



## International Summer Program 2020

<b>Course Title</b>	Aviation Business Management
<b>Your Instructor</b>	Dr. George Jiang Home Institution: RMIT, Australia Email: georgejianghong@hotmail.com
<b>Course Meetings</b>	June 29 – July 17, 2020 Monday to Thursday: 14:30~18:00 / Friday: 14:30~15:30
<b>Classroom</b>	TBA

<b>Course Overview</b>	The Aviation Business Management course is designed to prepare you for academic advancement and increase your knowledge in the area of airline operations and management. Airline business is one of the most important services to offer both significant social and economic benefits. Airline operations and 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.
<b>Course Materials</b>	PDF or PowerPoint versions of the lecture slides will be made available via an online source (to be determined) before class whenever possible.

<b>Evaluation</b>	<p><b>Students in this course are required to participate in the case studies and presentations throughout the semester.</b> Attendance: 20% • Midterm: 30% • Case studies: 20% • Final: 30%</p>					
<b>Grading Scale</b> <i>(Do not change)</i>	<b>Grading Scale</b>					
	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
★ <i>Students will get a F if they miss more than 1/4 course loads.</i>						

*Please continue to the next page for the course calendar.*

## Course Calendar

	<b>Dates</b>	<b>Class Hours</b>	<b>Subject</b>
Lecture 1	June 29 (Monday)	14:30~18:00	Introduction
Lecture 2	June 30 (Tuesday)	14:30~18:00	Airline Business Models
Lecture 3	July 1 (Wednesday)	14:30~18:00	Airline Product Design and Planning
Lecture 4	July 2 (Thursday)	14:30~18:00	Airline Costs and Revenues
Lecture 5	July 3 (Friday)	14:30~15:30	Airline Demand and Supply
Lecture 6	July 6 (Monday)	14:30~18:00	Midterm Exam
Lecture 7	July 7 (Tuesday)	14:30~18:00	Airline Demand and Supply
Lecture 8	July 8 (Wednesday)	14:30~18:00	Airline Pricing and Distribution
Lecture 9	July 9 (Thursday)	14:30~18:00	Airline Passenger Yield Management and Load Factors
Lecture 10	July 10 (Friday)	14:30~15:30	Airline Passenger Yield Management and Load Factors
Lecture 11	July 13 (Monday)		Field Trip
Lecture 12	July 14 (Tuesday)	14:30~18:00	Presentations
Lecture 13	July 15 (Wednesday)	14:30~18:00	Airline e-Commerce
Lecture 14	July 16 (Thursday)	14:30~18:00	Final Test
Lecture 15	July 17 (Friday)		Graduation