AVAT11008 *Air Transportation*
Term 3 - 2022

Profile information current as at 12/10/2024 04:11 pm

All details in this unit profile for AVAT11008 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student).The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview
Air Transportation provides a comprehensive introduction to the theory and practice of air transportation management, including consideration of the regulatory regime and institutions that structure the development and operation of global air services and aviation activities in different world regions. You will develop a good understanding of the broader issues affecting air transportation at an international and local level for both government and service operators. Additionally, you will gain insights into wider business issues and operational challenges relating to this highly regulated and complex industry.

Details
Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 3 - 2022

- Cairns
- Online

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses
Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses
Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**
Weighting: 30%
2. **Online discussion forum**
Weighting: 30%
3. **Online Test**
Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student and Unit Teaching Evaluations

Feedback

Recording system does not work well.

Recommendation

Improve the recording system and check the recording quality.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Explain fundamental management functions and their application in air transport operations
2. Discuss the challenges of managing an air transport system
3. Explain the principles, practical factors, and strategies applied by air transportation management
4. Recognise and interpret the safety, security, and environmental dimensions of the air transportation industry
5. Compare and contrast regulations from a range of national and international organisations
6. Communicate effectively in the written and verbal form in the context of air transport management.

N/A

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level · Introductory Level · Intermediate Level · Graduate Level · Professional Level · Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Online Quiz(zes) - 30%	•		•	•		
2 - Online discussion forum - 30%		•		•	•	•
3 - Online Test - 40%	•	•	•		•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication						•
2 - Problem Solving						

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
3 - Critical Thinking		•	•			
4 - Information Literacy	•	•	•	•	•	•
5 - Team Work						
6 - Information Technology Competence	•	•		•	•	•
7 - Cross Cultural Competence						
8 - Ethical practice				•	•	
9 - Social Innovation				•		
10 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 30%				•		•				
2 - Online discussion forum - 30%	•		•	•		•			•	
3 - Online Test - 40%			•	•		•		•	•	

Textbooks and Resources

Textbooks

AVAT11008

Prescribed

Air Transportation: A Management Perspective
Edition: 8th (2015)
Authors: John Wensveen
Taylor & Francis Group
London , UK
ISBN: 9781317183228
Binding: eBook

Additional Textbook Information
This text can be accessed online at the CQUniversity Library. If you prefer a paper text, you can purchase one at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code).

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Wen-Chun Tseng Unit Coordinator
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Schedule

Week 1 - 07 Nov 2022

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Air Transportation I • The Airline Industry: Trends, Challenges, and Strategies • Aviation_ An Overview	Chapter 1-2 of Air Transportation: A Management Perspective	Quiz 1 open

Week 2 - 14 Nov 2022

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Air Transportation II • Historical Perspective	Chapter 3 of Air Transportation: A Management Perspective	Quiz 1 close Quiz 2 open Online Discussion Forum 1 open

Week 3 - 21 Nov 2022

Module/Topic	Chapter	Events and Submissions/Topic

An Introduction to Air Transportation III • Air Transportation: Regulators and Associations • The General Aviation Industry	Chapter 4-5 of Air Transportation: A Management Perspective	Quiz 2 close Quiz 3 open

Week 4 - 28 Nov 2022

Module/Topic	Chapter	Events and Submissions/Topic
Structure and Economics of the Airlines • The Airline Industry • Economic Characteristics of the Airlines	Chapter 6-7 of Air Transportation: A Management Perspective	Quiz 3 close Quiz 4 open Online Discussion Forum 1 close

Vacation Week - 05 Dec 2022

Module/Topic	Chapter	Events and Submissions/Topic
No lectures	Review material from the first 5 weeks.	None

Week 5 - 12 Dec 2022

Module/Topic	Chapter	Events and Submissions/Topic
The International Scene • International Aviation	Chapter 18 of Air Transportation: A Management Perspective	Quiz 4 close Quiz 5 open

Week 6 - 19 Dec 2022

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines I • Airline Management and Organization • Airline Labor Relations	Chapter 8 & 16 of Air Transportation: A Management Perspective	Quiz 5 close Quiz 6 open Online Discussion Forum 2 open

Vacation Week - 26 Dec 2022

Module/Topic	Chapter	Events and Submissions/Topic
No lectures	Review material from the first 5 weeks.	None

Week 7 - 02 Jan 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines II • Forecasting Methods	Chapter 9 of Air Transportation: A Management Perspective	Quiz 6 close Quiz 7 open

Week 8 - 09 Jan 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines III • Airline Passenger Marketing • Airlines in Social Media	Chapter 10-11 of Air Transportation: A Management Perspective	Quiz 7 close Quiz 8 open Online Discussion Forum 2 close

Week 9 - 16 Jan 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines IV • Airline Pricing, Demand, and Output Determination	Chapter 12 of Air Transportation: A Management Perspective	Quiz 8 close Quiz 9 open

Week 10 - 23 Jan 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines V • Air Cargo	Chapter 13 of Air Transportation: A Management Perspective	Quiz 9 close Quiz 10 open Online Discussion Forum 3 open

Week 11 - 30 Jan 2023

Module/Topic	Chapter	Events and Submissions/Topic

Managerial Aspects of Airlines VI • Principles of Airline Scheduling • Fleet Planning: The Aircraft Selection Process	Chapter 14-15 of Air Transportation: A Management Perspective	Quiz 10 close

Week 12 - 06 Feb 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managerial Aspects of Airlines VII • Airline Financing	Chapter 17 of Air Transportation: A Management Perspective	Online Discussion Forum 3 close

Exam Week - 13 Feb 2023

Module/Topic	Chapter	Events and Submissions/Topic
Final Online Test	All chapters of Air Transportation: A Management Perspective plus tutorials and assignment review.	Final Online Test

Assessment Tasks

1 Online Quizzes

Assessment Type
Online Quiz(zes)

Task Description
There will be 10 online quizzes throughout the term contributing 30% to the final assessment. They will be undertaken online and be due at approximately one-week intervals as given on the Moodle site. Each quiz consists of 5 questions and the question types can be matching, multiple-choice, selecting missing words, or Ture/False. You must select what you think is the correct solution.

Number of Quizzes
10

Frequency of Quizzes
Weekly

Assessment Due Date

Due dates for each quiz are detailed on Moodle and will be reaffirmed in the Lectures

Return Date to Students

As specified after the closing date for each quiz.

Weighting
30%

Assessment Criteria
This is a simple correct or incorrect answer.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit through Moodle

assessmentOutcome

- Explain fundamental management functions and their application in air transport operations
- Explain the principles, practical factors, and strategies applied by air transportation management
- Recognise and interpret the safety, security, and environmental dimensions of the air transportation industry

assessmentGradAttribute

- Information Literacy

- Information Technology Competence

2 Online Discussion Forum

Assessment Type
Online discussion forum

Task Description
There will be 3 online discussion forums throughout the term contributing 30% to the final assessment. They will be undertaken online and be due at approximately four-week intervals as given on the Moodle site. The online-discussion forum will focus on information technology competence and information literacy, where students need to use the unit content as well as a moderate amount of information to discuss and debate the relevant topics. Students are required to post an article related to the topic and give comments on their own article and other students' articles in the online discussion forum.

Assessment Due Date

Due dates for each online discussion forum are detailed on Moodle and will be reaffirmed in the Lectures

Return Date to Students

Two weeks after submission

Weighting
30%

Assessment Criteria

Word Count: 300 words (+/- 10%)

Course Value: 10%

Task: The online-discussion forum will focus on information technology competence and information literacy, where students need to use the unit content as well as a moderate amount of information to discuss and debate the relevant topics. Students are required to post an article related to the topic and give comments on their own article and other students' articles in the online discussion forum.

Criteria: Successfully discussion and analysis essentially refer to the information and content that you include in your report; in many ways this is the story or narrative that you develop from start to finish. Analysis basically asks and answers the question “why”? Why is this information important in addressing the topic? Analysis helps to strengthen arguments by building a strong case – often it is achieved by acknowledging key differing arguments, but then developing a strong argument or angle for an assignment in the process – like a spine with attached and acknowledged counter arguments along the way. Comparing and contrasting are typically used to conduct analysis, with words like however, in contrast, similarly, likewise, but (and so forth) used throughout to link and generate ideas, concepts, viewpoints and arguments.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit through Moodle

assessmentOutcome

- Discuss the challenges of managing an air transport system
- Recognise and interpret the safety, security, and environmental dimensions of the air transportation industry
- Compare and contrast regulations from a range of national and international organisations
- Communicate effectively in the written and verbal form in the context of air transport management.

assessmentGradAttribute

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Social Innovation

3 Final Online Test

Assessment Type
Online Test

Task Description
The final online test is a summative assessment contributing 40% to the final assessment, where students will get random questions of the same exam pattern, concentrating on evaluating the student's understanding of the topic. Students are expected to conduct an actual comprehension of the content being learned by themselves and thus a better representation of their academic progress. The online test is an open-book (Restricted) test and consists of MULTIPLE CHOICE QUESTIONS, SHORT ANSWERS, AND EXTENDED ANSWERS.

Assessment Due Date

During the examination period and will be reaffirmed in the Lectures

Return Date to Students

Two weeks after submission

Weighting
40%

Assessment Criteria
The MULTIPLE CHOICE QUESTIONS and SHORT ANSWERS sections are simple correct or incorrect answers. The EXTENDED ANSWERS section is marked according to the requirement of successful discussion and analysis which refer to the information and content that you include in your argument; in many ways this is the story or narrative that you develop from start to finish. Analysis basically asks and answers the question "why"? Why is this information important in addressing the topic? Analysis helps to strengthen arguments by building a strong case – often it is achieved by acknowledging key differing arguments, but then developing a strong argument or angle for an assignment in the process – like a spine with attached and acknowledged counter arguments along the way. Comparing and contrasting are typically used to conduct analysis, with words like however, in contrast, similarly, likewise, but (and so forth) used throughout to link and generate ideas, concepts, viewpoints and arguments.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit through Moodle

assessmentOutcome

- Explain fundamental management functions and their application in air transport operations
- Discuss the challenges of managing an air transport system
- Explain the principles, practical factors, and strategies applied by air transportation management
- Compare and contrast regulations from a range of national and international organisations
- Communicate effectively in the written and verbal form in the context of air transport management.

assessmentGradAttribute

- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice
- Social Innovation

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem