
MOS 4406 Section – 001

Introduction to Aviation

Winter 2020

Course Outline

1. Course Information:

1.1 Class Location and Time:
AHB-1B06, 10:30-13:30

1.2 Contact Information:

Instructor: Christopher Whitty

Office: 4434 SSC

Office Hours: 13:30-14:30 Monday's and by appointment

Phone: 519-661-2111 x12345

Email: cwhitty@uwo.ca

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

This course is designed as an overview of the organizational structure at an airline with an emphasis on the operational control center and its various departments and personnel that work together in order to deliver safe, efficient and profitable operations at an airline. The course has been designed for those with a working knowledge of aviation business and regulatory concepts. MOS 4406 should serve as a capstone to the courses commercial aviation management students have studied during their tenure at Western. Topics include: Airline business models, network planning, marketing strategies, customer service, Operational planning and control, labour interactions, operational disruption and recovery strategies.

3 lecture hours, 0.5 course

Antirequisite(s): None

Prerequisite(s): Enrolment in year 4 BMOS commercial aviation management program

2.2 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regards to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

Airline Operations A Practical Guide, Edited by Peter J. Bruce, Yi Gao, and John M. C. King. Routledge (2018)

Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success, Kevin Freiberg, Crown Business, Reprint edition

4. Course Objectives and Format

Through an interdisciplinary focus on evidence-based practices, and with emphasis on teamwork and professional approaches, successful students will:

- Demonstrate their understanding of key elements and knowledge critical to airline operations personnel and managers.
- Collaborate with team members to identify noteworthy issues within airline operations and create policies and standards that address these issues
- Critically explore a contemporary issue that airlines face in an essay
- Help students identify jobs and careers beyond graduation and prepare them to enter the workforce with career coaching and interview preparation where possible

4.1 Course objectives

Through an interdisciplinary focus on evidence-based practices, and with emphasis on teamwork and professional approaches, successful students will:

- Demonstrate their understanding of key elements of knowledge critical to the airline industry by describing a range of safety issues, giving examples of domestic and international legal, regulatory, and labour issues and examining environmental concerns associated with the aviation industry.
- Collaborate with team members to identify noteworthy issues within the aviation industry and present their findings to classmates
- Critically explore a contemporary issue with the aviation industry in an essay

4.2 Course format

The Course will be organized as a combination of lecture, group discussion and student presentations. Guest speakers might also make presentations depending on availability.

5. Learning Outcomes

Students will gain a working knowledge of airline operations on a domestic and international scale with a broad view of all the interconnected professional groups. In addition to this a focus will be placed on labour management within an airline.

6. Evaluation

Insert information about exams and assignments and other components of the grade. Update the information below describing the exam and any relevant procedures as well.

Class Participation= 20%

Midterm Examination = 25%

Aviation Essay = 30%

Final Examination = 25%

Class Participation: A crucial element of this course is the sharing of ideas and opinions. Since each of us brings a unique background of experiences, much can be learned from class debate and discussion. Your participation grade will be based on a class presentation and a group assignment worth 10% each. Attendance will be tracked in order to apply a multiplier to both of these grades. For instance, if you attended 90% of the classes on time (being late will count as absent) and scored 100% on both assignments you will receive a mark of 18/20 or 90% for participation. If you showed up to 50% of the classes then this would be a mark of 10/20 or 50% on participation.

As mentioned, attendance AND punctuality is vital to your success in this class, as a student and then as an employee. A professional conduct is also critical to your success and will be noted (i.e. distracting classmates, guest speakers, professor or using a cell phone during class are a few examples of poor conduct). Therefore, your participation mark will be applied a multiplier based on your attendance, conduct and punctuality. For example, if your participation mark equals 80% and your attendance, conduct and punctuality is deemed to be 5 on a scale of 1-10 as deemed by the instructor, this 50% ratio will then be applied to your participation mark and the previous 80% will now equal 40%. Keep in mind that punctuality is not limited to showing up to class on time, when breaks are given and you are told to return at a specific time this will also be noted. Again, this multiplier will only apply to the participation portion of your grade but participation does make up a large percentage of your mark. It is anticipated that every student will receive a full mark of 100% for attendance, punctuality and personal conduct. Show up to class on time, with a positive attitude and be respectful of others in the room and you will have no problem.

For medical absences, refer to the policy on accommodation for medical illness (<https://studentservices.uwo.ca/secure/index.cfm>). If you have a valid excuse for an absence you must inform the instructor before the intended date. It is the instructor's discretion whether or not to excuse an absence.

5.2 Midterm Examination: A midterm examination will be given in class mid-semester. The midterm exam will cover all information that has been presented in the course up until the midterm date, including readings,

lectures or any other material assigned. Therefore it is crucial that you take good notes throughout the term and complete all assigned readings. The exam format will be multiple choice due to its common use in regulatory exams for licensing in various aviation fields and upon initial training with employers. Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5.3 Aviation Essay: You will be required to compose a **1500 word** paper on the book 'Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success'. The paper is due within the first **15 minutes** of class on the due date. This paper is expected to be in proper MLA format (12 point font with standard margins). Style: Make sure you use proper grammar, spelling, and punctuation in your essay. Remember to follow MLA guidelines when formatting your essay and references page. A 10% penalty per 24 hour period will be applied for submissions beyond the due date (10:45 am Eastern Time, will define a new 24 hour period).

5.4 Final Examination: A final examination will be given at the end of the semester on readings and lectures after the mid term. A final exam review will be given prior to the exam. The final exam will not be comprehensive and based on material and lectures covered after the mid term. Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Exams are **in multiple choice**. Each exam, in total, will be scheduled for **80 minutes** and are **closed book examinations**. **Dictionaries are NOT allowed into the examinations.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. The midterm exam will be in class time. The final exam will be scheduled during the exam period. Exams will not be returned to students but may be reviewed in the instructor's office.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 4000-4099 range, the class average must fall between 70% and 75% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

7. Lecture and Examination Schedule

January 6

Introduction/Overview of syllabus and course expectations/essay topic and group assignment

Chapter 1 - Regulatory Framework

Chapter 2 - Market, product and customer

January 13

Chapter 3 - business strategy and airline models for operating managers

Chapter 4 - Network design strategies

Chapter 5 - Customer points of contact

January 20

Chapter 6- Airport infrastructure

Chapter 7 - operational environment

Chapter 8 - operational planning and control

January 27

Chapter 9- crew planning

Chapter 10- maintenance planning

February 3

Chapter 11- airside resource planning

Chapter 12- facilitation

Mid term review

February 10- Mid Term**February 24**

Group assignment work

March 2

Chapter 13- ramp operations

Chapter 14- baggage processes

Chapter 15- air cargo processes

March 9

Chapter 16- aircraft load planning and control

Chapter 17- dispatch and flight following

Chapter 18- operational safety

Essays due**March 16**

Chapter 19- operating a flight: a pilot's perspective

Chapter 20- operating a flight: a flight attendant's perspective

Chapter 21- operating a flight: a passenger's perspective

March 23

Chapter 22- operational disruptions

Chapter 23- operational disruption management

Chapter 24- changes to the operating environment

Group assignment due

March 30

Class Presentation

group assignment results

Final exam review

Note: Drop deadline for courses is March 7, 2020. 15% of your final mark will be provided no later than March 4, 2020.

8. Student Responsibilities

For Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may **not** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card.
- Do not wear baseball caps to exams.
- Do not bring music players, cell phones, or other electronic devices to exams.
- To ensure fairness to all students, questions will not be answered during exams.

10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

10.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

10.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

11. Attendance

It is expected that students will attend all classes. The professor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

11.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

11.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

12. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- i. Submitting a Self-Reported Absence form provided that the conditions for submission are met (maximum of 2 from September to April, valid for 48 hours or less, on course work worth less than 30%); or
- ii. For medical absences, submitting a Student Medical Certificate (SMC) : https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf signed by a licensed medical or mental health practitioner in order to be eligible for Academic Consideration; or
- iii. For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration:

- are advised to **consider carefully the implications** of postponing tests or midterm exams or delaying handing in work;
- are encouraged to make appropriate decisions based on their specific circumstances, recognizing that minor ailments (upset stomach) or upsets (argument with a friend) are not an appropriate basis for a self-reported absence;
- **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

14.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the [Academic Counseling office](#)).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the [Academic Calendar](#). Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

A copy of guidelines about how to avoid cheating can be obtained from the office of the [Ombudsperson](#), Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).

2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

17. Support Services

17.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>
Student Support Services (***including the services provided by the USC listed here***) can be reached at: <http://westernusc.ca/services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Mental Health@Western
http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help.

17.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.