

## Tamkang University Academic Year 109, 2nd Semester Course Syllabus

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|---|---|------------|---|
| Course Title  | AIRLINE PLANNING AND MANAGEMENT                           | Instructor | CHEN CHUN YING  |
| Course Class  | TLTXB4P<br>DEPARTMENT OF TRANSPORTATION<br>MANAGEMENT, 4P | Details    | <ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul> |
| Relevance to SDGs   | SDG9 Industry, Innovation, and Infrastructure             |            |   |
| D e p a r t m e n t a l   A i m   o f   E d u c a t i o n   |   |            |   |
| <ul style="list-style-type: none"> <li>I. To obtain professional transportation knowledge.</li> <li>II. To familiarize with execution of transportation practices.</li> <li>III. To master oral expression and teamwork.</li> <li>IV. To capture basic skills of system analysis.</li> <li>V. To emphasize professional transportation ethics.</li> </ul> |   |            |   |
| Subject Departmental core competences   |   |            |   |
| <ul style="list-style-type: none"> <li>A. To obtain basic knowledge of transportation management.(ratio:50.00)</li> <li>B. To familiarize with practice-oriented professional skills.(ratio:50.00)</li> </ul>   |   |            |   |
| Subject Schoolwide essential virtues  |   |            |   |
| <ul style="list-style-type: none"> <li>1. A global perspective. (ratio:25.00)</li> <li>2. Information literacy. (ratio:25.00)</li> <li>5. Independent thinking. (ratio:25.00)</li> <li>7. A spirit of teamwork and dedication. (ratio:25.00)</li> </ul>   |   |            |   |

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| Course<br>Introduction | The course will address various air transportation planning and operation. The primary purpose is to help students understand the definition, process, and air transportation management. Let students understand the trends of air transportation planning and related knowledge via case studies. It will be the basis for future associated occupations. |
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

| No. | Teaching Objectives  | objective methods |
|-----|--|-------------------|
| 1   | Understanding of various planning methods and related consideration for air transportation | Cognitive         |

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment                                  |
|-----|------------------|-------------------|------------------|---|
| 1   | AB               | 1257              | Lecture          | Testing, Report(including oral and written) |

**Course Schedule**

| Week | Date                     | Course Contents                            | Note |
|------|--------------------------|--|------|
| 1    | 110/02/22 ~<br>110/02/28 | Course explanation, introduction 課程講解、緒論   |      |
| 2    | 110/03/01 ~<br>110/03/07 | Basic concepts of air transport 航空運輸基本概念介紹 |      |
| 3    | 110/03/08 ~<br>110/03/14 | Basic concepts of air transport 航空運輸基本概念介紹 |      |
| 4    | 110/03/15 ~<br>110/03/21 | Cabin crew scheduling 航空公司空勤人員排班規劃         |      |
| 5    | 110/03/22 ~<br>110/03/28 | Cabin crew scheduling 航空公司空勤人員排班規劃         |      |
| 6    | 110/03/29 ~<br>110/04/04 | Ground crew scheduling 航空公司地勤人員排班規劃        |      |

|                                  |  |   |  |
|----------------------------------|--|---|--|
| 7                                | 110/04/05 ~<br>110/04/11   | freedoms of the air 航空公司航線規劃-航權                     |  |
| 8                                | 110/04/12 ~<br>110/04/18   | Time slot 機場時間帶申請                                   |  |
| 9                                | 110/04/19 ~<br>110/04/25   | Air cargo planning - fare 航空貨運規劃-費率                 |  |
| 10                               | 110/04/26 ~<br>110/05/02   | Midterm Exam Week                                   |  |
| 11                               | 110/05/03 ~<br>110/05/09   | Air cargo planning - basic concepts 航空貨運規劃-概念<br>介紹 |  |
| 12                               | 110/05/10 ~<br>110/05/16   | Flight and fleet planning 航線與機隊規劃                   |  |
| 13                               | 110/05/17 ~<br>110/05/23   | Low cost carrier 低成本航空                              |  |
| 14                               | 110/05/24 ~<br>110/05/30   | Term paper  |  |
| 15                               | 110/05/31 ~<br>110/06/06   | Graduate Exam Week                                  |  |
| 16                               | 110/06/07 ~<br>110/06/13   | ---   |  |
| 17                               | 110/06/14 ~<br>110/06/20   | ---   |  |
| 18                               | 110/06/21 ~<br>110/06/27   | ---   |  |
| Requirement                      | The goal of this course is not English training. To convey the true content, Taiwan' s laws and regulations will still use Chinese.  |   |  |
| Teaching Facility                | Computer, Projector  |   |  |
| Textbooks and Teaching Materials | Self-edited teaching materials   |   |  |
| References                       | 張有恆·航空業經營與管理(3版)·華泰文化·2016。<br>李世雄·航空貨運理論與實務·揚智文化·2013。  |   |  |
| Number of Assignment(s)          | (Filled in by assignment instructor only)  |   |  |
| Grading Policy                   | ◆ Attendance : 10.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 40.0 %<br>◆ Final Exam : 40.0 %<br>◆ Other 〈課堂反應〉 : 10.0 %  |   |  |
| Note                             | This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .<br><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b> |   |  |