

GENERAL AND SPECIFIC GOALS OF THE COURSE

The main goal of the course is to provide specific knowledge of airline management decision processes with a focus on profit objectives in competitive environments. Besides economic issues and their relationship to chosen airline business model this course enables students to recognize specific economic models of demand, pricing, costs, and supply for airline markets and networks. It is especially important to adopt industry practice and emerging methods for fleet planning, route planning, network design, scheduling, pricing and revenue management. Air travel demand continues to outpace economic growth and in that context airline future market positioning should take into account technological changes, innovativeness and e-commerce trends.

General course goals	Specific course goals
Students will gain knowledge in airline management and economics	Capability to recognize, understand and value: airline traffic and financial structure, importance of productivity, planning, quality performance, commercial cooperation modes, marketing and strategic factors including organizational human resources and education importance, airline route profitability modelling, financial management and forecasting metrics.
Students will develop skills in critical and analytical thinking	Group and individual presentation sessions including discussions would contribute student skills improvement.

If AOL measurements will be taking place during this course, students will be introduced with the measuring rubrics and the results of the measurement afterwards. All the rubrics will be available on the course Blackboard.