

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

Textbooks:

: Air Transportation: A Management Perspective (eTextbook) Eighth Edition Routledge. (Taylor & Francis)

ISBN-13: 9781472436801-AA

: Air Transportation: A Management Perspective (eTextbook) Eighth Edition Routledge. (Taylor & Francis)

ISBN-13: 9781472436801

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:

Continuous Assessment Component	Weightage (%)
QUIZ	15
QUIZ	15
Sub-Total	30

Examinable Component	Weightage (%)
Written Exam	70
Sub-Total	70

Weightage Total **100**