Hebrew University  
Jerusalem School of Business Administration  

Air Transportation Management  
Course 55885  

Spring 2013  

SYLLABUS  

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Office hours: Thursday 10:00-11:00 and also by appointment  
Course website: http://moodle.huji.ac.il  

Course Description  
The course begins with a review of the national, continental and global business environment within which air transport and logistics sectors exist. The second part of the course will highlight airline related issues and the last section analyses airports and all other elements of the aviation supply chain.  

The course is designed to help students to learn about the methods of analyzing (a) regulation and liberalization, (b) competition policies, (c) strategies and management functions including pricing and revenue management, marketing management, operations management, partnership/alliance management and (d) infrastructure strategy and management issues. Although the course materials will focus on airline and airport issues, most of the approaches and methods taught in this course can be applied not only to air transport industries such as aerospace, air traffic control and air freight logistics systems, but also to other service industries including tourism, telecom and IT industries. The course contributes to the overall objectives of the degree program by developing an understanding of the managerial methodologies and the underlying economics of the air transport industry and its players.  

This course combines traditional lecture and discussion sections, a short paper and a term project, as well as a field trip to Ben Gurion Airport.
Lecture Notes and Readings
Lecture notes will be posted on the course website at least one week in advance. Most of the required readings for each class will be available on-line from the course website. The course textbook is available in the library and can also be purchased online from Amazon.

Course Requirements
One airline profile will be presented towards the middle of the semester and one term paper will be written on a subject of the student’s choice (agreed with me in advance) and presented in the final class. The final project may be written in teams of up to two students.

Classes
This course is taught once a week for 2 hours per class on Tuesdays from 12:30 to 2:00 in the Trading Room of the Business School.

Grading Course marks will be determined as follows:
- Airline Profile 30%
  - including 10 minute presentation in the middle of the semester
- Team Term Project (up to 2 students) 60%
  - including 10 minute presentation in the last week of the semester
- Class attendance, participation in discussions, contributions that enhance collective learning, ideas for new teaching topic/materials 10%

COURSE TEXTBOOK

Reference Books:

The following periodicals may be useful in the completion of your assignments/project:

Aerospace America
Airline Business
Air Transport World
Aviation Week and Space Technology
ICAO Journal
Journal of Air Transport Management
Journal of Airport Business
Journal of Transport Economics and Policy
Transport Policy: Official Journal of the WCTR Society
Transportation Research Record
Useful Websites

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<th>Website</th>
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<tbody>
<tr>
<td>Air Transport Association of America</td>
<td><a href="http://www.airlines.org/">www.airlines.org/</a></td>
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<td>U.S. Department of Transportation</td>
<td><a href="http://www.dot.gov">www.dot.gov</a></td>
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<td>U.S. Department of Justice – Anti-Trust Division</td>
<td><a href="http://www.usdoj.gov/atr/">www.usdoj.gov/atr/</a></td>
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<td>U.K. Civil Aviation Authority</td>
<td><a href="http://www.caa.co.uk">www.caa.co.uk</a></td>
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<td>European Commission</td>
<td>europa.eu.int/comm/</td>
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<tr>
<td>E.U. Transport and Energy Directorate</td>
<td>europa.eu.int/comm/dgs/energy_transport</td>
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<td>Australian Competition and Consumer Commission</td>
<td><a href="http://www.accc.gov.au">www.accc.gov.au</a></td>
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<td>International Air Transport Association (IATA)</td>
<td><a href="http://www.iata.org">www.iata.org</a></td>
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<td>International Civil Aviation Organization (ICAO)</td>
<td><a href="http://www.icao.org">www.icao.org</a></td>
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<td>Israeli Department of Transport</td>
<td><a href="http://en.mot.gov.il/">http://en.mot.gov.il/</a></td>
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<td>Israeli Civil Aviation Authority</td>
<td><a href="http://en.caa.gov.il/">http://en.caa.gov.il/</a></td>
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<td>Israel Antitrust Authority</td>
<td><a href="http://www.gov.il/FirstGov/TopNavEng/Engoffices/EngAuthorities/EngAntitrus/">http://www.gov.il/FirstGov/TopNavEng/Engoffices/EngAuthorities/EngAntitrus/</a></td>
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TOPICS

I. Introduction and Industry Background:
   A. Civil Aviation and the Economy
   B. Freedoms of the Air
   C. Regulation, Liberalization and Privatization of Air Transport

II. Airline Management:
   A. Demand
   B. Costs
   C. Pricing
   D. Networks
   E. Low Cost Carriers: Alternative business models
   F. Alliances

III. Aviation Supply Chain:
   A. Airports
   B. Air Traffic Control
   C. Aviation & the Environment
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<th>WEEK</th>
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| 1    | February 26  
Civil Aviation and the Economy *(Textbook Chapter 1)* |
| 2    | March 5  
*Choice of Airline Profile*  
*International Air Policy & Agreements* |
| 3    | March 12  
*Formation of Teams and Selection of Team Project*  
*Regulation, Liberalization & Privatization of Air Transport (Textbook Chapter 2)* |
| 4    | March 19  
*Airline Demand (Textbook Chapter 3)* |
|      | Pesach Break  
21st March – 5th April |
| 5    | April 9  
*Airline Costs (Textbook Chapter 5)* |
| 6    | April 23  
*Deadline for Team Project Outlines*  
*Airline Pricing (Textbook Chapter 4)* |
| 7    | April 30  
*Presentation of Airline Profiles* |
| 8    | May 7  
*Airline Planning Process: Networks (Textbook Chapters 6 & 7)* |
| 9    | May 21  
*Airline Alliances (Textbook Chapter 9)*  
*Low Cost Carriers (Textbook Chapter 15)* |
| 10   | May 28  
*Airport Infrastructure & Air Traffic Control Provision (Textbook Chapter 12 & 13)* |
| 11   | June 4  
*Airport Management and Performance* |
| 12   | June 11  
*Aviation & the Environment (Textbook Chapters 14 & 16)* |
| 13   | June 18  
*Presentation of Team Projects* |
READINGS (in addition to textbook)

Civil Aviation and the Economy

Regulation, Deregulation and Privatization of Air Transport

Airline Demand

Airline Costs

Airline Pricing
Airline Networks

Low Cost Carriers

Alliances

Airports

The Environment and Aviation