

Kainan University Department of _____

Syllabus for Fall semester 2007

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
400020030	Chinese: 空運經營與管理	Jan de Vries	<input type="checkbox"/> required <input type="checkbox"/> elective	Year: Class:		
	English: Airline Operation and Management	Course Prerequisites	English language, basic airline coding			
Teaching Goals and Content	Evaluating current practices, students will have working knowledge of global airline operation and management, airline marketing. Effect of deregulation on world passenger and cargo airlines. Freedoms of the Air. Study: online slides, documents and notes					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	midterm _30_ % final _30_ % class participation _10_ % other _10_ % (details: _class activity _____)					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered)					
	Wells & Wensveen - Air Transportation: A Management Perspective, 5th ed., Thomson Brooks/Cole 2004, Ch 6,7.9.11.16 Shaw - Airline Marketing and Management, 6th ed., Ashgate, July 2007, Chapter 1-5					
Course Description (including outline and course schedule):						



1. Airline Management and Organization

Functions of Management–Organization - Staff and Line departments

2. Economic Characteristics of Airlines

Airlines as Oligopolists – Passenger Load Factors

3. Airline Passenger Marketing

Marketing Concept – Marketing Mix – Consumer Oriented Marketing – Segmentation - Strategies since Deregulation - CRS - Code share - Hub and Spoke

4. Market for Air Transport - Marketing Environment - Airline Business and Marketing Strategies

Product Analysis in Airline Marketing - Pricing and Revenue Management – Low Complexity Carriers

5. Airline Pricing, Demand and Output Determination

Trend in Fares–Pricing and Demand–Types of Passenger Fares–Pricing Process–Airline Costs–Pricing and Output Determination

6. Air Cargo

Air Freight market–Rates–Special Air Freight Services

7. International Aviation

Sovereignty in Airspace–International Air Law –IATA - Bermuda Agreement 1946 - Deregulation - Open Skies–Globalization - Challenges

8. Marketing - Market for Air Transport Services - What Business are we in - Who is the Customer

- Market Segmentation – Air Passenger market - Air Freight Market - Marketing Environment - Theoretical Basis – PESTE Analysis

9. Airline Business and Marketing Strategies - Porter's Five Forces - Strategic Families -

Differentiation Airlines –Low Complexity Carriers - Focus Strategies - Airline Business and Marketing Strategies

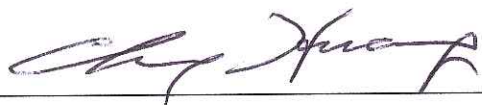
10. Product Analysis in Airline Marketing - Product - Theory of Product Analysis in the Airline

Industry - Fleet and Schedules - Customer Service - Product Features - Controlling Product Quality

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.

2. This form was approved by the curriculum committee on April 23, 2002.



signature of the convener of the curriculum committee



Jan de Vries

signature of the teacher

