Course Title	**Introduction to Airline Management**				
Course Code	AVM113				
Course Type	Major elective				
Level	Bachelor (1st cycle)				
Year / Semester	1st Year / 2nd Semester				
Instructor's name	TBA				
ECTS	5	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The purpose of the course is to provide the student with sufficient knowledge about the airline industry to better understand it from a management perspective with a focus on the opportunities, risks and challenges facing this vital industry. Students will learn to use the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. This course also examines airline emerging business models for fleet planning, route network design, scheduling, pricing and revenue management.				
Learning Outcomes	Upon successful completion of this course students should be able to: • Explain concepts of supply and demand for air transportation • Understand the mechanics of airline financial and operational issues • Recognize what drives airline cost and revenue • Examine how company revenues and profitability depend on the network and fleet plan • Evaluate the performance of different route structures • Create a schedule that effectively utilizes aircraft resources • Review passenger traffic demand, flight schedule data and optimization tools • Defend and discuss the strategic and tactical choices made by airlines performance indicators.				
Prerequisites	None	Co-requisites	None		

<table>
<tr><td>Course Content</td><td>The material included in this course cover the following subjects:
Supply and demand for air transportation: factors driving air transport growth; air cargo; demand forecasting
Airline Economics Review: demand and market share models; differential pricing and revenues.
Operating costs and productivity: components of airline operating costs; measures of aircraft and labor productivity.
Airline schedule development: network supply definitions and concepts; timetable development issues and constraints.
Passenger choice models: decision window market share model; consumer choice of path/fare options.
Route planning and network strategies: route evaluation in hub networks; route profitability estimation issues.
Revenue management: concept and models; seat inventory control process</td></tr>
<tr><td>Teaching Methodology</td><td>Face-to-face</td></tr>
<tr><td>Bibliography</td><td>Peter Belobaba, Amedeo Odoni, Cynthia Barnhart, The Global Airline Industry, Chichester, West Sussex, U.K., Wiley, 2009.
Gerald N. Cook, Bruce Billig, Airline Operations and Management: a management textbook, New York, Routledge, 2017.
Shaw, S., Airline Marketing and Management, 7th edition, England, Ashgate Publishing, 2011.
Doganis, R., Flying off course: airline economics and marketing, 4th edition, England, New York, Routledge, 2010.</td></tr>
<tr><td>Assessment</td><td><table><tr><td>Examinations</td><td>60%</td></tr><tr><td>Assignments</td><td>30%</td></tr><tr><td>Participation</td><td>10%</td></tr><tr><td></td><td>100%</td></tr></table></td></tr>
<tr><td>Language</td><td>English</td></tr>
</table>