AVSC 4333-110 GENERAL AVIATION AND CORPORATE BUSINESS AVIATION Texas A&M University - Central Texas Summer 2023

COURSE DATES, MODALITY, AND LOCATION

June 05, 2023, to August 11, 2023. 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.

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

SAFEZONE. SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the <u>SafeZone</u> website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

- Download the SafeZone App from your phone store using the link below:
 - <u>iPhone/iPad</u>: [https://apps.apple.com/app/safezone/id533054756]
 <u>Android Phone / Table</u>t [https://play.google.com/store/apps/details?id=com.criticalarc.safez
 - [https://play.google.com/store/apps/details?id=com.criticalarc.safezone
 app]
- Launch the app and enter your myCT email address (e.g. <u>{name}@tamuct.edu</u>)
- Complete your profile and accept the terms of service.

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.

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 3rd ed. Author: Daniel Prather ISBN-13 978-1575243016

Business and Corporate Aviation Management Author: John Sheehan ISBN-13 978-0071801904

Suggested Course Materials: <u>Publication Manual of American Psychological Association (7th ed.)</u>. American Psychological Association. ISBN 1433805618. <u>It is highly advisable</u> that that you keep this text following the course, as APA citations are the required citation method.

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
Quality of Post	Appropriate	Appropriate	Responds, with	No posting.
	comments; is	comments and	minimum effort.	
	thoughtful,	responds	Does not follow	
	reflective, and	respectfully to	APA format.	
	respectful of	other's postings.	Many errors in	
	other's postings.	Follows APA	both mechanics	
	Proper citing of	format with few	and sentence	
	references and	errors but	structure. Very	
	APA style;	sentence	poorly written.	
	proper	structure could	Needs major	
	punctuation,	be improved.	overhaul. Posts	
	sentence	Editing would	are less than 200	
	structure and	improve the	words and	
	spelling. No	assignment.	responses are	
	editing or		less than 100	
	revisions		words to	
	required.		classmates.	
Relevance of	Posts positions	Begins to	Posts positions	No posting.
Post	related to	address areas	which do not	

	discussion topic;	that are	relate to the	
	prompts further	somewhat	discussion	
	discussion of	related to the	content; makes	
	topic. Takes	discussion	short or	
	clear position	content.	irrelevant	
	that captures	Position, and	remarks. Off-	
	the issue.	argument for	topic.	
	Supports	that position is		
	position with	plausible, but		
	well-articulated	not totally clear.		
	arguments.			
Contribution to	Aware of needs	Attempts to	Does not make	No feedback
the Learning	of community;	direct the	effort to	provided to
Community	attempts to	discussion and	participate in	fellow student.
	motivate the	to present	the learning	
	group	relevant	community with	
	discussion;	viewpoints.	relevancy;	
	presents	Concepts	position,	
	creative	integrate	concepts, and	
	approaches to	partially, but not	responses are	
	topic.	completely.	vague.	

Research Paper: You will select from a provided list of topics in aviation history. <u>*The paper will use full APA formatting*</u> 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. Ten pages minimum (not including title page, abstract, references and appendices) Double-space. Full APA format (7th Edition) with page numbers and section headings.

AVSC 4333 Research Rubric

Points	10	7	3	0
Quality of Case	Full use of APA	Partial use of APA	Does not follow	No paper.
Research	formatting, clearly	formatting with	APA formatting	
	communicated,	some detail and	criteria. Many	
	thoughtful detail	some support	errors in both	
	and points. Proper	material.	mechanics and	
	citation and	Sentence	sentence	
	attribution. Proper	structure could be	structure. Very	
	punctuation,	improved. Editing	poorly written.	

]
	sentence structure	would improve	Needs major	
	and spelling. No	the assignment.	overhaul. Does	
	editing or revisions		not meet	
	required.		required page	
			count or format	
			guidelines.	
Relevance of Case	Submitted case	Submitted case	Submitted case	No paper.
Research	materials and	materials and	materials and	If a paper is late,
Conclusions	narrative shows	narrative are	narrative shows	the grade will be
	logical linkage to	somewhat linked	little to no linkage	reduced per the
	the topic.	to the research	to the research	posted research
	Captures the issue.	paper topic.	topic. Unclear	paper guidelines
	Supports positions	Position, and	direction and	in the course.
	with well-	argument for that	conclusion.	
	articulated	position is		
	insights.	plausible, but not		
		totally clear.		

Suggested Course Materials:

General Aviation Marketing and Management 3rd Ed. Author: Daniel Prather ISBN-13 978-1575243016

Business and Corporate Aviation Management Author: John Sheehan ISBN-13 978-0071801904

Suggested Course Materials: <u>Publication Manual of American Psychological Association (7th ed.)</u>. American Psychological Association. ISBN 1433805618. <u>It is highly advisable</u> that that you keep this text following the course, as APA citations are the required citation method.

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 1-2)
Weekly Discussion Posts	40% (SLOs 1-4)

Total 100%

Grading scheme

- A 4.00 (90 +) Achievement that is outstanding relative to the level necessary to meet course requirements.
- B 3.00 (80-89%) Achievement that is significantly above the level necessary to meet course requirements.
- C 2.00 (70–79%) Achievement that meets the course requirements in every respect.
- D 1.00 (60–69%) Achievement that is worthy of credit even though it fails to meet fully course requirements.
- F 0.00 (<60%) Represents failure and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an "I" (incomplete).
- "I" (Incomplete). The "I" shall be assigned at the discretion of the instructor when, due to extraordinary circumstances, the student was prevented from completing the work of the course on time. The assignment of an "I" requires a written agreement between the instructor and student specifying the time and way the student will complete the course requirements. In no event may any such written agreement allow a period of longer than one year to complete the course requirements. For graduate and professional students, an "I" is to remain on the transcript until changed by the instructor or department. For all other students, work to make up an "I" must be submitted within one year of the last day of final examinations of the term in which the "I" was given; if not submitted by that time, then the "I" will automatically change to an F. To obtain an incomplete you must have been doing passing work in the course.

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 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 05 – 11

PART 1: GENERAL AVIATION MARKETING AND MANAGEMENT

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

Week 2 June 12 - 18

- Assigned Textbook 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 19 - 25

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

Week 4 June 26 – July 02

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

Week 5 July 03 – July 09

- Assigned Textbook Reading Review Chapters 5 & 6
- Read Lesson 5
- Discussion Post
- Test 1

Week 6 July 10 – July 16 PART II: <u>BUSINESS AND CORPORATE AVIATION MANAGEMENT</u>

- Assigned Textbook Reading Chapter 1, Setting the Scene, 37 Pages
- Read Lesson 6
- Discussion Post

Week 7 July 17 – July 23

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

Week 8 July 24 – July 30

- Assigned Textbook Reading Chapter 4, Running the Business, 59 Pages
- Read Lesson 8
- Discussion Post
- Test 2

Week 9 July 31 – August 06

- Assigned Textbook 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 07 – August 11

- Assigned Textbook Reading Review Chapters 4 & 5
- Discussion Post
- Test 3

Important Dates:

June 5, 2023	Classes Begin for First 5-, 10-, and 8-Week Session
June 19, 2023	Juneteeth (University Closed)
June 21, 2023	Deadline to Drop 10-Week Classes with No Record
July 4, 2023	Independence Day (University Closed)
July 7, 2023	Deadline for Graduation Application for Ceremony Participation

July 21, 2023	Deadline to Drop 10-Week Classes with a Quit (Q) or Withdraw (W)
August 11, 2023	Classes End for 10- and Second 5-Week Sessions

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: <u>helpdesk@tamu.edu</u> Phone: (254) 519-5466 <u>Web Chat</u>: [http://hdc.tamu.edu] Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

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 Warrior Center for Student Success, Equity 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 <u>Access & Inclusion</u> Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

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

If you know of potential honor violations by other students, you may <u>submit a referral</u>, [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Drop Policy

If you discover that you need to drop this class, you must complete the <u>Drop Request</u> Dynamic Form through Warrior Web.

[https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdpId=https://eisprod.ec.tamuct.edu:443/samIsso&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f %2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f53b8369e-0502-4f36-be43f02a4202f612].

Faculty 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. Once you submit the completed 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.

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant, experiencing pregnancyrelated conditions, 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 <u>Student Affairs</u> [https://www.tamuct.edu/student-affairs/pregnant-andparenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these <u>requirements and guidelines</u> 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 based on sex and genderincluding pregnancy, parenting, and all related conditions. A&M-Central Texas can 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 virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing <u>WarriorCenter@tamuct.edu</u>.

To schedule tutoring sessions and view tutor availability, please visit <u>Tutor Matching</u> <u>Services</u> [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote 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 except writing support. Access Tutor.com through Canvas.

University Library & Archives

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 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 virtually through WebEx, Microsoft Teams, or in-person at the library. <u>Schedule an appointment here</u>

[https://tamuct.libcal.com/appointments]. 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 workspaces, 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 <u>Library website</u> [https://tamuct.libguides.com/index]

University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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 making an appointment via <u>WCOnline</u> [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

OTHER 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 Wellness and 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 <u>Title IX webpage</u> [https://www.tamuct.edu/compliance/titleix.html].

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, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the <u>referral</u> online

[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the <u>Behavioral Intervention Team</u> website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

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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