Courses in English
Course Description

Department 14 Tourism
Course title Airline Management
Hours per week (SWS) 2
Number of ECTS credits 3
Course objective Understand the aviation value chain, know important factors influencing business models and the market environment concerning airlines and airports
Prerequisites Sound knowledge of English. Course is suitable for students with business background and engineering background alike
Recommended reading Shaw, Stephen: Airline Marketing and Management. No prior reading is required.
Teaching methods Lectures, discussion of examples, joint problem solving
Assessment methods Written exam (Multiple choice questions) at the end of the semester
Language of instruction English
Name of lecturer Prof. Dr. Torsten Busacker
Email busacker@hm.edu
Link http://www.tourismus.hm.edu/die_fakultaet/ansprechpartner/professoren_tourismus/torsten_busacker.de.html
Course content Aviation value chain, Business models and operational issues of airlines, Airline cost models and network contribution calculation, Pricing and revenue management basics, Airport planning basics, Airport management, Air traffic management and regulation
Remarks /.