |
| 第 4 章 航空公司之收益管理 | 第 11 章 國際航空運輸 |
| 第 5 章 航空維修管理系統 | 第 12 章 航空策略聯盟之探討 |
| 第 6 章 航空公司機隊規劃 | 第 13 章 航空貨物運輸 |
| 第 7 章 航空公司之行銷管理 | 第 14 章 航空運輸政策分析 |

Instructions:

Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.

空運系 尹相隆
主任

signature of the convener of the curriculum committee

許悅玲

signature of the teacher

評務組
07.3.7
收文章