

授業科目 (ナンバリング)	Aviation Industry (CD304) (実践的教育科目)			担当教員	釘田 明子 (実務経験のある教員)		
展開方法	講義	単位数	2 単位	開講年次・時期	3 年・前期	必修・選択	選択
授業のねらい							アクティブ・ラーニングの類型
In this course, students will study the global aviation industry. Throughout the course, students will develop a basic knowledge of aviation history and its evolution until today including within Japan. Discussions and dialogues are part of the learning process for this course of 4 topics.							①⑤⑥
ホスピタリティを構成する能力	学生の授業における到達目標				評価手段・方法	評価比率	
専門力	Students will be able to develop a broad knowledge of the global aviation industry through lectures, reading, assignments and discussion on the subject topics.				Assignments Presentations Reports (written and oral)	10% 10% 30%	
情報収集、分析力	Students will be able to develop skills to differentiate and analyze the aviation industry through lectures and assignments.				Assignments Presentations	10% 10%	
コミュニケーション力	Students will be able to experience presentation skills by presenting acquired knowledge through individual presentations.				Presentations Discussions	10%	
協働・課題解決力	Students will be able to develop the knowledge of the aviation industry through individual topics that require solutions or offer resolutions.				Presentations Discussions	10%	
多様性理解力	Students will learn to view the world from a global perspective.				Discussions	10%	
出 席					受験要件		
合 計					100%		
評価基準及び評価手段・方法の補足説明							
<p>During the term, students will complete assignments on related topics of the Aviation Industry. These assignments will demonstrate students' comprehension of the required reading materials or other information. Students are expected to participate actively in group discussions to express their acquired knowledge to evaluate their understanding of the subject material and to properly present through communication skills. Short comments will be made as the feedback after discussions or presentations. Criteria of evaluations are: attendance in 10 or more classes, active participation in group discussions (20%), presentations (30%), assignments (20%) and the final written report (30%), which will take place of the final exam.</p>							
授業の概要							
<p>All classes will be conducted in English. The course Aviation Industry covers a general summary of how the aviation, in particular commercial aviation industry, has developed and is operated today from a global point of view at an introductory level.</p> <p>The industry rapidly changes and constant innovations are being implemented today in the world. The instructor's background compliments these facts from her major airline experiences as a Northwest Airlines and Delta Air Lines US Headquarter management role in both inflight and sales & marketing for over 20 years. With collected knowledge from those experiences as well as a global business advisor which she currently serves, the instructor shows how the commercial aviation industry business involves the world including how Japanese aviation industry fits in. Thus, students learn from materials including up-to-date important topics and information or current issues that surrounds the aviation industry through YouTube or other media news sources along with lineal academic knowledge.</p> <p>Students will learn about the subject of Aviation Industry from a global perspective and how Japan is positioned. Students are expected to read materials, complete assignments and prepare to actively participate in discussions to demonstrate their acquired knowledge from the previous classes.</p> <p>この授業の標準的な1コマあたりの授業外学修時間は、180分とする。</p>							

教科書・参考書

教科書: The textbook will be provided for purchase at the first class .

参考書: Additional materials will be provided for each unit accordingly.

指定図書: The Southwest Airlines Way, McGraw-Hill Education, The Economics of Airline, Agenda Publishing

授業外における学修及び学生に期待すること

Due to the nature of the course, reading materials are often updated fitting to the world movement. Discussions and presentations on the subject topics are part of this class and active involvement is highly expected. Thus, students are encouraged to present questions upon completing assignments, reading on subjects and acquire subject information.

回	テーマ	授業の内容	予習・復習
1	Orientation	Introduce the course with syllabus	Read Syllabus Preview Topic 1
2	Topic 1: History of Aviation Industry(1)	Lecture: Brief History of Aviation (from birth to development into commercial practice early 20th century)	Review Topic 1 Preview Topic 1 (2)
3	Topic 1: History of Aviation Industry(2)	Lecture: Commercial Aviation and its "Firsts" to "Deregulation" to "Global Alliance"	Review Topic 1 (1) Assignment for Topic 1 (3)
4	Topic 1: History of Aviation Industry (3)	Lecture: Today's Aviation against "COVID-19"	Review Topic 1 (2) Preview Airline Glossary
5	Topic 2: Airline Glossary (1)	Lecture & Discussion: Airline Terminology (universal standard of terminology and standard codes)	Review Topic 1 (1)-(3) Preview Topic 2 (2)
6	Topic 2: Global Alliance (2)	Lecture: Forming of Global Alliance (foundation of the present world commercial aviation)	Review Topic 2 (1) Preview Topic 2 (3)
7	Topic 2: Global Alliance and Economics (3)	Lecture: Global Alliance and Airline Economics	Review Topic 2 (2) Assignment for Topic 2 (4)
8	Topic 2: Global Alliance (4)	Presentation: Global Alliance and Future (group discussions and brief presentation on the subject)	Review Topic 2 (3) Preview Topic 3 (1)
9	Topic 3: Japan Aviation (1)	Lecture: History of Aviation in Japan (history of massive tourism in Japan)	Review Topic 2 (3) Preview Topic 3 (2)
10	Topic 3: Japan Aviation FSC (2)	Lecture: Full Service Carriers and Network	Review Topic 3 (2) Assignment for Topic 3 (3)
11	Topic 3: Japan Aviation (3)	Presentation & Discussion: Japan Aviation Marketing and Network (group discussions and brief presentation on the subject)	Review Topic 3 (2) Preview Topic 4 (1)
12	Topic 4: LCC and the World (1)	Lecture: Birth of LCC and Its Affect Worldwide	Review Topic 3 (3) Preview Topic 4 (2)
13	Topic 4: Japan Aviation LCC (2)	Lecture and Discussion: LCC and Japan Aviation	Review Topic 4 (1) Preview for Airline and World Tourism (1)
14	Airline Industry and World Tourism (1)	Lecture: Aviation Influence in World Tourism	Review Topic (4) Preview Airline Industry and Future (2)
15	Mechanism of Airline Industry Today and the Future (2)	Presentation: Aviation in the future	Discussion and final summary of the course