

**SOUTHERN ILLINOIS UNIVERSITY CARBONDALE**  
**COLLEGE OF APPLIED SCIENCES AND ARTS**  
OFFICE OF OFF-CAMPUS ACADEMIC PROGRAMS

**FACULTY:**

**Paula S. Croom**  
**Phone: 706-650-3198 (evening)**  
**803-952-4978 (day time)**  
**Email: [Sheletha@mac.com](mailto:Sheletha@mac.com) (evening)**  
**[Paula.croom@srs.gov](mailto:Paula.croom@srs.gov) (day time)**

**COURSE NUMBER AND TITLE:** AVM 401-3 Analysis of Issues in the  
Aviation Industry

**AVM MISSION STATEMENT:**

**PREREQUISITE TO:** AVM 450-3

**COURSE DESCRIPTION:**

The identification and study of current economic, regulatory, or operational issues impacting the aviation industry. The use of both written and oral reports to present a critical analysis of selected topics. May be independent study. Not for graduate credit. Prerequisite: 349 and Aviation Management major or consent of department.

**COURSE OUTCOMES:** **PERCENTAGES OF TOPICAL COVERAGE:**

**Outcome #1:** **10%**

**Cognitive Objective:** The student will find, select, and document a collection of written and electronic media resources that identify a current economic, regulatory, or operational issue impacting the aviation industry.

**Assessment:**

Faculty evaluation of and approval of the students proposed topic(s).  
Faculty evaluation of the student's reference list of resources in accordance with the *Publication Manual of the American Psychological Association*.

**Outcome #2:** **10%**

**Cognitive Objective:** The student will produce a summary that defines the faculty-approved topic(s), identifies the affected principals, and enumerates the key issues.

**Assessment:**

Faculty evaluation of the merits of the student's summary.

**Outcome #3:**

**35%**

**Cognitive Objective:** The student will write a 10 to 15 page report that is a critical analysis of the approved topic(s) and which conforms to the requirements of the *Publication Manual of the American Psychological Association*.

**Assessment:**

Faculty evaluation of the report's contents and the merits of the student's critical analysis of the topic(s).

Faculty evaluation of the report's compliance with the requirements of the *Publication Manual of the American Psychological Association*.

**Outcome #4:**

**10%**

**Cognitive Objective:** The student will produce a topical outline in preparation for an oral presentation on the faculty-approved topic(s).

**Assessment:**

Faculty evaluation of the completeness and logic of the student's topical outline.

**Outcome #5:**

**35%**

**Cognitive Objective:** The student will present a 10 to 15 minute oral report that is a critical analysis of the approved topic(s).

**Assessment:**

Faculty evaluation of the technical merits of the oral report.

Faculty evaluation of the merits of the student's critical analysis.

**REQUIRED TEXTBOOK:**

Aaron, J. E. *The Little, Brown compact handbook* (5<sup>th</sup> ed.). Reading, MA: Allen Bacon Longman, Inc.

American Psychological Association (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.

**BIBLIOGRAPHY:**

Adamski & Doyle (1995). *Introduction to the aviation regulatory process* (3rd ed.). Plymouth, MI: Hayden-McNeil Publishing.

Kaps, R. *Fiscal aspects of aviation management*. Carbondale, IL: 710 Bookstore.

King, F. (1985). *Aviation maintenance management*. Carbondale, IL: Southern Illinois University Press.

Mills, D. Q. (1994). *Labor management relations* (5th ed.). Blacklick, OH: McGraw Hill.

Wells & Chadbourne. (1994). *General aviation marketing & management*. Malabar, FL: Krieger Publications.

Wells, A. *Airport Planning & management* (3rd ed.). Blacklick, OH: McGraw Hill.

Wells, A. T. (1994). *Air transportation: A management perspective* (3rd ed.). Belmont, CA: Wadsworth Publishing Co.

**STUDENT ASSIGNMENTS:**

There are three assignments for this course:

1. The first assignment requires the student to select a faculty approved topic identifying the study of current economic, regulatory, or operational issues impacting the aviation industry. The assignment will be submitted in the form of a memorandum. This information should be presented in the following format:

- Proposal memorandum
- The memorandum should include the following sections:
  - An Effective Subject Line
  - Purpose – A statement of the problem
  - Summary
    - The background of the problem
    - Current status of the problem
    - The proposal with recommendations
  - Reference

This assignment must be formatted based on the APA guidelines. Please review the guide if there are any questions. The student will be graded on the formatting and content of the assignment.

DATE DUE: September 26th, 2009

GRADING 20 %

2. The second assignment requires the student to write a 10 to 12 page report that is a critical analysis of the student's approved topic. This report should be written in a collegiate voice, grammatically correct and per the APA guide. The report should have tables, figures, short and long quotes. The references should consist of resources found in the library. Limit the Internet reference to 5; there should at least be 6-7 other types of resources. The 10-12 pages do not include the title page, table of content, glossary and acronym, abstract or executive summary, references and appendix. Provide a reference for each of each resource. This assignment should be presented in the following format:

- A title page
- A table of content
- A glossary or sheet of terms or definitions
- A acronym sheet
- A abstract or an executive summary
- An introduction
- The discussion
- Summary
- Conclusion
- Reference
- Appendix

DATE DUE: October 24, 2009

GRADING 40 %

The third assignment requires the student to complete a computer generated (e.g. Power Point, apple works, etc.) presentation, based on the report completed in assignment 2. The student must provide a copy of the presentation slides the day of the presentation. The student will be graded for the following format:

### **Organization and Development**

- 1. In the introduction, the speaker tried to relate the topic to the audience's concerns.
- 2. In the introduction, the speaker explained the main points he or she wanted to make in the presentation.
- 3. In the introduction, the speaker explained the organization of the presentation.
- 4. Throughout the presentation, I found it easy to understand the organization of the presentation.
- 5. Throughout the presentation, the speaker used appropriate and sufficient evidence to clarify the subject.
- 6. In the conclusion, the speaker summarized the main points effectively.
- 7. In the conclusion, the speaker thanked the audience for their courtesy in listening.
- 8. In the conclusion, the speaker invited questions politely.
- 9. In the conclusion, the speaker answered questions effectively.
- 10. The speaker stayed within the stipulation time requirements.

### **Verbal and Physical Presence**

- 11. The speaker used interesting, clear language to get the points across.
- 12. The speaker used clear and distinct enunciation.
- 13. The speaker seemed relaxed and poised.
- 14. The speaker exhibited no distracting vocal mannerisms.
- 15. The speaker exhibited no distracting physical mannerisms.
- 16. The speaker made eye contact throughout the presentation.
- 17. The speaker seemed to be enthusiastic throughout the presentation.

### **Use of Graphics**

- 18. The speaker used presentation graphics effectively to reinforce and explain the main points.
- 19. The speaker used presentation graphics effectively to highlight the organization of the presentation.
- 20. The presentation graphics were easy to see.
- 21. The presentation graphics were easy to understand.
- 22. The presentation graphics looked correct and professional.
- 23. The speaker used appropriate kinds of content graphics such as tables and illustrations.

This assignment should be present in the following format:

- A copy of the computer generated presentation

Please report to class 1500 hours to set-up for the presentation.

DATE DUE: To be determined

GRADING 40 %

\* Subject the change.

**REQUIREMENTS:**

Course work must be completed per the schedule. Late papers will be accepted, however, the student will be penalized 5 points each day the paper is late. For example, if the student submits the paper by 6:01 on the due date, the paper will be penalized 5 points and each day until the paper is submitted.

Assignments	Points	Due Date
Assignment 1	20%	September 26, 2009 by 6:00 pm
Assignment 2	40%	October 24, 2009 by 6:00 pm
Assignment 3	40%	TBD

**GRADING**

Points	Grade
100 - 90	A
89- 80	B
79 - 70	C
69 - 60	D
59 below	F

The student is graded on the content of the paper, the completeness of the assignment and the formatting of paper, which is per the APA guide.

Submit papers using [www.Turnitin.com](http://www.Turnitin.com). Please use the following information:

Class Name	Enrollment Password	Class ID
AVM 401 – Summer 2009	AVM 401	2538107

**PLAGIARISM**

Plagiarism is the stealing and using (the ideas and writings of another) as one’s own. PLAGIARISM is not accepted, and plagiarizing results in an automatic failure for the assignment. For additional information, see the APA guide, review page 349 and Section 6.22.