

The Hebrew University of Jerusalem

Syllabus

Air Transport Management - 55885

Last update 30-09-2022

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Nicole Adler

Coordinator Email: msnic@huji.ac.il

Coordinator Office Hours: Tuesday 17:30 to 18:30

Teaching Staff:

Prof Nicole Adler

Course/Module description:

The course begins with a review of the national, continental and global business environment within which air transport and logistics sectors exist. The second part of the course will highlight airline related issues and the last section analyses airports and all other elements of the aviation supply chain.

Course/Module aims:

The course is designed to help students to learn about the methods of analyzing (a) regulation and liberalization, (b) competition policies, (c) strategies and management functions including pricing and revenue management, marketing management, operations management, partnership/alliance management and (d) infrastructure strategy and management issues. Although the course materials will focus on aviation, most of the approaches and methods taught in this course can be applied not only to air transport industries such as aerospace, air traffic control and air freight logistics systems, but also to other service industries including tourism, telecom and IT industries. The course contributes to the overall objectives of the degree program by developing an understanding of the managerial methodologies and the underlying economics of the air transport industry and its players.

Learning outcomes - On successful completion of this module, students should be able to:

- Analyze a market and its actors (regulators, producers & consumers)
- Describe impact of regulation on a market
- Formulate revenue management models
- Analyze demand, costs, pricing and products
- Appraise business models
- Analyze major infrastructure projects
- Analyze environmental impacts of company decision making processes

Attendance requirements(%):

Teaching arrangement and method of instruction: This course combines traditional lecture and discussion sections, a short paper and a final exam, as well as a field trip to Ben Gurion Airport.

Course/Module Content:

I. Introduction and Industry Background:

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- A. Civil Aviation and the Economy
 - B. Freedoms of the Air
 - C. Regulation, Liberalization and Privatization of Air Transport
 - II. Airline Management:
 - A. Demand
 - B. Costs
 - C. Pricing
 - D. Networks
 - E. Low Cost Carriers: Alternative business models
 - F. Alliances
 - III. Aviation Supply Chain:
 - A. Airports
 - B. Air Traffic Control
 - C. Aviation & the Environment

Required Reading:

Belobaba P., Odoni A. and Barnhart C. (2015). *The Global Airline Industry*. Wiley.

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 60 %

Presentation 30 %

Participation in Tutorials 10 %

Project work 0 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: