**Subject Description Form**

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| **Subject Code** | ISE3020 | |
| **Subject Title** | Introduction to Aviation Management | |
| **Credit Value** | 3 | |
| **Level** | 3 | |
| **Pre-requisite/Co-requisite/Exclusion** | Nil | |
| **Objectives** | This subject will provide students with a comprehensive overview of aviation industries and management knowledge, and develop their ability to   1. understand the principles, practical factors, and strategies applied by airlines and airports in aviation industry; 2. analyze airline strategies using the main concepts, methods and tools of strategic management; 3. understand the interrelationship between different aviation parties, including airlines, airports, air traffic control, air cargo terminal, etc., in aviation industry; 4. identify the key success factors of airlines and airports; develop methodology for the implementation of a strategic approach; and 5. understand the challenges and solutions for sustainable development of the aviation industry. | |
| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to   1. understand the importance of strategies applied by major airlines and low cost airlines; 2. understand the importance of strategies by “design” through clear vision, mission and values, and how internal and external factors play a role in achieving strategy objectives. 3. recognize the importance of practical issues in aviation industry; and 4. acquire basic knowledge and tools of the air transport system structure and basic knowledge of commercial airline. Understand the economic and management principles for analyzing the aviation industry. | |
| **Subject Synopsis/ Indicative Syllabus** | 1. Introduction   Describe the overall structure of the aviation industry and understand the airline financial planning process, meteorology, and introduction to international aviation organizations and authorities.   1. Airline Industry   Introducing the role and explaining the key functions of airlines; introducing the airline operation process; introducing the concept of long term scheduling and airline revenue management in airline.  3. Marketing and Customer Relationship in Airline Industry  Introducing marketing and product sharing; customer relationship management; commerce and sales; alliances; frequent flyer program; code share.  4. Finance  Introducing cost structure, management control of major airline, and low cost model.  5. Airport  Introducing the role of airport and explaining airport operations; airport strategy development; communication of airport with government, local community, and customers; impact of air coordination analysis; slot management.  6. Air Traffic Control  Introducing the role of air traffic control, and explaining the air traffic control operation.  7. Air Cargo industry  Introduction to air cargo industries and the role of air cargo terminal; air transport logistics.  8. Sustainability  Introduction to the challenges and solutions for sustainable development of the aviation industry. | |
| **Teaching/Learning Methodology** | A mixture of lectures, tutorial exercises, case studies, and laboratories will be used to deliver the various topics in this subject. Some of them will be covered in a problem-based format which enhances the learning objectives. Others will be covered through directed study in order to enhance the students’ ability of “learning to learn”. Some case studies will be used to integrate these topics and thus demonstrate to students a better picture of the overall of aviation industries. | |
| **Assessment Methods in Alignment with Intended Learning Outcomes** | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed | | | | | | | a | b | c | d |  |  | | 1.Test | 50% | ✓ | ✓ | ✓ | ✓ |  |  | | 2. Assignment exercise | 50% | ✓ | ✓ | ✓ | ✓ |  |  | | Total | 100% |  | | | | | |   The assignment exercises assess students’ capability to synthesize and apply the concepts and principle in demonstrating their ability in understanding the basic knowledge of aviation industries.  The test assesses students’ understanding on the concepts and capability in the application of the skills and knowledge to analyze and solve problems related to the subject. | |
| **Student Study Effort Expected** | Class contact: |  |
| * Lectures 3 hours/week for 9 weeks | 27 Hrs. |
| * Tutorial, Lab., Presentation, Test 3 hours/week for 4 weeks | 12 Hrs. |
| Other student study effort: |  |
| * Preparation and Review, Self-study | 51 Hrs. |
| * Report writing | 20 Hrs. |
| Total student study effort | 110 Hrs. |
| **Reading List and References** | 1. Wensveen, J. G. 2016. *Air Transportation – A management perspective*, Ashgate. 2. de Neufville, R. and Odoni, A. 2013. *Airport Systems*, Mc Graw Hill 3. Morrell, P. S. 2020. *Moving Boxes by Air*, Routledge 4. Sales, M. 2016, *Aviation Logistics: the dynamic partnership of air freight and supply chain*, Kogan Page | |