

Airline Management

Course Agenda

Day 1

Module 1: Introduction, History, Evolution and Regulation

0900 – 0945	Registration & introduction by students and lecturer
0945 – 1015	Course Overview & Group Formation
1015 – 1030	Break
1030 – 1130	Deregulation History and the growth of commercial aviation
1130 – 1215	Aviation's role the socioeconomic development of emerging Asia
1215 – 1315	Lunch Break
1315 – 1400	Will aviation grow in Asia? Why?
1400 – 1500	Group Activity: Impact of aviation liberalization in any emerging Asian economy
1500 – 1515	Break

Module 2: Aviation Industry Overview and Stakeholders

1515 – 1600	Industry Value Chain and the importance of Innovation
1600 – 1645	Discussion about the key stakeholders in the industry
1645 – 1700	Group Discussion Time

Day 2

Module 3: Aircraft (Manufacturing) and Airports

0900 – 1000	Aircraft manufacturers: Evolution from WW II, design to production, order lead times
1000 – 1030	Airport design and operations
1030 – 1045	Break
1045 – 1115	Airport infrastructure constraints: their constraints and methods to alleviate
1115 – 1215	Group Project: SWOT assessment of key airports in Asia
1215 – 1315	Lunch Break

Module 4: Airline Strategy

1315 – 1415	Airline Business Models & Business Strategies in Asia Pacific
1415 – 1515	Full-Service Carriers (FSCs) and Low-Cost Carriers (LCCs); breakdown of the business model and the differences and the impact of one on the other
1515 – 1530	Break
1530 – 1615	Group Project: Discuss our local market and what strategies make the most sense
1615 – 1700	Group Discussion Time

Professional Education and Training

Embry-Riddle Aeronautical University – Asia

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Day 3

Module 5: Airline Finance and Statistics

0900 – 0930	Airline Economics & Cost components of airlines
0930 – 1000	Methods of reporting airline costs (DOC, IDC, VAR, FIXED)
1000 – 1015	Break
1015 – 1045	Understanding Operating Statistics (ASK, ATK, RPK, RTK, RASK, CASK, BESFF)
1045 – 1130	Group Project: Review the operating performance of an airline using its Annual Report

Module 6: Network, Fleet and Schedule Planning

1130 – 1230	Network (Hub & Spoke H&S vs Point-to-Point P2P) Planning
1230 – 1330	Lunch Break
1330 – 1400	Fleet Planning and Resources
1400 – 1430	Aircraft Acquisition: Buy vs Lease
1430 – 1500	Route Planning: The Geographic impact on airlines and the role of Asia in the Global Network
1500 – 1515	Break
1515 – 1615	Group Discussion: Compare the strengths and weaknesses of the H&S and P2P networks using select Asian airlines to support the group's views
1615 – 1700	Group Discussion Time

Day 4

Module 6: Revenue Management & Pricing

0900 – 1000	Airline Economics: Demand, demand elasticity and booking curves
1000 – 1045	Pricing, fare types and the differences in the business models
1045 – 1100	Break
1100 – 1130	To Bundle or Not to Bundle
1130 – 1230	Group Exercise: Evaluate a FSC vs. LCC in Asia and their pricing structure
1230 – 1330	Lunch Break
1330 – 1400	Role of IT: CRSs, GDSs, ET, on-line distributions channels, impact on alliances (code shares) on distribution
1400 – 1430	Distribution and E-Commerce in Asia (Online, Agency, or Direct)
1430 – 1515	Group Exercise: Evaluate Pricing via Channel
1515 – 1530	Break
1530 – 1615	Introduction to Revenue Management and different theories in Asia vs. Western Markets
1615 – 1700	Group Discussion Time

Day 5

Module 7: Airline Marketing

0900 – 0930	Airline Marketing and Promotion
0930 – 1015	Group Project: Research examples of Airline Marketing and Social Media Tactics
1015 – 1030	Break

Module 8: Future Outlook on Employment in the Aviation Field

1030 – 1100	Airline Organization Structure
1100 – 1130	Types of roles in the aviation field
1130 – 1200	Career Planning and Outlook on Future Employment
1200 – 1300	Lunch Break
1300 – 1400	Group Discussion Time

Module 9: Summary and Recap

1400 – 1545	Group Presentations
1545 – 1600	Break
1600 – 1630	Summarization of the course
1630 – 1700	Student feedback and course evaluation