

**Texas A&M University - Central Texas**  
**AVSC 3321 Airline Management**  
**INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** James Fullingim, Ed.D.  
**Office:** FH 323K  
**Phone:** 254.519.5469  
**Email:** fullingim@tamuct.edu

**Office Hours:** I maintain virtual hours 24 hours a day. I am readily accessible through Canvas message, which I check daily during the week and once a day on weekends. I will get back to you within 24-36 hours during the week and within 36 hours on the weekend. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.

**Mode of instruction and course access:** This course is a 100% online course and uses TAMUCT Canvas LMS <https://tamuct.instructure.com>

**Student-instructor interaction:** *Include information on how often you will be checking and replying to student emails. If you plan to use virtual office hours, explain how that will work and what you will be using to be available during these hours (Canvas Messages, email, etc.). If there are alternative ways you will make yourself available to the student, explain how (appointments, phone calls, etc.)*

**UNILERT:** Emergency Warning System for Texas A&M University – Central Texas  
UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account. Connect at <https://www.tamuct.edu/departments/security/unilert.php> to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

### **COURSE INFORMATION**

**Course Overview and description:**

A study of detailed analysis of effective procedures and techniques in the development and supervision of an Aviation Safety program. A comprehensive program in aircraft accident prevention is studied for implementation. The use of statics and related materials are covered throughout the course. Safety measures and education media materials are extensively used.

**Course Objective:**

**Student Learning Outcomes**

Upon completion of this course, the student will be able to:

- Integrate and apply the fundamentals of several management disciplines

- Describe how airlines determine the profitability of routes (load factors, cost per seat, yields per seat, etc.) and discuss what that has to do with attracting an airline to an airport. Displays professional commitment to ethical practices specific to aviation
- Discuss the role deregulation of airlines and how it continues to impact airline business in today's market.

### **Competency Goals Statements (certification or standards)**

The course will be considered successfully completed when the student has demonstrated through posted written assignments and exams that they have developed an increased knowledge of the major background in Airline Management.

### **Required Reading and Textbook(s):**

Airline Operations and Management  
ISBN 978-1-138-23753-7

## **COURSE REQUIREMENTS**

**Research Paper:** You will select from a soon to be provided list of topics in aviation history. The paper will use APA formatting. You will have an APA styled template provided. There will be specific assignments within each group to help guide your group work and share the load.

**Discussion Posts:** Posts will be graded for writing ability and original content. Required responses will use a minimum of two hundred words in your well composed paragraph response. A writing rubric will be supplied as a guide.

**Online Video Meetings:** We will conduct an online LIVE video conference between the instructor and any students that wish to discuss the week's activities. This is voluntary and not required, but many students will find this helpful. Dates and times will be announced in the near future.

**Field Trip:** I am arranging a field trip to our local municipal airport here in Killeen – this is not a required event in the course but it will be a fun and interesting behind the scenes visit as to what goes on with airlines at municipal airports. I will announce a future date and time for this event. I realize many of you live well beyond normal driving distance to Killeen and I don't expect everyone to be able to attend.

**Extra Credit Model Project:** Airlines have traditionally been represented by colorful logos and paint schemes. Scale models represent what cannot be parked in your home – a scaled realistic replica of the actual aircraft. Build a scale plastic model of an airliner and you will receive extra credit in your final discussion post grade. Details will be posted soon on the requirements and due date.

### **Point based grade components:**

Three Quizzes	30%
Research Paper	30%

Weekly Discussion Posts	40%
<b>Total</b>	<b>100%</b>

**Posting of Grades:**

- *All student grades should be posted using the Canvas Grade book and students should monitor their grade status through this tool.*
- *The instructor will return projects as soon as possible.*

**COURSE OUTLINE AND CALENDAR****Complete Course Calendar****Week 1 January 16-21**

- Assigned Text Book Reading - Chapter 1; Introduction; Goal of Airline Management and Operations; Historical Perspective
- Read Lesson 1
- Research Paper Introduction
- Discussion Post (Introduction)
- Extra Credit Model Airliner Kit Introduction

**Week 2 January 22-28**

- Assigned Text Book Reading – Chapter 1; Historical Perspective Part 2
- Read Lesson 1
- Discussion Post

**Week 3 January 29-Feb 04**

- Assigned Text Book Reading – Chapter 1; Historical Perspective Part 3
- Read Lesson 1
- Discussion Post

**Week 4 Feb 5-Feb 11**

- Assigned Text Book Reading – Chapter 2; Supply and Demand for Air Transportation
- Read Lesson 2
- Discussion Post

**Week 5 Feb 12-Feb 18**

- Assigned Text Book Reading – Chapter 3; Route Structure
- Read Lesson 3
- Discussion Post
- Review for Test 1

**Week 6 Feb 19-Feb 25**

- Assigned Text Book Reading – Chapter 4; Product Offering
- Read Lesson 4
- Discussion Post

- Test 1

**Week 7 Feb 26-March 04**

- Assigned Text Book Reading – Chapter 4; Product Offering Part 2
- Read Lesson 4
- Discussion Post

**Week 8 March 05-March 11**

- Assigned Text Book Reading – Chapter 5; Flight Schedule Development and Control
- Read Lesson 5
- Discussion Post
- Submit Draft of Research Paper

**Spring Break March 12-March 18****Week 9 March 19-March 25**

- Assigned Text Book Reading – Chapter 6; Economics and Finance
- Read Lesson 6
- Discussion Post

**Week 10 March 26-April 01**

- Assigned Text Book Reading – Chapter 6; Economics and Finance, Part 2
- Read Lesson 6
- Discussion Post
- Review for Test 2

**Week 11 April 02–April 08**

- Assigned Text Book Reading - Chapter 7; Pricing and Revenue Management
- Read Lesson 7
- Discussion Post
- Test 2

**Week 12 April 09-April 15**

- Assigned Text Book Reading – Chapter 8; Distribution
- Read Lesson 8
- Discussion Post

**Week 13 April 16-April 22**

- Assigned Text Book Reading – Chapter 8; Distribution, Part 2
- Read Lesson 8
- Discussion Post

**Week 14 April 23-April 29**

- Assigned Text Book Reading – Chapter 9; International Air Transportation and Public Policy
- Read Lesson 9
- Discussion Post

**Week 15 April 30-May 06**

- Assigned Text Book Reading – Chapter 10; Looking Ahead
- Read Lesson 10
- Research Paper Submission
- Submit EXTRA CREDIT Completed Model Kit
- Review for Test 3

**Week 16 May 07-May 11**

- Test 3

**INSTRUCTOR POLICIES**

If you have concerns about copyright protection of your syllabus or course materials, you might consider adding the following notice:

**Copyright Notice.**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Copyright. (YEAR) by (FACULTY NAME) at Texas A&M University-Central Texas, (FACULTY COLLEGE); 1001 Leadership Place, Killeen, TX 76549; 254-(FACULTY COLLEGE PHONE); Fax 254-(FACULTY COLLEGE FAX); (FACULTY EMAIL)

As an online course, you need to include information about Technology Requirements and Support:

**TECHNOLOGY REQUIREMENTS AND SUPPORT.**

**Technology Requirements.** *Include a statement on the technology requirements for the successful completion of the course and when applicable, information on how to access these resources (for example, how to obtain a certain software through University site license).*

This course will use the TAMUCT Canvas Learn learning management system.

Logon to <https://tamuct.instructure.com> to access the course.

For technology issues, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): <http://hdc.tamu.edu>

*When calling for support please let your support technician know you are a TAMUCT student.*

For issues related to course content and requirements, contact your instructor

Check browser and computer compatibility by using the “Test Your Browser” button, found in the “Check Your Browser” module on your Canvas dashboard, once you have logged in.

**Technology Support.** For technology issues, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

Web Chat: <http://hdc.tamu.edu>

*When calling for support please let your support technician know you are a TAMUCT student.*

For issues related to course content and requirements, contact your instructor.

## COURSE AND UNIVERSITY PROCEDURES AND POLICIES

**Drop Policy.** If you discover that you need to drop this class, you must go to the Registrar's Office and complete a Drop Request Form. Professors **cannot** drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be returned, completed and signed. Once you return the signed form to the Registrar's Office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid.

**Academic Integrity.** Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

**Access & Inclusion.** At Texas A&M University – Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to an education that is barrier-free. The Office of Access & Inclusion is responsible for ensuring that students with a disability enjoy equal access to the University's programs, services and activities. Some aspects of this course or the way the course is taught may present barriers to learning due to a disability. If you feel this is the case, please contact Access & Inclusion at (254) 501-5831 in Warrior Hall, Ste. 212. For more information, please visit their website at <https://www.tamuct.edu/departments/access-inclusion/>. Any information you provide is private and confidential and will be treated as such.

**Tutoring.** Tutoring is available to all TAMUCT students, both on-campus and online. Subjects tutored include Accounting, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, contact information, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Kim Wood at [k.wood@tamuct.edu](mailto:k.wood@tamuct.edu)

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMUCT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in Mathematics, Chemistry, Physics, Biology, Spanish, Calculus, and Statistics. To access Tutor.com, click on <https://www.tamuct.edu/departments/academicsupport/tutoring.php>

**University Writing Center.** Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 11am-6pm Monday-Thursday. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available). Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

**University Library.** The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders. Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our homepage: <https://tamuct.libguides.com/>

**A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/departments/compliance/titleix.php>].