



# Travel 200: Introduction to the Airline Industry

Fall 2013 / Section 8215

## Welcome to Travel 200!

I'm excited you're joining me in this online class this semester. I have worked professionally in the travel industry for 15 years, and without a doubt, I can say it is one of the most exciting, personally fulfilling, financially rewarding, and gratifying industries to be in. This class is an overview of the many facets of the airline industry, one of the many segments of the larger travel industry. Whether you love to travel and fly, work in some other segment of the travel biz, or currently work in aviation (or want to), this class will broaden your horizons. This semester, we'll discuss key topics such as airline organization structure and personnel, airline business models, fleets and airports, and government and industry agencies. You will learn about careers options, airline products and services, and the policies, procedures, and regulations that govern them.

Travel 200 is an overview course covering just one segment of the larger travel industry: the airlines and the related businesses that support them. The travel industry is the world's largest and most dynamic business: a combination of activities comprised of the leading money making enterprises of many countries. Airlines are a critical keystone component of what makes travel and tourism work. This class will be conducted from an objective point of view, considering as many business options as possible.

### Instructor:

Jason Coleman  
Email: [jason@ProfessorOfTravel.com](mailto:jason@ProfessorOfTravel.com)  
Tel: (424) 262-9522

### Office Hours:

On campus: Tuesday nights, 6:00 - 6:45 p.m. in AT-A 210. Call during this time or use Etudes chat feature. Also regularly available in chat.

## Course Description & Learning Objectives/Outcomes

**Catalog/Schedule Description** In this course, students will learn about entry-level jobs with airlines, and explore current issues such as airline operations, code sharing, sales and safety, and the market strategies of the 10 largest U.S. airlines. (3 units)

**Course Objectives** Upon successful completion of this course, students will be able to:

1. Review the history, scale, and scope of the airline industry
2. Explain the multiple operational and business functions of airlines
3. Describe the duties and responsibilities of key airline personnel

**Student Learning Outcomes (SLO)** This course will also facilitate the following student learning outcomes:

- A. **Institutional SLO** Critical thinking: Analyze problems by differentiating fact from opinions, using evidence and using sound reasoning to specify multiple solutions and their consequences.
  - Students will complete assignments communicating their own evaluation of current issues, challenges, and opportunities surrounding airlines and the traveling public.
- B. **Program SLO** Communication: Effectively communicate thought in a clear, well organized manner to persuade, inform, and convey ideas in academic, work, family, and community settings.

- In their assignments and online discussions, which will be graded, students will use their communication skills in presenting their own ideas and responding appropriately and thoughtfully to remarks and thoughts shared by their classmates.
- C. **Course SLO** At the end of this course, student will have the basic skills to be a better airline traveler or pursue a career in the airline segment of the travel industry.

## Required Texts and Resources

*Air Transportation: A Management Perspective* (seventh edition) by John G. Wensveen  
 Publication Date: 2011  
 ISBN-10: 1409430634  
 ISBN-13: 978-1409430636

Students will also be required to view certain videos, access articles and documents, and research related sites via the web.

## Grading

Your final grade will be based on a combination of several different types of learning and skill evaluations:

| Grading Components/Weighted Value  |     |
|--|-----|
| Reading Quizzes (8 unit quizzes, lowest grade dropped)   | 25% |
| Assignments (8 unit assignments, lowest grade dropped)   | 25% |
| Discussions  | 25% |
| Final Exam   | 25% |
| <b>Final Grading Scale</b><br>A = 94-100%, A- = 90-93%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, D+ = 67-69%, D = 63-66%, D- = 60-62%, F = <60% |     |

## Course Requirements and Guidelines

**Reading Quizzes** Quizzes will be given for each unit to ensure that you are keeping up with the textbook readings. Quizzes must be taken by Sunday night at 11:59 p.m. before the module closes. Quizzes are timed and you will have 15 minutes to complete the quiz. Missed quizzes cannot be made up. There are a total of 8 reading quizzes. I will drop your lowest quiz score, so your final grade will be based on 7 scores.

**Assignments** An assignment accompanies each module and is designed to reinforce and supplement the reading material and lectures. All assignments will include a writing component and some will require outside research. Assignments must be submitted by Sunday night at 11:59 p.m. before the module closes. Late assignments will not be accepted. Do not email me your assignments. They are to be submitted via the Etudes portal. There are a total of 8 assignments. I will drop your lowest assignment score, so your final grade will be based on 7 scores.

**Discussions** In an online class, threaded discussions take the place of in class discussions and debates. You will be required to post comments and respond to each other in the discussion modules just as you would in an on campus class environment. Discussion points are awarded for intelligent, thoughtful posts to topics posted on the discussion board. “Me too” posts or “I agree” posts will not be counted toward your discussion grade for the semester. To be counted, the post should include a link to a relevant article,

website, or resource on topic or be significantly thought provoking in some way. To achieve the full credit toward the final grade for these discussions, each student must post at least three thoughtful supportive posts per unit in the general class discussion thread.

**Final Exam** Your final exam is a comprehensive review of all the topics covered in this course. The exam will consist of 100 short answer (multiple choice, true/false, fill-in-the-blank) style questions and several mini essay responses. A review will be provided during week 15. The final exam will be administered on a pre-set date TBD.

### Important WLAC Dates

| Fall Semester 2013: Traditional Semester |  |
|--|--|
| Monday-Friday Classes Begin              | Monday, August 26  |
| Saturday Classes Begin                   | Saturday, August 31  |
| Finals Week                              | December 9-15  |
| Last Day to add Traditional Classes      | September 6 (in person)  |
| Last Day to Drop a Class without a Fee   | September 6  |
| Last Day to Drop a Class without a "W"   | September 6  |
| Last Day to Drop with a "W"              | November 15  |
| Last Day to File Pass/No Pass            | September 6  |
| Graduation Petition Accepted             | Apr 29 - Nov 15  |
| Campus Closed                            | Labor Day, September 2<br>Veteran's Day, November 11<br>Thanksgiving, November 28-December 1 |

### Our Online Classroom

In order to log into your online course, you need to know your ETUDES User ID and Password. Please follow the ETUDES login instructions below.

#### **ETUDES User ID**

First 2 letters of first name +

First 2 letters of last name +

Last 5 digits of Student ID # (Not your Social Security #)

Example:

Jose Garcia has the following Student ID: #880123456

Based on this example, Jose's ETUDES User ID would be = joga23456

#### **ETUDES Password**

MonthDay of birth in school records

(Type using all lower case letters)

Example:

Jose Garcia's birthday is April 11th, 1982 (04/11/82). Based on this example, Jose's ETUDES Password would be 0411.

NOTE: This is a permanent account that you will use for all ETUDES courses for this term and all subsequent terms. Your login information does not get reset from term to term. If you change your password, the change will apply to all of your current and future courses. Please save your login information for future reference.

Further information about ETUDES is available here: <http://www.wlac.edu/online/login.asp>

- Accessing ETUDES
- System Requirements
- Student Guide to ETUDES
- ETUDES Demonstration Videos
- ETUDES Frequently Asked Questions

## **Class Policies**

**Attendance** Online classes provide students with flexibility and convenience. They are not designed as a substitute for regular interaction and class work. Just as excessive absenteeism is not tolerated in an on campus class, you are expected to diligently work through each unit in a timely manner in this online environment. I have the ability to monitor your activity, see how often you log into the course, and how much time you spend in each unit. Since participation is critical to your success and final grade, absenteeism will be defined as not logging into the course modules, and/or failure to submit all work for a given module. If you do not submit all three components (reading quiz, online discussion, assignment) in any single module, I may drop you from this class for excessive absenteeism. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

**“Netiquette” and “Civilogue”** This semester, you will participate in numerous online discussions on various topics related to the class and the world around us. The term “netiquette” is a combination of the words internet and etiquette. The term “civilogue” is a combination of the words civil and dialogue. Both terms, as well as the words used to create them, are essential to the class. You may not agree with the views and opinions expressed by your peers, but you don’t have the right to be disrespectful. Personal attacks, profanity, vulgarity, and comments that are not productive additions to the conversation will not be tolerated. Online comments will be deleted and you will not receive credit for the assignment.

**Contacting Me** Email is the best and quickest way to contact me. Thanks to modern technology, my email is linked to my phone. Therefore, excuses such as, “I tried to contact you but (fill in the blank)” will not work. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **College Policies**

**Academic Integrity (Plagiarism)** In accordance with code 9803.28, academic dishonesty is prohibited and will not be tolerated in this class. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one’s identity for the purpose of enhancing one’s grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation. Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.

**Student Conduct** According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

**Recording Devices** State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **Campus Resources**

As stated earlier in this syllabus, if you are having problems, don't let them snowball. Come and talk with me and check out some of the campus resources available to you.

### **Office of Disabled Student Programs and Services (DSP&S)**

Heldman Learning Resources Center (HLRC), Room 119 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology.

### **Instructional Support (Tutoring) & Learning Skills Center**

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects.

### **Library Services**

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Support.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Support.pdf) and [http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Services.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Services.pdf)

## Class Schedule

NOTE: Units start on Monday and close at Sunday, 11:59 p.m.

| <b>Week/Date</b>                         | <b>Content/Reading</b>  | <b>Assignment</b>   |
|--|---|---|
| Unit 1<br>August 26 - September 1, 2013  | Welcome to Travel 200   | <ul style="list-style-type: none"> <li>• Online discussion</li> <li>• Assignment</li> </ul>                         |
| Unit 2<br>September 2-15, 2013           | The Airline Industry Today <ul style="list-style-type: none"> <li>• The Airline Industry: Trends, Challenges and Strategies (chapter 1)</li> <li>• The Airline Industry (chapter 6)</li> </ul>  | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 3<br>September 16-22, 2013          | A Trip Through History <ul style="list-style-type: none"> <li>• Aviation: An Overview (chapter 2)</li> <li>• Historical Perspective (chapter 3)</li> </ul>  | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 4<br>September 23 - October 6, 2013 | Regulatory and Business Context <ul style="list-style-type: none"> <li>• Air Transportation: Regulators and Associations (chapter 4)</li> <li>• Economic Characteristics of the Airlines (chapter 7)</li> </ul>   | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 5<br>October 7-27, 2013             | An Overview of the Airlines <ul style="list-style-type: none"> <li>• Airline Management and Organization (chapter 8)</li> <li>• Airline Passenger Marketing (chapter 10)</li> <li>• Airline Pricing, Demand, and Output Determination (chapter 11)</li> <li>• Airline Labor Relations (chapter 15)</li> </ul> | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 6<br>October 28 - November 3, 2013  | All About Airports <ul style="list-style-type: none"> <li>• Air Cargo (chapter 12)</li> <li>• Principles of Airline Scheduling (chapter 13)</li> </ul>  | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 7<br>November 4-10, 2013            | Air Navigation Services <ul style="list-style-type: none"> <li>• The General Aviation Industry (chapter 5)</li> <li>• International Aviation (chapter 17)</li> </ul>  | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 8<br>November 11-24, 2013           | Airplanes and Flight <ul style="list-style-type: none"> <li>• Fleet Planning: The Aircraft Selection Process (chapter 14)</li> <li>• Airline Financing (chapter 16)</li> </ul>  | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 9<br>November 25 - December 8, 2013 | Future of the Industry <ul style="list-style-type: none"> <li>• Career Planning in Aviation (textbook)</li> </ul>   | <ul style="list-style-type: none"> <li>• Reading quiz</li> <li>• Online discussion</li> <li>• Assignment</li> </ul> |
| Unit 10<br>December 9-15, 2013           | Final Exam Week   | <ul style="list-style-type: none"> <li>• Final Exam</li> </ul>  |

## **Other Travel Courses -- Fall 2013**

### **TRAVEL 100: Introduction to the Airline Industry** (Section: #5242)

This course will give you a practical overview of the fast-growing travel industry, including such sectors as cruising, tours, travel agencies, air transportation, car rentals and lodging, as well as information on career opportunities, both full-time and part-time.

Tuesday evenings, 6:45 - 10:00 p.m.

### **TRAVEL 180 : Cruise Sales Specialization** (Section: #1962)

This course will give students a deep understanding of the cruise experience and business, including client motivation, cruise line profiles, worldwide port geography, sales tactics and marketing strategies. Actual ship inspection field trips are included. (3 units)

Saturday mornings, 9:35 a.m. - 12:50 p.m.

### **TRAVEL 186: Internet Travel Research** (Section: #5264)

Students will become familiar with key travel industry web sites and learn how to book travel, communicate and access information from airlines, hotel chains, tour companies, cruise lines, tourist bureaus and government internet sites. (3 units)

Thursday evenings, 6:45 - 10:00 p.m.

# Student Acknowledgment

(Please return this sheet to the instructor)

“I \_\_\_\_\_, have completely read this syllabus and understand and agree to the course requirements.”

Please indicate below, any special needs or circumstances that may have some impact on your work in this class, and for which you may require special accommodations, including but not limited to physical or mental disabilities, inability to arrive in class on time or need to leave class early, observance of religious holidays, etc.

Special needs or circumstances: