

Course Profile

Department of Management / International Logistics Management Program

Course Number: MAN476	Course Title: Aviation Management and Logistics		
Required / Elective: Elective	Pre / Co-requisites: -		
Catalog Description: The economics of operating airlines and airports and the implications of competitive strategies for the development of hubs and networks. Airline strategies, marketing, the formation and management of alliances, revenue management, travel sales and distribution. Airport planning, externalities of airports, pricing airport use, investment decisions, and the role of the private sector in airport development and operation.	Textbook / Required Material: Air Transportation: A Management Perspective, John G. Wensveen, Publisher: Ashgate; 6 edition (November 6, 2007), ISBN-10: 0754671712, ISBN-13: 978-0754671718.		
Course Structure / Schedule: (3+0+0) 3 / 6 ECTS			
Extended Description: Airline topics include airline strategies, marketing, the formation and management of alliances, yield/revenue management, travel sales and distribution. The growth in air traffic in the region is placing strains on airport capacity and the course covers forecasting, airport planning, externalities of airports, pricing airport use, investment decisions, and the role of the private sector in airport development and operation. The course involves individual work.			
Design content: None	Computer usage: -		
<p>Course Outcomes:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Cover functions related to aviation. 2. Manage the operation of organisations in the aviation industry, the role and practices of the various business functions within those organisations, and their external environment. 3. Examine problems and present solutions for strategic problems in the airline and logistics industries. 4. Have legal knowledge on basic subjects related to air transportation and management. 5. Manage current and emerging business issues affecting the aviation industry. 			
<p>Recommended reading:</p> <p>-General Aviation Marketing and Management: Operating, Marketing, and Managing an FBO, C. Daniel Prather, Publisher: Krieger Publishing Company; 3 edition (March 4, 2009), , ISBN-10: 1575243016, ISBN-13: 978-15752430.</p>			
Teaching methods: Lectures, midterm and a final exam.			
<p>Assessment methods:</p> <p>Midterm: 40%</p> <p>Final exam: 60%</p>			
Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	4	56

Lectures	14	3	42
Midterm	1	22	22
Final Examination	1	30	30
TOTAL: 150 hours / 25 = 6 ECTS			
Prepared by: Staff		Revision Date: 21.06.2012	