COURSE TITLE: Airline Management

COURSE NUMBER: BAM 412

I. COURSE OBJECTIVES:

Each student will:

1. Produce a notional airline to include developing objectives, market plan, route structure, and staff and equip the airline.

2. Analyze a set of data, make marketing decisions from the data sets and create a marketing plan for a hypothetical situation.

3. Analyze fiscal data and procure equipment, facilities, and personnel to successfully operate an air carrier.

4. Apply business and organizational principles in a hypothetical situation.

5. Apply accounting principles to a hypothetical situation.

6. Understand the complexities of airline flight crew scheduling.

7. Recognize the challenges of the transport industry in the deregulated environment.

8. Understand the complexities of operating air transportation systems in the international environment.

9. Identify the role of general aviation in the air transportation industry.

10. Recall the terminology and theories applicable to the air transportation industry.

11. Demonstrate the ability to convey clearly in writing information collected through analysis and research.