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國立高雄科技大學
NATIONAL KAOHSIUNG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
授課大綱 Syllabus

部別：日間部博士

112學年度第2學期

列印日期：2024/03/01

中文課程名稱：航空客運管理專論 英文課程名稱：Special Topics on Air Travel Management 授課教師：呂錦隆
 開課班級：航管系博班一甲 學分：3.0 授課時數：3.0
 合班班級：航管所一甲, 航管所二甲, 航管系博班二甲, 航管系博班三甲 實習時數：0.0

1. 中文教學目標(Chinese Teaching objectives)

a. 了解航空管理相關知識 b. 增進表達與簡報能力

2. 英文教學目標(English Teaching objectives)

Gaining the advanced knowledge of air transportation management. Enhancing oral presentation skills.

3. 中文教學綱要(Chinese CourseDescription)

a. 航空運輸基本觀念 b. 旅運需求分析 c. 航空服務管理 d. 航空行銷管理 e. 航空與環境

4. 英文教學綱要(English CourseDescription)

Brief Introduction of Air Transportation - 3hrs Due to not every student enrolling in this class has already known the basic knowledge about air transportation, it is necessary to have a brief introduction to air transportation at the beginning of the class. The contents will include the characteristics of air transportation, the definitions of traffic rights, the contribution of air transportation to the human world, the progress of air transportation, and the international organizations of air transportation in the world. Travel Demand Analysis - 6hrs Travel demand analysis is the basic technique of analysis for airline management. In this chapter, several methods (techniques) related to demand analysis or forecast will be introduced such as the four-step travel demand analysis: trip generation, distribution, mode choice, and assignment, econometric models, and some qualitative research methods. Airline Service Management - 9hrs The airline industry is also a service industry; hence, knowing the fundamental knowledge of service management is crucial to airline management. This chapter will let students know the characteristics of service in airline management and how to manage the services in the airline industry. Airline Marketing Management - 9hrs In the management field, marketing plays a key role to lead business growth and making profits. This is the same as for airline management. However, due to strong competition in the airline industry, marketing strategies used by airlines are gradually different from other service industries or manufacturers. In this chapter, several emerging marketing trends in airline management will be reviewed. Aviation and Environment - 6hrs Even though air transportation contributes a lot to economics and increases interactions among countries and people, it is unavoidable that air transportation also brings some externalities to the world at the same time. The main two negative impacts on the environment from aviation are noise and pollution. This chapter will introduce those impacts and how to mitigate the negative effects. In addition, this course will assign some industry news about the progress of the airline industry and academic articles to students and have the students present the news and/or papers each week. Presentations and reading discussions will have at least 10 hrs. This course also has one mid-term test in the whole semester and it will use 3 hrs.

5. 中文核心能力

	核心能力名稱	核心能力百分比
1	空運知識	50%
2	外語能力	30%
3	資訊應用	10%

4 誠信務實 10%

6. 英文核心能力

核心能力名稱	核心能力百分比
1 Air Transportation Knowledge	50%
2 Language Proficiency	30%
3 Information Application	10%
4 Integrity Pragmatic	10%

7. 教科書

中文書名：自編教材 英文書名：Self-prepared teaching materials

中文作者： 英文作者：

2 中文出版社： 英文出版社：

出版日期：年 月 備註：

8. 參考書

中文書名：Airline Operations and Management: A Management Textbook 英文書名：NO

中文作者：Gerald N. Cook and Bruce Billig 英文作者：

1 中文出版社： 英文出版社：

出版日期：年 月 備註：

中文書名：Airline Marketing and Management 英文書名：

中文作者：Stephen Shaw 英文作者：

2 中文出版社： 英文出版社：

出版日期：年 月 備註：

中文書名：Introduction to Air Transport Economics. 英文書名：

中文作者：Bijan Vasigh and Ken Fleming 英文作者：

3 中文出版社： 英文出版社：

出版日期：年 月 備註：

9. 教學進度表

週次或項目 Week or Items	中文授課內容 Chinese Course Content	英文授課內容 English Course Content	分配節次 Assigned Classes	備註 Note
1	課程介紹	Course introduction	3	
2-4	全球航空運輸市場	Global Air Transport Market	9	w3: Open for observation and learning
5-7	需求分析方法	Demand Analysis	9	
8	航空與經濟的關聯	Air Transport and Economics	3	
9	期中考試	Mid-term Test	3	

10	航空與經濟的關聯	Air Transport and Economics	6	w10: Open for observation and learning
11-14	航空服務行銷管理	Speech from industry experts	12	
15-17	航空與環境	Air Transport and Environment	9	
18	期末專題報告	Term paper presentation	3	

10. 中文成績評定(Chinese Evaluation method)

a. 參與 30% b. 報告與討論 30% c. 測驗 30% d. 作業 10%

11. 英文成績評定(English Evaluation method)

a. Participation - 30% b. Term paper report - 30% c. Test - 30% d. Homework - 10%

12. 中文課堂要求(Chinese Classroom requirements)

a. 準時 b. 參與

13. 英文課堂要求(English Classroom requirements)

a. Be on-time. b. Engagement.

14. 本課程與SDGs相關項目(This course is relevant to these of SDGs as following)

「遵守智慧財產權」；「不得非法影印」！