

The Hong Kong Polytechnic University

Subject Code	HTM4319
Subject Title	Airline Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	The aviation industry faces major challenges, with record financial losses and bankruptcies, resulting in massive organizational restructuring. This subject aims to provide students with a broad understanding of the airline industry and the major management functions within an airline. The topics cover the basic concepts and problems facing the industry. This subject also encourages students to explore the challenges facing the airline industry in the 21 st century.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • <i>develop</i> an understanding of the historical background and the characteristics, scope and economic significance of the airline industry. • <i>describe</i> the different levels of management within an airline along with their functions of management and the interrelationships between them. • <i>develop entrepreneurial spirit and skills</i> using their understanding of the global trends and opportunities in the airline industry. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • <i>examine</i> and <i>critique</i> the validity of information, arguments, and different viewpoints, and reach sound judgments with evidence and reasoning on the aviation issues and problems. <p>C. Innovative problem solver:</p> <ul style="list-style-type: none"> • <i>identify</i> and <i>define problems, and generate innovative solutions</i> in the airline industry. <p>D. Effective communicator:</p> <ul style="list-style-type: none"> • <i>communicate</i> their knowledge and ideas clearly both orally and in writing, and actively share their learning with their fellow classmates through teamwork and discussion. <p>E. Lifelong learner:</p> <ul style="list-style-type: none"> • <i>develop</i> the ability and recognise the need for continual learning and self-improvement through and associated with the management of airlines and the implications on the aviation industry in Hong Kong and/or in the region.

	<p>F. Ethical leader:</p> <ul style="list-style-type: none"> • <i>understand</i> and <i>prepare</i> to be a leader and a team player in the airline industry • <i>develop</i> ethical reasoning in the airline industry and day-to-day contexts. <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • <i>develop</i> the understanding of different cultures and social development needs in the local, national and global contexts through the knowledge of airline management • <i>prepare to accept</i> the responsibility as airline professionals and citizens locally and globally through studying airline management.
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Airline management, organization and labour relations b. Economic characteristics of the airlines c. The structure of airline costs d. Airline passenger financing and forecasting e. Airline passenger marketing f. Airline pricing g. Principles of airline scheduling h. Airline fleet planning i. The changing environment of the aviation industry