

Airline Management (AIRM)

AIRM 600 Airline Cost Efficiency Practices and Value-add Strategies 3 Credits (3,0)

Continuous improvement; cost-cutting plans; revenue maximization through strategic segmentation; monetizing key units and products to optimize profitability and returns.

Course Offered at: Worldwide, Asia

AIRM 605 Revenue Management and Pricing with Simulation in Times of Crises 3 Credits (3,0)

Fundamental principles of airline revenue management (RM); use of simulation during crises to optimize pricing and maximize revenue.

Course Offered at: Worldwide, Asia

AIRM 610 Airline Business Diversification: Generating Ancillary Revenues 3 Credits (3,0)

Generating ancillary revenue through a la carte features, commission-based products, frequent flier programs, and advertising; includes strategies for low-cost carriers and premium legacy carriers.

Course Offered at: Worldwide, Asia

AIRM 615 Airline Business Models and Competitive Strategies 3 Credits (3,0)

Management skills; strategic thinking in airlines; network, fleet, schedule management; marketing and revenue management in competitive markets.

Course Offered at: Worldwide, Asia

AIRM 699 Special Topics in Airline Management 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in airline management.

Course Offered at: Daytona Beach, Prescott, Worldwide