



T-104
2022

Course Specification



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Course Title: Introduction to Aviation Management
Course Code : AVM0101
Program: Aviation Management
Department: Aviation Management
College: Applied College
Institution: Imam Muhammad Bin Saud Islamic University
Version: 1st version
Last Revision Date: 2 February 2024





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A. General information about the course:

Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☐ Department ☒ Track ☐ Others ☐

b. Required ☒ Elective ☐

3. Level/year at which this course is offered:

First year – Second level

4. Course general Description

The course aims to provide an introduction to the fundamental concepts, characteristics, terminology, and principles of air transport business and aviation management. It will explain and analyze the structure and practices of the air transport industry, and examine and discuss regional and global trends in the industry.

5. Pre-requirements for this course (if any): ADM 0103

6. Co- requirements for this course (if any):

7. Course Main Objective(s)

The course aims at preparing students majoring in aviation management with the ability to:

1. Describe and understand the aviation industry's components, including commercial airlines, airports, aviation authorities, and cargo.
2. Describe how management principles, deregulation, and its effect on operations and aviation safety and security.
3. Discuss the allocation of resources for maximum benefit to stakeholders in today's competitive airline industry.
4. Develop an understanding of international aviation business management and provide insight into current trends and issues in the aviation industry.





1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100%
2.	Blended		
3.	E-learning		
4.	Correspondence		
5.	Other		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	
3.	Tutorial	
4.	Others (specify)	
	Total	45





B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Students will be able to express to others a working knowledge of the air transportation industry.	1.1	Class lectures Class discussion	Quizzes, Homework, Assignment, Presentations and Exams.
1.2	Students will be able to recognize elementary principles used in overseeing the air transportation industry.	1.2 1.3	Class lectures Class discussion	Quizzes, Homework, Assignment, Presentations and Exams
2.0	Skills			
2.1	Demonstrate oral communication skills in reporting information regarding the air transportation industry.	S 2.1	Class discussion Presentation	Assignment, Oral Presentations
2.2	Students will be able to demonstrate written communication skills in presenting information regarding the air transportation industry	S 2.2	Class discussion Research Project	Research Paper
3.0	Values, autonomy, and responsibility			
3.1	Students can elaborate on contemporary issues that impact the air transportation industry.	1.4	Class lectures Class discussion	Examinations



C. Course Content

No	List of Topics	Contact Hours
1.	The Airline Industry: Trends, Challenges, and Strategies	3
2.	Aviation: An Overview	3
3.	Air Transportation: Regulators and Associations	3
4.	General Aviation	6
5.	The Airline Industry	6
6.	Economic Characteristics of the Industry	3
7.	Airline Management and Organization	6
8.	Forecasting Models	3
9.	Airline Passenger Marketing	3
10.	Air Cargo	3
11.	International Aviation	6
Total		45



D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	Week 4,10	10%
2.	Major Exam	Week 8	20%
3.	Homework	All weeks	5%
4.	Participation & attendance	All weeks	5%
5.	Term Research Paper	Week 14	15%
6.	Oral presentation	Week 15	5%
7.	Final Exam	16	40%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	J.G. Wensveen, Air Transportation: A Management Perspective, 8 th Edition (2015), Ashgate (ISBN 9781472436788)
Supportive References	N/A
Electronic Materials	N/A
Other Learning Materials	N/A

2. Required Facilities and equipment

Items	Resources
Facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms
Technology equipment (projector, smart board, software)	Projector or smart board
Other equipment (depending on the nature of the specialty)	None



F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Faculty	Direct Method Assessment KPI indicator
Effectiveness of student's assessment	Students	Indirect Method Survey
Quality of learning resources		
The extent to which CLOs have been achieved		
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)



G. Specification Approval Data

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	

