

EAS417 Air Transport Management

Level: 4

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

This course introduces students to all issues relating to air transport through the usage of managerial, financial and analytical issues. It is delivered by academic staff of Cranfield University.

Topics:

- Air Transport Fundamentals
- Management Fundamentals
- Airline Economics and Finance
- Airline Operations
- Airline Marketing

Learning Outcome:

- Discuss the air transport fundamentals required in the management of air transport operations.
- Explain the usage of management fundamentals in air transport planning case studies.
- Use the principles of airline economics and finance as well as software packages in case studies on planning airline flight routes and aircraft deployment.
- Explain the principles of airline operations in the case study design of a fictitious proposed airline flight route given user specifications/needs/demands.
- Use the concepts of airline marketing in the solution of case studies on given fictitious airline flight routes.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	QUIZ 1	15
	QUIZ 2	15
Overall Examinable Components	Written Exam	70
Total		100

*The information listed is subject to review and change.

