

# LOG355 Air Freight Management

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

The air freight sector forms a key component of the global supply chain. It involves various stakeholders such as cargo owners, air logistics operators, airlines, airports, government agencies and industry associations. Air freight facilitates the movement of time-sensitive, high-value goods. Students will gain an understanding of the dynamic nature of the air freight business covering current trends, market characteristics, alliances, operations, pricing and revenues, forecasting, environmental impacts and regulation.

## **Topics:**

- Developments in the Air Freight Industry
- Characteristics of the Air Freight Market
- Concept of Supply in the Air Freight Business
- Air Freight Alliances, Mergers and Acquisitions
- Cargo Aircraft and Flight Operations
- Airport and Ground Operations
- Pricing for Air Cargo Services and Operations
- Costs and Profitability for Air Cargo Airlines
- Forecasting in the Air Freight Industry
- Air Freight Sector and the Environment
- Time-Sensitive Cargo Delivery Management
- Air Cargo Licensing and International Trade Legislation Compliance

## **Textbooks:**

Wensveen, J.G.: Air Transportation: A Management Perspective 8 Ashgate  
ISBN-13: 9781472436818

Wensveen, J.G.: Air Transportation: A Management Perspective 8 Ashgate  
ISBN-13: 9781472436818-AA

**Learning Outcome:**

- Show the importance of air freight transport in global supply chains.
- Criticise the forecasting techniques in the air freight industry and environmental impact of the air freight sector.
- Discuss the issues related to time-sensitive cargo delivery management, licensing and compliance.
- Demonstrate the concept of supply in air freight business and impact of alliances, mergers and acquisitions.
- Examine the innovations that enable efficiencies in air freight operations.
- Appraise the pricing solutions for air cargo services and financial performance of cargo airlines.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
GROUP BASED ASSIGNMENT	20
PARTICIPATION	6
TUTOR-MARKED ASSIGNMENT	18
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**