

## International Aviation Management

### Course Agenda

#### Day 1

##### **Module 1: History and Socioeconomic Impact of Aviation on Countries**

0900 – 0945	Registration & introduction by students and lecturer.
0945 – 1015	Course Overview & Group Formation
1015 – 1030	Break
1030 – 1100	History & socioeconomic impact of aviation – past & future
1100 – 1130	Aviation's role the socioeconomic development of emerging Asia
1130 – 1200	Chicago Convention and Freedoms of the Sky
1200 – 1230	Warsaw, Montreal and Hague Conventions, Conditions of Carriage, Future in Asia
1230 – 1330	Lunch Break
1330 – 1430	Group Activity: Impact of aviation liberalization in any emerging Asian economy

##### **Module 2: Aviation Industry Overview and Stakeholders**

1430 – 1500	Industry Value Chain and the importance of Innovation
1500 – 1545	Discussion about the key stakeholders in the industry
1545 – 1600	Break
1600 – 1630	The role of OEMs in the industry and the impact on Asian airlines' fleet planning strategy
1630 – 1700	Group Discussion Time

## **Day 2**

### **Module 3: Airports, ATC, Safety and Security**

0900 – 0930	Introduction to Air Traffic Management
0930 – 1000	Lessons from the US and Europe
1000 – 1030	Air Traffic Management in Asia
1030 – 1045	Break
1045 – 1100	Group Discussion: How are Asian ATCs going to cope as the volume of aircraft traffic rises with Asia's economic emergence
1100 – 1130	Future of Air Traffic Control
1130 – 1200	Airport Design
1200 – 1230	Airport Management
1230 – 1330	Lunch Break
1330 – 1430	Group Discussion: Explain how Singapore's Changi Airport is able to remain congestion free unlike other major airports in the world, addressing the airport's business philosophy and the national agenda that supports it
1430 – 1530	Airline Safety
1530 – 1545	Break
1545 – 1615	Airline and Airport Security
1615 – 1700	Group Discussion Time

## **Day 3**

### **Module 4: Global Cargo**

0900 – 1000	Air Cargo and its role in a globalized world
1000 – 1045	Integrated Logistics and the future roles of drones in Air Cargo
1045 – 1100	Break

### **Module 5: Airline Finance and Statistics**

1100 – 1130	Airline Economics
1130 – 1200	Cost components of airlines
1200 – 1230	Methods of reporting airline costs (DOC, IDC, VAR, FIXED)
1230 – 1330	Lunch Break
1330 – 1400	Understanding Operating Statistics (ASK, ATK, RPK, RTK, RASK, CASK, BESFF)
1400 – 1500	Group Project: Review the operating performance of an airline using its Annual Report
1500 – 1515	Break

### **Module 6: Network Strategy and Airline Management**

1515 – 1600	Airline Business Models & Business Strategies in Asia Pacific
1600 – 1630	Route Planning: The Geographic impact on airlines and the role of Asia in the Global Network
1630 – 1700	Group Discussion Time

Professional Education and Training

Embry-Riddle Aeronautical University – Asia

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## **Day 4**

0900 – 1015 Group Project: Review the cost structure of an Asian Full-Service Carrier and an Asian Low-Cost Carrier and comment on the operating models of the two business models

### **Module 7: Distribution Planning & Pricing**

1015 – 1030 Break  
1030 – 1100 Introduction to Airline Distribution  
1100 – 1130 Role of IT: CRSs, GDSs, ET, on-line distributions channels, impact on alliances (code shares) on distribution  
1130 – 1230 Airline Marketing and Promotion  
1230 – 1330 Lunch Break  
1330 – 1415 Group Project: Research examples of Airline Marketing and Social Media Tactics  
1415 – 1500 Airline Pricing  
1500 – 1530 Revenue Management Introduction  
1530 – 1545 Break  
1545 – 1700 Group Discussion Time

## **Day 5**

### **Module 8: Sustainable Aviation and the Future Challenges for Aviation**

0900 – 0930 Sustainable Aviation – Ground congestion, noise/air pollution  
0930 – 1015 Group Discussion: What are Asian governments and airlines doing to protect the environment for future generations from a polluted atmosphere  
1015 – 1030 Break  
1030 – 1130 The challenges ahead for both airlines, their business models, and governments in Asia

### **Module 9: Future Outlook on Employment in the Aviation Field**

1130 – 1200 Types of roles in the aviation field and organisation structure  
1200 – 1230 Career Planning and Outlook on Future Employment  
1230 – 1430 Lunch Break

### **Module 10: Summary and Recap**

1430 – 1600 Group Presentations  
1600 – 1630 Summarization of the course  
1630 – 1700 Student feedback and course evaluation