

| <b>STUDY MODULE DESCRIPTION FORM</b>  |  |  |
|---|--|--|
| Name of the module/subject<br><b>Airline management</b>   |  | Code<br><b>1010604161010617747</b>   |
| Field of study<br><b>Aerospace Engineering</b>  | Profile of study<br>(general academic, practical)<br><b>general academic</b> | Year /Semester<br><b>3 / 6</b>   |
| Elective path/specialty<br><b>Aircraft Transport</b>  | Subject offered in:<br><b>Polish</b>   | Course (compulsory, elective)<br><b>obligatory</b>   |
| Cycle of study:<br><b>First-cycle studies</b>   | Form of study (full-time, part-time)<br><b>part-time</b>                     |  |
| No. of hours<br>Lecture: <b>9</b> Classes: <b>9</b> Laboratory: <b>-</b> Project/seminars: <b>9</b>   |  | No. of credits<br><b>4</b>   |
| Status of the course in the study program (Basic, major, other)<br><b>other</b>   |  | (university-wide, from another field)<br><b>university-wide</b>  |
| Education areas and fields of science and art<br><b>technical sciences</b><br><b>Technical sciences</b><br><b>social sciences</b><br><b>Economics</b>   |  | ECTS distribution (number and %)<br><b>2 50%</b><br><b>2 50%</b><br><b>2 50%</b><br><b>2 50%</b>   |
| <b>Responsible for subject / lecturer:</b><br><br>prof. dr hab. Agnieszka Merkisz-Guranowska<br>email: agnieszka.merkisz-guranowska@put.poznan.pl<br>tel. 61 647 59 58<br>Wydział Inżynierii Transportu<br>ul. Piotrowo 3 60-965 Poznań |  |  |
| <b>Prerequisites in terms of knowledge, skills and social competencies:</b>   |  |  |
| 1   | <b>Knowledge</b>   | Student has a basic understanding of economic phenomena, including the factors influencing the development of air transport                                      |
| 2   | <b>Skills</b>  | Student is able to associate and integrate the information, analyze the phenomena occurring in the environment, draw conclusions, formulate and justify opinions |
| 3   | <b>Social competencies</b>   | Student is able to do a literature research and knows the rules of group work and discussion   |
| <b>Assumptions and objectives of the course:</b><br>Improving knowledge about economics of air transport and the specificity of the air transport companies and their business.   |  |  |
| <b>Study outcomes and reference to the educational results for a field of study</b>   |  |  |
| <b>Knowledge:</b>   |  |  |
| 1. Has the knowledge of the basic tools of strategic analysis, their classification, objectives and application - [T1A_W07]   |  |  |
| 2. Has the knowledge of the specificity of air transport operators business - [T1A_W07]   |  |  |
| 3. Has the knowledge of competitive strategy types in the air transport market - [T1A_W07]  |  |  |
| <b>Skills:</b>  |  |  |
| 1. Is able to identify and interpret the business strategy of air transport sector companies - [T1A_U01]  |  |  |
| 2. Is able to apply basic strategic analysis tools - [T1A_U01]  |  |  |
| <b>Social competencies:</b>   |  |  |
| 1. Understands the importance of the air transport sector to address social needs and to support economy as a whole - [K1A_K02]   |  |  |
| 2. Is able to develop his knowledge of the air transport economics - [T1A_K01]  |  |  |
| 3. Is able to apply his knowledge to practical purposes in relation to the activities of the air transport companies - [T1A_K06]  |  |  |
| <b>Assessment methods of study outcomes</b>   |  |  |

|  |                             |             |
|--|-----------------------------|-------------|
| <p>Lecturers: Average rating taking into account assessment of the student activity during lectures and a written final test</p> <p>Classes: Average rating taking into account assessment of the student activity during classes and evaluation of case studies (work in group)implementing selected tools of strategy analysis.</p> <p>Project: Evaluation of business plan of air transport company.</p>  |                             |             |
| <b>Course description</b>  |                             |             |
| <p>Lecturers:</p> <ol style="list-style-type: none"> <li>1 Business strategies. Classification and characteristics of the main types of strategies.</li> <li>2 Competitive strategies of air carriers (full service network carriers vs low cost carriers).</li> <li>3 Competitive strategies of aircraft manufacturers.</li> <li>4 Strategy of PLL LOT.</li> <li>5 Economic and social impact of the air transport.</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1 Strategic Analysis. Purpose of the strategic analysis. Classification, characteristics and scope of application of strategic analysis tools.</li> <li>2 Application of Porter's model for the air transport sector.</li> <li>3 Creating of the strategic group map for a selected air transport market segment.</li> <li>4 Application of the SWOT analysis for a selected air transport company.</li> </ol> <p>Project:</p> <p>Elaboration of business plan for air transport company.</p> |                             |             |
| <b>Basic bibliography:</b>   |                             |             |
| <ol style="list-style-type: none"> <li>1. Gierszewska. G, Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009.</li> <li>2. Porter M.E., Strategia konkurencji. Metody analizy sektorów i konkurentów, , PWE, Warszawa 1998.</li> </ol>  |                             |             |
| <b>Additional bibliography:</b>  |                             |             |
| <ol style="list-style-type: none"> <li>1. Market reports of Airbus Industrie, Boeing, ICAO, IATA and ULC.</li> </ol>   |                             |             |
| <b>Result of average student's workload</b>  |                             |             |
| <b>Activity</b>  | <b>Time (working hours)</b> |             |
| 1. Participation in lectures   | 9                           |             |
| 2. Preparation for the final test  | 5                           |             |
| 3. Preparation for classes   | 6                           |             |
| 4. Participation in classes  | 9                           |             |
| 5. Participation in project classes  | 9                           |             |
| 6. Work on the project at home   | 17                          |             |
| <b>Student's workload</b>  |                             |             |
| <b>Source of workload</b>  | <b>hours</b>                | <b>ECTS</b> |
| Total workload   | 55                          | 4           |
| Contact hours  | 27                          | 2           |
| Practical activities   | 35                          | 2           |