



# AVAT12018 Air Freight Transportation

## Term 2 - 2023

Profile information current as at 26/04/2024 02:03 am

All details in this unit profile for AVAT12018 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

This unit aims to give you a holistic view of the air freight transport industry with a focus on the management of air freight. You will learn about the dynamic nature of the air freight business covering current trends, market characteristics, air cargo logistics, demand and supply of air cargo, operating strategies of air cargo, cargo terminal operations, air cargo pricing and revenues, forecasting, environmental impacts and regulation.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

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 2 - 2023

- 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. **Essay**

Weighting: 30%

#### 3. **Group Work**

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](#).

## Unit Learning Outcomes

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

1. Explain the basic concepts and terminology of air cargo transport, including the drivers and obstacles for air cargo growth
2. Evaluate business models and business processes of cargo airlines, freight forwarders, and cargo ground handlers
3. Define the relationship between the rapidly evolving global logistics industry and the aviation industry
4. Compare and contrast organisations and regulations governing international aviation
5. Describe how the General Handling Agent is impacted by information technology

NA

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Online Quiz(zes) - 30%	•	•		•	
2 - Essay - 30%	•	•	•		•
3 - Group Work - 40%			•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

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

## Textbooks and Resources

### Textbooks

AVAT12018

#### Prescribed

##### Air Cargo Management

Authors: Michael Sales

Binding: eBook

#### Additional Textbook Information

This book is available to read online through the Library website. If you would like your own copy, you can purchase eBook and paper copies 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

**Carl Gu** Unit Coordinator

[y.gu@cqu.edu.au](mailto:y.gu@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction & History	Air Cargo Management Chapter 5	Read Air Cargo Management Chapter 1

### Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Basics of Air Logistics	Air Cargo Management Chapter 1	Quiz 1 Read Air Cargo Management Chapter 3

### Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Ground handling	Air Cargo Management Chapter 3	Quiz 2 Read Air Cargo Management Chapter 4

### Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Airports	Air Cargo Management Chapter 4	Quiz 3 Read Aviation Logistics Chapter 8

**Week 5 - 07 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Cool logistics	Aviation Logistics Chapter 8	Quiz 4 Read Air Cargo Management Chapter 7

**Vacation Week - 14 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 21 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Special Cargoes	Air Cargo Management Chapter 7	Quiz 5 Read Air Cargo Management Chapter 6

**Week 7 - 28 Aug 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Security	Air Cargo Management Chapter 6	Quiz 6 Air Cargo Management Chapter 8

**Week 8 - 04 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
The Multimodal Family	Air Cargo Management Chapter 8	Quiz 7 Air Cargo Management Chapter 9

**Week 9 - 11 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Technology in Air Logistics	Air Cargo Management Chapter 9	Quiz 8 Read Air Cargo Management Chapter 10

**Week 10 - 18 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Environment Challenges	Air Cargo Management Chapter 10	Quiz 9 Air Cargo Management Chapter 11

**Week 11 - 25 Sep 2023**

Module/Topic	Chapter	Events and Submissions/Topic
Career Opportunities in Air Logistics	Air Cargo Management Chapter 11	Quiz 10 Group Report (Essay) is due on Friday at 11:00 pm Air Cargo Management Chapter 12  <b>Group Report: Case Study on an Air Cargo Airport Hub</b> Due: Week 11 Friday (29 Sept 2023) 11:00 pm AEST

**Week 12 - 02 Oct 2023**

Module/Topic	Chapter	Events and Submissions/Topic
View of the Future	Air Cargo Management Chapter 12	Group Presentation is due on Friday at 11:00 pm Peer Evaluation is due on Friday at 11:00 pm  <b>Group Work</b> Due: Week 12 Friday (6 Oct 2023) 11:00 pm AEST

**Review/Exam Week - 09 Oct 2023**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Online Quiz

**Assessment Type**

Online Quiz(zes)

**Task Description**

Each week there will be an online quiz apart from weeks 1 and 12. Quizzes must be completed by Friday at 11:00 pm. Each quiz has 5 random questions, and you have 5 minutes for each quiz. Quizzes are collectively worth 30% of the final grade.

**Number of Quizzes**

10

**Frequency of Quizzes**

Weekly

**Assessment Due Date****Return Date to Students****Weighting**

30%

**Assessment Criteria**

Quizzes will be multiple choice.

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Explain the basic concepts and terminology of air cargo transport, including the drivers and obstacles for air cargo growth
- Evaluate business models and business processes of cargo airlines, freight forwarders, and cargo ground handlers
- Compare and contrast organisations and regulations governing international aviation

### 2 Group Report: Case Study on an Air Cargo Airport Hub

**Assessment Type**

Essay

**Task Description**

The group will be responsible for submitting a co-written document (500 words for each student, +/- 5%). The report needs to be a unique, new piece of work and explain the relationship between the strategic location of a successful air cargo hub and its stakeholders with a case study on one of the air cargo hubs. Write a report in the form of a case study that:

- Explain stakeholder engagement
- Strategic location of the airport
- Airline involvement
- Economic viability

Students will have to edit the final document to ensure that it has a consistent voice, grammar, and writing style. The whole group is responsible for the content of the entire report, and any academic integrity issues that arise will be applied to all group members. The report should be submitted online by 11:00 pm on the 29th of September 2023 (Friday of Week 11).

**Assessment Due Date**

Week 11 Friday (29 Sept 2023) 11:00 pm AEST

## Return Date to Students

### Weighting

30%

### Assessment Criteria

#### Report requirements

- This assignment is to be completed in report format. Include the Title Page, Table of Contents, Executive Summary, Introduction, Main Body, Conclusion, and a reference list.
- The word count includes the Executive Summary, Introduction, Main Body, Conclusion.
- Develop a precise analysis and ensure each paragraph contains a specific point that is demonstrated and supported in the paragraph.
- Write in the third person.
- Resources and information relating to writing essays can be found at the CQU library site or contact a librarian or the ALC for help.

#### Reference requirements

- Use at least five (5) academic peer-reviewed reference sources.
- Use APA7 referencing style.
- Use the following link for a referencing tool: <https://owll.massey.ac.nz/referencing/apa-interactive.php>
- ALL texts used for referencing must be of academic standards, such as a journal article, textbook, textbook chapter, or conference paper proceeding.
- In general, website references are unlikely to provide reliable, researched information suitable for this task.
- Do not reference Wikipedia or Skybrary, as these are unreliable sources.

#### Formal and respectful language requirements

- This assessment task must be in professional and formal language. This means there should be no abbreviations or slang.
- Care must be taken to avoid spelling, grammar, and punctuation errors.
- Respectful and appropriate terminology must be used when referring to and writing about Indigenous Australian people and cultures.
- Do not write in sensationalism or newspaper writing styles.

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online Group

### Learning Outcomes Assessed

- Explain the basic concepts and terminology of air cargo transport, including the drivers and obstacles for air cargo growth
- Evaluate business models and business processes of cargo airlines, freight forwarders, and cargo ground handlers
- Define the relationship between the rapidly evolving global logistics industry and the aviation industry
- Describe how the General Handling Agent is impacted by information technology

## 3 Group Work

### Assessment Type

Group Work

### Task Description

#### Part A: Group Presentation

Time limit: 12-15 minutes Course Value: 10%

Presentation Task: Groups will be responsible for a 15-minute presentation highlighting their group report's key findings. The presentations need to be recorded and submitted Online by 11:00 pm on the 6th of October 2023 (Friday of Week 12) by groups.

#### Part B: Individual presentation skills

Time limit: 1-3 minutes Course Value: 20%

Presentation Task: Each group member will be responsible for a few minutes of the group presentation. Each team member should talk for at least 1 minute. The exact times and parts of the presentation to be presented by each



individual team member are up to the group to determine in mutual agreement.

### Part C: Peer Evaluation

Course Value: 10%

Evaluation Task: Peer evaluation where every member of a team will evaluate their peers in the same team. The Individual Teammate Evaluation should be submitted through online Moodle by 11:00 PM on the 6th of October 2023 (Friday of Week 12). In case of no submission, that team member will receive 0 marks regardless of the evaluation of other team members.

5 questions; scale 1 to 5 (1: strongly disagree; 2: disagree; 3: neither agree nor disagree; 4: agree; 5: strongly agree)

### **Assessment Due Date**

Week 12 Friday (6 Oct 2023) 11:00 pm AEST

### **Return Date to Students**

### **Weighting**

40%

### **Assessment Criteria**

See the Rubrics

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online Group

### **Learning Outcomes Assessed**

- Define the relationship between the rapidly evolving global logistics industry and the aviation industry
- Compare and contrast organisations and regulations governing international aviation
- Describe how the General Handling Agent is impacted by information technology

## 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