



FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 819-210 AIRLINE MANAGEMENT

Credit: 3(3-0-6)

Prerequisites: None

Course Description:

Principles and business concepts of airlines, managing the operations both ground and in-flight services, airline organization, marketing, strategy for airline operations; IATA regulations; basic knowledge of airplanes and flights

Learning Objectives:

- To provide an overview of the airline industry
- Understanding how airlines are managed and its structure

Lecturer Contact Details:

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Class Schedule: TBA

Course Outline:

Week	Items/content	Teaching & Learning activities/teaching materials
1	Course Introduction Introduction to Airline business	N/A
2	Civil aircraft operations Basic knowledge of airplanes and flights	N/A
3	History of the Commercial Aviation Industry History of the Airline Industry	N/A
4	History of the Airline Industry	N/A
5	Aircraft and Engine Manufacturer	N/A
6	IATA regulations Traffic Rights	N/A
7	Characteristic of Airline Industry and Airline Business Terminology Airline Organization Structure	N/A
8	Airline Marketing	N/A
9	Mid Term Examination	N/A
10	Airline Finance Airline Revenue and cost	N/A
11	Fleet Planning Airline Scheduling	N/A

12	Airline Alliance Managing the operations both ground and in-flight services	N/A
13	Yield management	N/A
14	Low cost operations Other airline business	N/A
15	Presentation	N/A
16	Final Examination	N/A

Learning Assessment Plan:

Evaluation Methods	Percentage
Weekly Quizzes	10
Group Assignment	30
Mid Term Examination	30
Final Examination	30
Total	100

Grading Criteria:

Score	Grade
80	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
49	E

Textbook(s):

Rigas Doganis 2005, The Airline Business, 2nd edition, Routledge

Other Course Material(s):

Pat Hanlon, 2007 Global Airlines 3rd edition, Taylor & Francis Ltd

Rigas Doganis, 2002 Flying off Course: The Economics of International Airlines Book, Routledge