AIRLINE MANAGEMENT
ASIA-FOCUS

Asia will be the biggest driver of air passenger demand in the next 15 years. Of the five fastest-growing markets (additional passengers per year), four will be from Asia: China, India, Indonesia and Vietnam. By 2035, an additional 1.8 billion annual passengers will be transported to, from and within Asia, with an overall market size of 3.1 billion.

Our **5-day, 40-hour course** aims to give graduating students, as well as professionals already working in the aviation industry, an insight into airline management, with the focus on the Asia airlines.

Core Themes

- **Introduction, history, evolution and regulation**
- **Aviation industry overview and stakeholders**
- **Aircraft (manufacturing) and airports**
- **Airline strategy**
- **Airline finance and statistics**
- **Network, fleet and schedule planning**
- **Revenue management & pricing**
- **Airline marketing**
- **Future outlook on employment in the aviation field**

EMBRY-RIDDLE
Aeronautical University
ASIA

Professional Education and Training
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Who should attend the Airline Management program?

This program will benefit:

- ◢ **Students in polytechnics or universities keen to learn about, and considering joining, the aviation industry in Asia**
- ◢ **Working professionals in the aviation industry keen to have a broader overview of how all the functional areas mesh together to make a successful enterprise**

Why should you attend the Airline Management program?

The curriculum will focus on important aspects, enabling the participants to define:

- ◢ **The history and evolution of commercial aviation; opportunities in Asia**
- ◢ **The regulatory boundaries and why they exist**
- ◢ **The transition from commercial regulation to deregulation**
- ◢ **Current and future civil aircraft manufacturers' contribution to aviation**
- ◢ **The different airline business models; FSC and LCC**
- ◢ **Managerial planning, organizing, staffing, directing and controlling in an airline**
- ◢ **The typical organizational structure of a FSC and LCC, and the roles and responsibilities of the key functional areas like flt ops, engineering, planning, commercial, etc.**
- ◢ **Demand forecasting and the relationship between demand and price**
- ◢ **The principles of network, fleet, schedule planning and funding aircraft**
- ◢ **Marketing and distribution strategies**
- ◢ **The permits and licenses required to commence operations**
- ◢ **Impact of technology on options, distribution and passenger handling**
- ◢ **The challenges in Asia ahead that both governments and airlines face**
- ◢ **Employment opportunities within the aviation sector in Asia-Pacific region**
- ◢ **Innovation in the airline Industry and a study on the value chain**

Training Method

- ◢ **Face-to-face instructions in classroom, using virtual reality, or online synchronous**
- ◢ **Supported by collaborative group work and case studies**

Embry-Riddle Asia Professional Education & Training plans to bring affordable training to countries in Asia, through partnerships with country-level aviation academies, airline academies, universities and polytechnics.