

## Airline Management Course Overview

The course is meant to give post Standard 12 students an insight into airline management.

### Learning Objectives

- Upon completion of this course the participants will:
- Understand the history and evolution of commercial aviation; opportunities in Asia
- Understand the regulatory boundaries and why they exist
- Understand transition from commercial regulation to deregulation
- Understand current and future civil aircraft manufacturers' contribution to aviation
- Understand Airports & ATC – Design (ICAO standards & requirements), slots, gates,
- Understand the different airline business models; FSC and LCC
- Understand managerial planning, organizing, staffing, directing, and controlling in an airline
- Understand the typical organizational structure of a FSC and LCC, and the roles and responsibilities of the key functional areas like Flt Ops, Engineering, Planning, Commercial, etc.
- Understand demand forecasting and the relationship between demand and price
- Understand the principles of network, fleet, schedule planning and funding aircraft
- Understand marketing and distribution strategies.
- Understand the Permits and Licenses required to commence operations

### Course Contents

- History of US civil aviation and its impact and influence in Asia (in safety, security and commercial areas)
- Huge opportunities for Aviation explained using the relationship between growing GDP/capita and trips/capita in emerging markets
- Role of FAA, NTSB, TSA, ICAO, IATA, EASA and local Aviation Authorities in regulating safety and security in civil aviation
- The impact of the US Deregulation Action of 1978 and how it shaped civil aviation in Asia
- Role of Boeing, Airbus, GE, P&W, RR, Safran in the continued evolution of civil aviation in a sustainable manner. Civil aircraft manufacturing in China and Japan.
- Standardization of aeronautical systems and procedures in airports and airways under ICAO guidance
- The essential difference between the FSC and LCC models, what are the commonalities and the differences, and the future for both models in Asia
- The key functional areas in an airline, their organization and their accountabilities
- Management principles as applied in airlines
- What is demand forecasting and what is its purpose

- Relationship between price, demand, the elasticity of demand, inventory and revenue management
- Basics of network, fleet and schedule planning in a startup airline. The pros and cons of Hub & Spoke and Point-to-Point networks and their application in Asia
- The 4 'Ps' and 'Cs' of marketing, branding, types and medium of advertising, distribution and channel strategy in Asia
- Steps in preparing to start an airline, the business case, application for an AOC and AOP and the steps following receipt of the two permits.

## Method

- Face-to-Face instructions in classroom
- Supported by collaborative group work and simple case studies
- Evaluation by examination

## General Information

Duration: 144 hours

Venue: Local

Participants: Maximum 30

Prerequisites (Students):

- Minimum educational level of participants: Standard 12 pass
- Conversant with MS Office (10 at least)
- Interest in aviation

Prerequisites (Facilities):

- Air-conditioned classroom to seat at least 30 participants
- Laptop with internet connection via cable broadband
- Ceiling suspended overhead projector and screen
- Two white boards, one on either side of screen
- Administrative support for maintenance of classroom, attendance sheets, handout preparation, white board markers, etc.