AIRLINE BUSINESS MODELS AND STRATEGIC MANAGEMENT

Course Intent

To provide students with an opportunity to develop their critical reasoning and analytical skills, to enhance their ability to work effectively within a group and make effective executive level presentations within an airline business gaming environment.

Course Format

42 hours of instruction
6 days, each with two 3.5 hour units
6 modules in total

Teaching Level

- This course is a course in master's degree.
- Students will have basic knowledge of core business concepts in strategic management, competition in aviation industry, ancillary revenues, but with some review to be provided, where necessary.
- Students should have a basic knowledge of the aviation industry and must have a work experience with an airline company.

The course will be lecture based.

Course Syllabus/Curriculum

- Overview of strategic management tools
- Undertaking a complex airline business simulation game in an intensive gaming period
- Competitor analysis
- Understanding group dynamics for effective group working
- Effective executive level communication

Course Assessment

In class - Group Presentations: Overall 50%

- Group Presentations from ARCS and Zodiac Air: Overall 25%
- Group Presentation from airline strategic management exercise (F. O'Connell): Overall 25%

Individual Exam

- 2 hour exam with multiple choice and short answer questions combining material from both parts of the module: Overall 50%

Each component of a student's grade in this course will be assigned as a percentage grade (ranging from 0% to 100%). The final grade for the course will be calculated by multiplying each grade by the weight in the grading system described above.
Course letter grades will be assigned using the plus/minus system. As a guideline, students should target at least a performance level of 90 percent to earn an A- or above, 80 percent to earn a B- or above, and 70 percent to earn a C. The assignment of plus/minus within these general grade categories will be determined based on breaks in the overall distribution of grades and the instructor's discretion.

**Course Readings**

Course readings for Module 01 & Module 02 can be seen below:


Course readings for Module 03 & Module 04 can be seen below:


Course readings for Module 05 can be seen below: