

**AVSC 4333-110 GENERAL AVIATION AND CORPORATE BUSINESS AVIATION**  
**Texas A&M University - Central Texas**  
**Summer 2021**

**COURSE DATES, MODALITY, AND LOCATION**

June 07, 2021 to August 13, 2021.

This is a 100% online course, and uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com/>].

**INSTRUCTOR AND CONTACT INFORMATION**

**Instructor: V. Carson Pearce**

**Office: 302M Beck Family Heritage Hall**

**Phone: 254-519-5776**

**Email: *carson.pearce@tamuct.edu***

**Office Hours:**

Readily accessible through Canvas Message, which is checked daily during the week and once a day on weekends. Will respond 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 uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com/>]. It is 100% online.

**Student-instructor interaction:** All contact and assignment submissions will be made via Canvas. Mail is checked several times during a day. Weekend response may take longer, so allow extra time for me to reply to your emails.

**WARRIOR SHIELD**

**Emergency Warning System for Texas A&M University-Central Texas**

Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

## COURSE INFORMATION

### Course Overview and description:

Students will study the business skills and knowledge needed to operate a small aviation business. They will also gain an understanding of the operational managerial aspects of general aviation and corporate business aviation.

### COVID-19 Safety Measures:

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

- Self-monitoring—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.
- Face Coverings— Face coverings must be worn inside of buildings and within 50 feet of building entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case by case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.
  - If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day's class remotely for all students.
- Physical Distancing—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.

- Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

**Course Objective:****Student Learning Outcomes (SLOs)**

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

1. Compare and contrast the business environments of General Aviation (Civil Aviation) and Corporate Business Aviation
2. Select a contemporary aviation issue, and develop a strategy to improve performance measured in ROI.
3. Discuss the impact of national or international aviation law and regulations on General Aviation and Corporate Business Aviation.
4. Discuss the impact of meteorology and environmental issues on general aviation or corporate business aviation operations.

**Competency Goals Statement (Certifications and 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 General Aviation and Corporate Business Aviation.

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

**General Aviation Marketing and Management 3<sup>rd</sup> ed.**

Author: Daniel Prather

ISBN-13 978-1575243016

**Business and Corporate Aviation Management**

Author: John Sheehan

ISBN-13 978-0071801904

***American Psychological Association Publication Manual, 7<sup>th</sup> Edition***

**COURSE REQUIREMENTS/SPECIFICATIONS**

**Weekly Discussion Post:** There will be one weekly discussion post to be submitted over topics presented by instructor. **Check in daily for instructor notes, updates and the posting of audio/video topics.** 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.

**AVSC 4333 Discussion Post Rubric**

Points	10	7	3	0
<b>Quality of Post</b>	Appropriate comments: thoughtful, reflective, and respectful of other’s postings. Full APA format.	Appropriate comments and responds respectfully to other's postings. Partial APA format.	Responds, but with minimum effort. (e.g. "I agree with Dan") No APA format.	No posting.
<b>Relevance of Post</b>	Posts topics related to discussion topic; prompts further discussion of topic	Posts topics that are related to discussion content	Posts topics which do not relate to the discussion content; makes short or irrelevant remarks	No posting.
<b>Contribution to the Learning Community</b>	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Does not make effort to participate in learning community as it develops	No feedback provided to fellow student.

**Research Paper:** You will select from a provided list of topics in aviation history. The paper will use full APA formatting and will be submitted first as a draft with the purpose of improving your original writing skills before the final completed paper is due. This is not a Writing Instructive (W.I.) course. Use the writing style you have become familiar with in higher education report

submissions. Full use of APA formatting and rules apply. 10 pages minimum (not including title page, abstract, references and appendices) Double-space. Full APA format (7<sup>th</sup> Edition) with page numbers and section headings.

#### AVSC 4333 Research Rubric

Points	10	7	3	0
<b>Quality of Case Research</b>	Full use of APA formatting with photos and clearly communicated, thoughtful detail and conclusions.	Partial use of APA formatting with some detail and some support material.	Marginal use of APA formatting and basic material.	No paper.
<b>Relevance of Case Research Conclusions</b>	Submitted case materials and narrative shows logical linkage to corporate and business concepts.	Submitted case materials and narrative are somewhat relevant to course concepts.	Submitted case materials and narrative shows little relevancy to course concepts.	No paper.

#### Suggested Course Materials:

##### General Aviation Marketing and Management 3<sup>rd</sup> ed.

Author: Daniel Prather

ISBN-13 978-1575243016

##### Business and Corporate Aviation Management

Author: John Sheehan

ISBN-13 978-0071801904

American Psychological Association Publication Manual, 7<sup>th</sup> Edition

**Three Quizzes:** There will be three tests during the semester. Each test covers only the material presented during the previous weeks. There is no final comprehensive test at the end of the semester.

**Point based grade components:**

Three Quizzes	30% (SLOs 1-4)
Research Paper	30% (SLOs 1-4)
Weekly Discussion Posts	40% (SLOs 1-4)

**Total**  
**100%**

**Posting of Grades**

All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. I will attempt to post grades for all assignments and discussions within one week after the due date, unless I let you know otherwise. Grades on exams will be available immediately (unless essays must be graded as well).

**Grading Policies**

**Individual Performance:** It is vital that you are active in the course and complete all work in a professional fashion. One of the biggest issues with student success in online courses is simply not submitting work on time. You are expected to read the chapters as assigned in the syllabus as well as read or view any supplemental resources that may be found in the Module content folders for that period.

**Quality Work:** All work submitted for grading shall be of upper level quality: Depth of analysis, grammatical structure, etc. **Your work will be checked for plagiarism using online plagiarism assessment programs. Plagiarism will not be tolerated.**

**Identifying Submissions:** Submissions must clearly identify the student, course, and the title of the assignment (Last Name, Course Name, and Assignment) or (Smith\_GBK301\_Essay1).

**Written Assignment Requirements:** Submissions will be in accordance with The Publication Manual of the American Psychological Association, 7th ed. All written work must be submitted utilizing Microsoft Word in either a .doc or .docx format. **Students whose assignment includes plagiarism will receive a 0 on the assignment and possible referral to Student Affairs.** However, I reserve the right to reduce the penalty if I believe plagiarism was unintentional or very minor in impact.

**Due Dates and Late Submissions:** The assignment instructions and deadlines are clearly laid out in the syllabus. Though some assignments are fairly involved, you do not have more than one assignment due in any week. As such, it is expected that all work will be submitted on time, as

timeliness is an important aspect of professional communications and behavior. If you encounter an issue, please let me know as soon as possible. It is much easier to discuss issues before due dates rather than after. Late work is not accepted.

**Changes to Syllabus:** This syllabus serves as an instructional and study planning document. Although every effort will be made to maintain the schedule and activities presented herein, it may become necessary during the course of the semester to make changes to the syllabus. In such events, changes will be announced and students will receive written notice as soon as possible.

## COURSE OUTLINE AND CALENDAR

### Complete 10 Week Summer Semester Course Calendar:

#### Week 1 June 07 – 13

##### **PART 1: GENERAL AVIATION MARKETING AND MANAGEMENT**

- Assigned Text Book Reading - Chapter 1; General Aviation: A Historical Perspective, 23 Pages
- Read Lesson 1
- Research Paper Introduction and Explanation
- Discussion Post (Introduction)

#### Week 2 June 14 - 20

- Assigned Text Book Reading – Chapter 3; The Fixed Base Operator, 11 Pages
- Read Lesson 2
- Discussion Post
- Submit Research Paper Topic (**Only the topic**, for instructor approval)

#### Week 3 June 21 - 27

- Assigned Text Book Reading – Chapter 4; Line Service, 13 Pages
- Read Lesson 3
- Discussion Post

#### Week 4 June 28 – July 04

- Assigned Text Book Reading – Chapter 5; FBO Services & Chapter 6; Customer Service, 20 Pages
- Read Lesson 4
- Discussion Post
- Review for Test 1

**Week 5 July 05 – July 11**

- Assigned Text Book Reading – Review Chapters 5 & 6
- Read Lesson 5
- Discussion Post
- Test 1

**Week 6 July 12 – July 18****PART II: BUSINESS AND CORPORATE AVIATION MANAGEMENT**

- Assigned Text Book Reading – Chapter 1; Setting the Scene, 37 Pages
- Read Lesson 6
- Discussion Post

**Week 7 July 19 – July 25**

- Assigned Text Book Reading – Chapter 3; Getting Started, 52 Pages
- Read Lesson 7
- Discussion Post
- Review for Test 2

**Week 8 July 26 – August 01**

- Assigned Text Book Reading – Chapter 4; Running the Business, 59 Pages
- Read Lesson 8
- Discussion Post
- Test 2

**Week 9 August 02 – August 08**

- Assigned Text Book Reading – Chapter 5; Flight Department Management, 33 Pages
- Read Lesson 9
- Discussion Post
- Written Report Due by August 05 at 11:59 PM
- Review for Test 3

**Week 10 August 08 – August 13**

- Assigned Text Book Reading – Review Chapters 4 & 5
- Discussion Post
- Test 3

**Important Dates:**

June 07, 2021      Classes Begin for First 5-, 10-, and 8-Week Session

June 22, 2021      Deadline to Drop 10-Week Classes with No Record

July 02, 2021	Deadline for Summer Graduation Application
July 05, 2021	Independence Day (University Closed)
July 23, 2021	Deadline to Drop First 10-Week Classes with a Quit (Q) or Withdraw (W)
August 13, 2021	Classes End for 10- and Second 5-Week Sessions
August 13, 2021	Summer Commencement Ceremony Bell County Expo Center 7PM

### Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.

We strongly recommend the latest versions of Chrome or Firefox browsers. *Canvas no longer supports any version of Internet Explorer.*

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

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

### Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

### Other Technology Support

For log-in problems, 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>]

*Please let the support technician know you are an A&M-Central Texas student.*

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## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Drop Policy

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, 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 drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### 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.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Academic Accommodations**

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 a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

### **Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

## Tutoring

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring **will not offer writing support** beginning August 1, 2019.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

## University Writing Center

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

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 UWC is here to help!

Students may arrange a one-to-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) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

**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 85,000 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 A&M-Central Texas 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 24 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 A&M-Central Texas 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 [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

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**OPTIONAL POLICY STATEMENTS****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) [https://www.tamuct.edu/departments/compliance/titleix.php].

**Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting behaviors that pose a threat to safety, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

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**INSTRUCTOR POLICIES**

Life happens. As such, if a student realizes that a posting, quiz or assignment will be late due to unforeseen emergency or special circumstance, please notify the instructor as soon as is practical to assess the impact on the course. The instructor may grant extra time to complete an assignment within the confines of the 16-week course. However, if it becomes apparent that this policy is abused, or that the request was fraudulent, the instructor reserves the right to place an unfavorable grade for incomplete work.

**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.

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