1.2 Air Transport Business Administration (ATBA)

Module leader: Prof. Dr. Hans-Martin Niemeier

ECTS points: 6 ECTS

Type of module and position in the course of study: Mandatory module taught in the 1. semester

Workload (h): 180h

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: -

Learning outcomes:
Upon completion of this module students will be able to ...

Knowledge and understanding (extension, consolidation and understanding of knowledge)
- understand the concepts of managerial economics and strategy and its relevance for the aviation industry
- understand the market forces of air transport and the vertical structure (value chain) of aviation
- understand different strategies and business models of airlines and airports

Using, applying and generating knowledge (applying and transferring knowledge, scientific innovation)
- define strategies in aviation for different business models such as low cost carrier and network carrier
- define strategies to improve the performance of airlines and airports

Communication and cooperation
- understand the relevance of communication and collaboration in management

Reflection of academic and professional identity
- develop the skills of analyzing complex managerial problems in the state of art of air transport economics and management

Course content:
- 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

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<td>Prof. Dr. Hans-Martin Niemeier</td>
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<td>S</td>
<td>KL (90 min) or R</td>
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<tr>
<td>Air Transport Business Administration</td>
<td>Dr. Thomas Immelmann</td>
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