STUDY MODULE DESCRIPTION FORM

Name of the module/subject		Code
Airline management		**1010601161010627747**

Field of study	Profile of study (general academic, practical)	Year /Semester
Aerospace Engineering	**general academic**	**3 / 6**

Elective path/specialty	Subject offered in:	Course (compulsory, elective)
Safety and Management of Aviation	**Polish**	**obligatory**

Cycle of study:	Form of study (full-time,part-time)
First-cycle studies	**full-time**

No. of hours				No. of credits
Lecture: **1**	Classes: **1**	Laboratory: **-**	Project/seminars: **1**	**4**

Status of the course in the study program (Basic, major, other)	(university-wide, from another field)
other	**university-wide**

Education areas and fields of science and art	ECTS distribution (number and %)

Responsible for subject / lecturer:

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Transport Engineering
Piotrowo 3 Str., 60-965 Poznań

Prerequisites in terms of knowledge, skills and social competencies:

1	**Knowledge**	The student has a basic knowledge of economic phenomena, including factors shaping the development of air transport and the specificity of making business decisions
2	**Skills**	Student is able to associate and integrate the obtained information, analyze phenomena occurring in the environment, draw conclusions, formulate and justify opinions
3	**Social competencies**	The student is able to independently search for information in the literature, knows the rules of discussion and group work

Assumptions and objectives of the course:

Understanding the specifics of the operation of air transport companies and the economics of their operation.

Study outcomes and reference to the educational results for a field of study

Knowledge:

1. One knows the specifics of the operation of air transport entities on the market - [[K1_W23]]
2. One knows the types of corporate competition strategies and competition models of the air transport sector - [[K1_W23]]

Skills:

1. One can analyze business strategies and interpret their actions - [[K1A_U04]]
2. One can apply the basic tools of strategic analysis in practice - [[K1A_U04]]

Social competencies:

1. One can apply the knowledge he has acquired for practical purposes in relation to the activities of companies dealing with air transport - [[K1_K06]]
2. Is aware of the importance and understands the non-technical effects of the engineer's activity in terms of the multifaceted impact of air transport - [[K1_K02]]

Assessment methods of study outcomes

Lectures: assessment including the activity of students during the course and a written exam of the material being processed
Exercises: the average of grades from tasks performed by students during the course.
Project: evaluation of the final work

Course description

lectures:

1 Basic concepts related to the management of an aviation company.

2 Strategic analysis. The goal of strategic analysis. Division, characteristics and application of strategic analysis tools.

3 Business strategies. Division and characteristics of the basic types of strategies.

4 The influence of the environment on the functioning of TL enterprises. Market models in the transport sector.

5 Competition strategies and the specificity of the operation of air carriers and producers of transport means.

7 Economic and financial analysis of aviation companies.

exercises:

1 Application of business environment analysis tools: development of the Porter model and construction of a map of strategic groups.

2 Analysis and evaluation of competition strategies of selected sector entities.

3 Development of a SWOT analysis for a selected aviation sector enterprise.

4 Economic and financial analysis of the activities of aviation companies.

Design:

Business plan of the airline company

Basic bibliography:

Additional bibliography:

Result of average student's workload

Activity	Time (working hours)
1. Participation in the lecture	19
2. Preparation for the exam	10
3. Participation in the exam	4
4. Preparation for exercises	11
5. Participation in the exercises	19
6. Preparation for design classes	7
7. Participation in design classes	19
8. Preparing the project	11

Student’s workload

Source of workload	hours	ECTS
Total workload	100	4
Contact hours	61	1
Practical activities	39	1