



International Summer Program 2020

Course Title	Aviation Business Management
Your Instructor	Jin-Woo Park, Korea Aerospace University Email: jwpark@kau.ac.kr
Course Meetings	June 29 – July 17, 2020 Monday to Thursday: 09:00~12:30 / Friday: 11:30~12:30
Classroom	TBA

Course Overview	<p>The Aviation Business Management course is designed to prepare you for academic advancement and increase your knowledge in the area of airline management. Airline business is one of the most important services to offer both significant social and economic benefits.</p> <p>Airline management principles involving aviation statistics, production, revenue, sales, costs, and routes are studied. Case analysis, employing techniques learned from aviation related courses, is used to solve and examine the problems confronted with airline business. The case studies and current event assignments provide the students with real-life airline business challenges.</p>
Course Materials	PDF or PowerPoint versions of the lecture slides will be made available via an online source (to be determined) before class whenever possible.

Evaluation	<p>Students in this course are required to participate in the case studies and presentations throughout the semester</p> <p>Attendance: 20%, Midterm: 30%, Final: 30% Case studies: 20%,</p>																																				
Grading Scale <i>(Do not change)</i>	<p>Grading Scale</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Points</th> <th>Grade</th> <th>GPA</th> <th>Points</th> <th>Grade</th> <th>GPA</th> </tr> </thead> <tbody> <tr> <td>95 or Above</td> <td>A+</td> <td>4.5</td> <td>75 or Above</td> <td>C+</td> <td>2.5</td> </tr> <tr> <td>90 or Above</td> <td>A0</td> <td>4.0</td> <td>70 or Above</td> <td>C0</td> <td>2.0</td> </tr> <tr> <td>85 or Above</td> <td>B+</td> <td>3.5</td> <td>65 or Above</td> <td>D+</td> <td>1.5</td> </tr> <tr> <td>80 or Above</td> <td>B0</td> <td>3.0</td> <td>60 or Above</td> <td>D0</td> <td>1.0</td> </tr> <tr> <td></td> <td></td> <td></td> <td>59 or Below</td> <td>Fail</td> <td>0</td> </tr> </tbody> </table> <p>★ <i>Students will get a F if they miss more than 1/4 course loads.</i></p>	Points	Grade	GPA	Points	Grade	GPA	95 or Above	A+	4.5	75 or Above	C+	2.5	90 or Above	A0	4.0	70 or Above	C0	2.0	85 or Above	B+	3.5	65 or Above	D+	1.5	80 or Above	B0	3.0	60 or Above	D0	1.0				59 or Below	Fail	0
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Please continue to the next page for the course calendar.

Course Calendar

	Dates	Class Hours	Subject
Lecture 1	June 29 (Monday)	09:00~12:30	Principles of airline management
Lecture 2	June 30 (Tuesday)	09:00~12:30	Components of airline management
Lecture 3	July 1 (Wednesday)	09:00~12:30	Production and cost measures of airline
Lecture 4	July 2 (Thursday)	09:00~12:30	Sales measures of airline
Lecture 5	July 3 (Friday)	11:30~12:30	Revenue measures of airline
Lecture 6	July 6 (Monday)	09:00~12:30	Midterm Exam
Lecture 7	July 7 (Tuesday)	09:00~12:30	Airline demand
Lecture 8	July 8 (Wednesday)	09:00~12:30	Airline market share
Lecture 9	July 9 (Thursday)	09:00~12:30	The structure of airline cost
Lecture 10	July 10 (Friday)	11:30~12:30	Cost escapability
Lecture 11	July 13 (Monday)		Field Trip
Lecture 12	July 14 (Tuesday)	09:00~12:30	Case study analysis and presentations
Lecture 13	July 15 (Wednesday)	09:00~12:30	Wrap-up
Lecture 14	July 16 (Thursday)	09:00~12:30	Final Test
Lecture 15	July 17 (Friday)		Graduation