

1.2 Air Transport Business Administration (ATBA)

Module leader:	Prof. Dr. Hans-Martin Niemeier			
ECTS points:	6 ECTS	Workload (h):	180h	
Type of module and position in the course of study:	Mandatory module taught in the 1. semester	Contact hours (h):	56h	
Scope und frequency of teaching:	14 classes in winter term	Self-study (h):	124h	
Type of module and position in other study programs or continuing education offers:	-			
<p>Learning outcomes:</p> <p>Upon completion of this module students will be able to ...</p> <p>Knowledge and understanding (extension, consolidation and understanding of knowledge)</p> <ul style="list-style-type: none"> ▪ <i>understand the concepts of managerial economics and strategy and its relevance for the aviation industry</i> ▪ <i>understand the market forces of air transport and the vertical structure (value chain) of aviation</i> ▪ <i>understand different strategies and business models of airlines and airports</i> <p>Using, applying and generating knowledge (applying and transferring knowledge, scientific innovation)</p> <ul style="list-style-type: none"> ▪ <i>define strategies in aviation for different business models such as low cost carrier and network carrier</i> ▪ <i>define strategies to improve the performance of airlines and airports</i> <p>Communication and cooperation</p> <ul style="list-style-type: none"> ▪ <i>understand the relevance of communication and collaboration in management</i> <p>Reflection of academic and professional identity</p> <ul style="list-style-type: none"> ▪ <i>develop the skills of analyzing complex managerial problems in the state of art of air transport economics and management</i> 				
<p>Course content:</p> <ul style="list-style-type: none"> ▪ Introduction to managerial economics and business strategy in aviation ▪ Demand for air transport: quantitative tools, demand elasticities and yield management ▪ Supply of air transport management. Cost drivers and cost management, network economies and fleet management, outsourcing and the make or buy decisions in air transport ▪ Managing competitive, monopolistic, monopolistically competitive and oligopoly markets in aviation ▪ Pricing strategies of airlines and airports in particular revenues management ▪ Economic Role of government in aviation 				
Language of teaching:	English			
Prerequisites:	None			
Preparation/literature:	To be presented and discussed in the first session of the course			
Further information:	Aulis platform to be used			
Courses of the module				
Course title	Teaching staff	Contact hours per week	Learning and teaching methods	Examination method(s), scope and duration
Air Transport Business Administration	Prof. Dr. Hans-Martin Niemeier	2	S	KL (90 min) or R
Air Transport Business Administration	Dr. Thomas Immelmann	2	S	KL (90min) or R