

Common Course Outline
AVMT 256
Airline Management

The Community College of Baltimore County

Description

AVMT 256 - 3 Credits

Airline Management

Provides an in-depth study of airline operations; includes determination of airline fleet composition, scheduling, demand forecasting, pricing structure, facilities planning, marketing, financing, analyzing labor requirements, operational costs, and profit/loss reporting.

Prerequisite: AVMT 101 and AVMT 141

Overall Course Objectives

Upon completion of the course the student must be able to:

- A. Understand the historical development of airline management.
- B. Understand demand forecasting and planning factors.
- C. Identify the internal and external factors affecting airline operations.
- D. Understand regulations affecting airline operations.
- E. Identify factors associated with determining the optimum airline fleet.
- F. Understand the variables in developing a pricing structure.
- G. Understand the importance of marketing and public relations.
- H. Understand the factors associated with terminal ramp design and security measures.

Major Topics

- A. Historical aspect and development of the modern airlines
- B. Business and organizational factors
- C. Operational factors
- D. Airline regulations
- E. Demand forecasting and route determination
- F. Selecting the optimum aircraft fleet
- G. Developing a pricing structure
- H. Marketing and public relations
- I. Airline facilities planning and security

Course Requirements

- A. Mid-term and/or periodic examination
- B. Term paper and/or projects
- C. Comprehensive final examination
- D. Attendance and participation

