



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Aviation Business Management

### Course

Field of study

Aviation

Area of study (specialization)

Air Traffic Management

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/6

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

15

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

dr hab. Marek Waligórski, prof. PP

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Faculty of Civil and Transport Engineering

Piotrowo 3 Str., 60-965 Poznań

Responsible for the course/lecturer:

mgr inż. Marta Maciejewska

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Faculty of Civil and Transport Engineering

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### 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, management and the economics of their operation.



### Course-related learning outcomes

#### Knowledge

1. knows the basic concepts of economics, relating in particular to air transport, has basic knowledge of managing and running a business and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of aviation companies [L\_W21]
2. has the ability to self-educate with the use of modern didactic tools, such as remote lectures, websites and databases, didactic programs, electronic books [L\_W22]
3. has basic knowledge of aviation law, organizations operating in civil aviation and knows the basic principles of state aviation functioning, has basic knowledge of key issues in the functioning of civil aviation [L\_W24]

#### Skills

1. can obtain information from various sources, including literature and databases, both in Polish and in English, integrate them properly, interpret and critically evaluate them, draw conclusions and exhaustively justify their opinions [L\_U01]
2. can properly use information and communication techniques, applicable at various stages of the implementation of aviation projects [L\_U02]
3. can analyze the strategies of enterprises and interpret their activities and can use in practice the basic tools of strategic analysis [L\_U08]

#### Social competences

1. can think and act in an entrepreneurial way, incl. finding commercial applications for the created system, bearing in mind not only the business benefits, but also the social benefits of the activity [L\_K03]

### 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.
6. 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

1. Rucińska D., Ruciński A., Tłoczyński D., Air Transport. Economics and Organization, Publishing House of the University of Gdańsk, 2012.
2. Chakuu S., Kozłowski P., Nędza M., Fundamentals of air transport, Academic Consortium, 2012.
3. Biskup K., Bukowski Z., Legal, administrative and economic determinants of aviation activity in Poland, Kazimierz Wielki University Publishing House, Bydgoszcz 2014.
4. Biskup K., Bukowski Z., Determinants of aviation activity, Kazimierz Wielki University Publishing House, Bydgoszcz 2016.

## Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, preparation for classes, preparation for tests,) <sup>1</sup>	30	1,0

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