

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. Professional Competence</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. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • <i>synthesize</i> and <i>apply</i> creative solutions to current aviation issues and problems. <p>C. 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>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>explain and deliberate</i> the economic and operational characteristics of airline management. • <i>discuss</i> current issues associated with the management of airlines and the implications on the aviation industry in Hong Kong and/or in the region.

Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none">a. The aviation industry and its historyb. Airline management, organization and labour relationsc. Economic characteristics of the airlinesd. The structure of airline costs and financinge. Airline pricing, demand & output determinationf. Principles of airline schedulingg. Airline passenger marketing and forecastingh. Airline fleet planningi. The changing environment of the aviation industry
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