

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Airline Management
COURSE NUMBER: BAM 412
PREREQUISITE(S): BBM 201, BMK 305, CTE 326, FIN 305

COURSE DESCRIPTION:

This course offers an in-depth study of airline management in the environment of deregulation.' Students will analyze data and apply business and management principles through planning, organizing, equipping, and staffing a "paper" airline.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Apply sound business practices to the management of a hypothetical airline.

Learning Objectives: The student will:

- A-1** Analyze a data set, making marketing decisions from that data and create a marketing plan.
- A-2** Apply accounting principles to the fiscal control of the airline.
- A-3** Analyze financial data to recommend procurement of equipment, facilities and personnel to successfully operate an air carrier.

GOAL B:

Demonstrate understanding of the current challenges facing airlines.

Learning Objectives: The student will:

- B-1** Discuss the challenges affecting airlines in a deregulated environment.
- B-2** Discuss the challenges affecting airlines in the international environment.
- B-3** Summarize the complexities of airline crew scheduling.

Goal C:

Learning Objectives: The student will:

- B-1** Prepare original communications that respond to emotional statements with reasoned logic and facts.

