



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Airline management

### Course

Field of study

Aerospace Engineering

Area of study (specialization)

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Level of study

First-cycle studies

Form of study

part-time

Year/Semester

2/4

Profile of study

general academic

Course offered in

polish

Requirements

compulsory

### Number of hours

Lecture

9

Laboratory classes

0

Other (e.g. online)

0

Tutorials

9

Projects/seminars

9

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

dr hab. Marek Waligórski

email: [marek.waligorski@put.poznan.pl](mailto:marek.waligorski@put.poznan.pl)

Faculty of Civil and Transport Engineering

Piotrowo 3 Str., 60-965 Poznań

Responsible for the course/lecturer:

Marta Maciejewska

[marta.maciejewska@put.poznan.pl](mailto:marta.maciejewska@put.poznan.pl)

Faculty of Civil and Transport Engineering

Piotrowo 3 Str., 60-965 Poznań

### Prerequisites

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

Skills: Student is able to associate and integrate the obtained information, analyze phenomena occurring in the environment, draw conclusions, formulate and justify opinions

Social competencies: The student is able to independently search for information in the literature, knows the rules of discussion and group work

### Course objective

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



### Course-related learning outcomes

#### Knowledge

1. has extended knowledge necessary to understand the profile subjects and specialist knowledge about the construction, operation, air traffic management, safety systems, impact on the economy, society and the environment in the field of aviation and aerospace [P7S\_WG, P7S\_WK, K2A\_W01]
2. Knows the specificity of the functioning of air transport entities on the market and types of competition strategies of enterprises and competition models of the air transport sector [K2A\_W33]

#### Skills

1. Is able to analyze the strategies of enterprises and interpret their activities and use in practice the basic tools of strategic analysis [K2A\_U24]

#### Social competences

11. understands the need for lifelong learning; can inspire and organize the learning process of other people [P7S\_UU, K2A\_K01]
2. Is ready to critically evaluate his knowledge and received content, recognize the importance of knowledge in solving cognitive and practical problems and consult experts in the event of difficulties with solving the problem on his own [P7S\_KK, K2A\_K02]
3. can think and act in an entrepreneurial way [K2A\_K07]
4. is aware of the social role of a technical university graduate, and especially understands the need to formulate and convey to the society, in particular through the mass media, information and opinions on the achievements of technology and other aspects of engineering activities; makes efforts to provide such information and opinions in a generally understandable manner [K2A\_K08]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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

### Programme content

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:

The business plan of the aviation company:

1. SWOT analysis of the airline

2. Analysis of the market into which the airline will be introduced (Porter analysis)

3. Competitive strategies of aviation companies

4. Plan of operating activities

5. Operating costs for the airline

6. Design of an airline connection network

7. Defense of the project

### Teaching methods

Informative (conventional) lecture (transfer of information in a systematic way) - can be of course (propedeutical) or monographic (specialist)

The exercise method (subject exercises, exercises) - in the form of auditorium exercises (the use of acquired knowledge in practice - can take a different nature: solving cognitive tasks or training psychomotor skills; transforming conscious activity into a habit through repetition).

Project method (individual or team implementation of a large, multi-stage cognitive or practical task, the effect of which is the creation of a work).

### Bibliography



Basic

1. Adam Radomyski, The airline's business plan, Publishing house: AON, 2015
2. Rucińska D., The market of transport services in Poland, Polskie Wydawnictwo Ekonomiczne, 2015.
3. Polkowska M., International aviation conventions and agreements and their application - an outline of the problem, Wydaw. AON 2004.

Additional

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**Breakdown of average student's workload**

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	27	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	48	2,0

<sup>1</sup> delete or add other activities as appropriate