



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN
EN ESTUDIOS NORTEAMERICANOS
"BENJAMIN FRANKLIN"

Course	The Economics of International Air Commerce
Program, semester, year	International Studies Program, Spring 2025
Credits ECTS	3 USA
Instructor's full name and email	Kenneth William Godwin. University of Dubuque
Block dates (days and time)	Monday-Thursday, 9am-12pm
Classroom	TBA
Class hours	
Office Hours	
Requirements	
Language of instruction	English
Type of teaching	In person

INTRODUCTION

This course will focus on the economics of international air commerce along with looks at the shipping and trucking industries and how they all contribute to the economy by working together. The emphasis will be on air commerce. Students will gain an understanding of the importance of international commerce and how the airlines, shipping companies, and trucking companies work together to move products to where customers need them. This course will foster communication and interpersonal skills, teamwork and collaboration, and leadership/management.

Students will learn how international commerce affects the economy and its importance to national and local governments. This course will make it clear to students why supply-chain difficulties were experienced around the world during the covid-19 pandemic and how the airline industry did what it could to help alleviate those difficulties. This course will examine air cargo alliances, market characteristics, flight and ground operations, distribution and marketing, pricing and revenues and more.

The manner in which air cargo works with other modes of transportation continues to be an important part of international commerce. Those working in any sort of business selling goods and services will be impacted by this throughout their careers now and increasingly so in the future as global consumer demand continues to grow. As consumer demand increases, more products will need to move across the globe to satisfy that demand. This course will be beneficial for all students looking for careers in all goods and services industries. This course will prepare students to know what to expect and how to further their respective industries through international commerce.

COMPETENCES

General Competences (GC):

GC1: This course will teach students problem solving skills.

GC2: This course will teach students decision-making skills.

Specific Competences (CE):

SC1: Students will learn how to analyze problems by gathering, reviewing and organizing all relevant information. Students will then understand how to come to appropriate solutions to those problems.

SC2: Students will learn to use sound judgment to make good decisions based on information gathered and analyzed. After analysis, students will learn to gather all pertinent facts and alternatives before deciding on the most appropriate action for the situation.

METHODOLOGY

Students will be taught through instructor-led lectures and discussions based on the textbook to gain theoretical knowledge of the subject. Students will also use case studies for developing critical thinking, problem-solving, and analytical skills and how to apply the theoretical knowledge.

PREPARATION FOR CLASS

- *Students will need to read all assigned cases, articles, and book chapters related to the topic before coming to class. While in class, students should show preparation of the readings by asking relevant questions, participating in the conversation, and making comments related to the topic.*
- *Student should think about questions and relations of the texts with other previous knowledge. Students will take time during each class period to discuss these questions in a small group before bringing them to the whole class.*
- *Students should take notes during class presentation and discussions. Notes will be allowed for any quizzes unless otherwise stated.*

EVALUATION

The evaluation of this course is as follows:

PARTICIPATION	5 %
ACTIVITIES AND FIELD TRIPS	5 %
TASKS AND ASSIGNMENTS	20 %
ONLINE ACTIVITIES if any	5 %
MIDTERM EXAMS	10 %
FINAL EXAMS	15 %
QUIZZES	20 %
RESEARCH PAPER	10 %

ORAL PRESENTATION

10 %

Plagiarism:

Plagiarism is a violation of academic norms and as such it can result in a failed course. In extreme cases it can include the expulsion from the program. In order to avoid this, it is recommended to remind students of how to cite and rephrase the works of authors when writing papers.

ATTENDANCE (Instituto Franklin-UAH Policy)

Attendance is mandatory. Students are not permitted to miss any classes of the program without proper justification (i.e. emergencies, health problems, in this case students have to show a medical note). The following types of excuses are not justified: family visits, illnesses without a medical note, personal trips, etc. Each unjustified absence will result in a grade deduction of 10 points in the final grade of the class (example: from A to B). Students will not be allowed, in the classroom or fieldtrips, to arrive 10 minutes late or more. If a student has continual delays, he/she will be penalized with an absence and the instructor may not allow them into class or the visit.

STUDENTS WITH SPECIAL NEEDS (Instituto Franklin-UAH Policy)

Students with special needs should contact Antonio Fernández: antonio.fernandezm@uah.es
Instituto Franklin-UAH can accommodate these students who show through a medical note or a note from their academic advisor that require help in order to fulfill the program.

USE OF TECHNOLOGY IN CLASS

The use of technology is essential today in education, but if is used inappropriately it can be harmful for students. It is necessary that students ask for permission from the teacher in order to use any technological devices. Faculty should make clear to students in what instances technology can be used.

BIBLIOGRAPHY

Moving Boxes by Air: The Economics of International Air Cargo by Peter S. Morrell (2011).

INSTRUCTOR

