

## **LOGISTIC MANAGEMENT IN AIR TRANSPORT**

### **Course Description**

An airline's ultimate success in creating value depends on how efficiently and effectively it executes its strategic goals. This requires a detailed understanding of the processes used to produce and deliver goods and/or services to passengers as well as upstream and downstream in the supply chain. Logistics & Supply Chain Management therefore involves the coordination of multiple value-creating processes that are typically fragmented and dispersed across organizational and geographic boundaries. This fragmentation creates opportunities (e.g. lower costs) but also challenges (e.g. longer lead times). Firms therefore need to find a way to exploit the benefits provided by fragmented supply chains, while making sure that the challenges are managed effectively.

This course will provide students with the managerial tools needed to understand and articulate the impact of an organization's business processes, and the ability to analyze and continuously improve these business processes. The material taught will expose students to the challenges involved in managing the logistics and supply chains as well as understand the complexity of inter-firm and intra-firm coordination. The goal of the course is to develop a framework to address a variety of logistical and supply chain management challenges.

### **Course Material**

The textbook listed below, Matching Supply with Demand, contains a significant proportion of the conceptual and illustrative material from which lecture material will be drawn. Text material, class presentation slides and notes and other materials will be posted on the course website or handed out in class. The text is recommended, not compulsory.

Cachon, Gerard and Christian Terwiesch (2013), Matching Supply with Demand: An Introduction to Operations Management, 3rd edition McGraw Hill-Irwin [ISBN 978-0-07-352516-7]

### **Course Assessment**

There will be a 3-hour exam within one month of completing the course. Students will also be asked to complete a significant case analysis that will count towards the students' final grade 35 percent. Class participation will form 15 percent of the final grade. Final exam will form the balance of the student's final grade of 40 percent. There will also be an in class presentation investigating strategic trade-offs (in the same groups) consisting of 10 percent.