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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Strategic Management in Aviation | TL578 | 2 | 3 + 0 | 3 | 8 |

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| **Prerequisites** |  |

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| **Language of Instruction** | English |
| **Course Level** | Master's Degree (First Cycle Programmes) |
| **Course Type** | Core/Elective |
| **Course Coordinator** |  |
| **Instructors** | Inst. Reha Pakkan |
| **Assistants** |  |
| **Goals** | Give a  description of strategic thinking,  introduce competitive strategies, teach the impacts of external and internal environments, explain the idea of setting corporate direction,  show differentiation strategies, elaborate on competitive dynamics and the importance of alliance synergies |
| **Content** | History, Positioning, Environment (internat & external), tracking & control, Implementation, trends, differentiation, competition & alliances |

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| **Learning Outcomes** | **Program Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Explains the history of strategic thinking | 1 | 1,2,3 | A,C |
| Shows the importance of Strategic Management | 5,9 | 1,2,3 | A,C |
| Points to competitors moves | 10 | 1,2,3 | A,C |
| Asserts the importance of Alliance formations | 1,9,10 | 1,2,3 | A,C |
| Explains the Differentiation value | 5,9 | 1,2,3 | A,C |
| Forcasts the future | 5,10 | 1,2,3 | A,C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 4: Simulation, 5: Case Study |
| **Assessment Methods:** | A: Testing, B: Presentation; C: Homework, D: Project, E: Laboratory |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | History | Perspective |
| 2 | Essence of strategy | A General Look |
| 3 | Competitive strategies | options |
| 4 | External & internal environments | pressures |
| 5 | Setting corporate direction | choices |
| 6 | Establishing strategies | Decision making |
| 7 | Imlementatiion traking & control | discipline |
| 8 | Moving targets | Dynamic change |
| 9 | Strategic trends | Way to go |
| 10 | Differentition | Getting ahead |
| 11 | Competitive dynamics | Win win formulae |
| 12 | Integration | adaptation |
| 13 | Strategic options | Best choice |
| 14 | Alliance synergies | leverage |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Strategic Management in Aviation Delfmann & Baum  Ashgate Press 2005 |
| **Additional Resources** | [www.airporthaber.com](http://www.airporthaber.com/) and other aviation media |

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| **MATERIAL SHARING** | |
| **Documents** | Power Point Presentations |
| **Assignments** | A current issue analysed each semestre |
| **Exams** | Midterm / Quiz / Final Exam |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 40 |
| Quizzes/ Assignments | 1 | 10 |
| Attendance |  | 10 |
| **Total** |  | 60 |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 40 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 60 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Graduates of International Trade and Logistics Management are able to assess business concepts and information on trade and logistics, analyze problems, and provide solutions based on research. |  |  |  |  | x |  |
| 2 | Graduates of International Trade and Logistics Management are able to manage current and emerging trends of logistics and transport sector with proficiency in English. |  |  |  | x |  |  |
| 3 | Graduates of International Trade and Logistics Management gain the ability of managing the international business relationships of production and service companies. |  |  |  | x |  |  |
| 4 | Graduates of International Trade and Logistics Management gain the ability of planning, coordinating and managing the supply chains of production and service companies. |  |  |  |  | x |  |
| 5 | Graduates of International Trade and Logistics Management have the knowledge for promoting to a top management level position in trade and logistics companies. |  |  |  | x |  |  |
| 6 | Graduates of International Trade and Logistics Management gain the ability of using information technologies in planning and managing the logistics activities of trade and logistics companies |  |  |  | x |  |  |
| 7 | Graduates of International Trade and Logistics Management gain the skill of working compatibly with team members in carrying out a vocational project. |  |  |  |  | x |  |
| 8 | Graduates of International Trade and Logistics Management gain the ability to understand the social and business relationships in trade and logistics sector, and learn to be innovative and creative in their field. |  |  |  |  | x |  |
| 9 | Graduates of International Trade and Logistics Management are able to manage current and emerging trends of logistics and transport sector with proficiency in English |  |  |  |  | x |  |
| 10 | Graduates of International Trade and Logistics Management gain the ability of analytic thinking and learn to apply quantitative analyses in solving problems. |  |  |  | x |  |  |
| 11    12 | Graduates of International Trade and Logistics Management are able to develop and manage new projects, and share information with other professionals.  Graduates of International Trade and Logistics Management gain awareness about the  importance of ethical and social responsibility in trade and logistics sector. |  |  |  | x |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 15x Total course hours) | 15 | 3 | 45 |
| Hours for off-the-classroom study (Pre-study, practice) | 15 | 7 | 105 |
| Mid-terms | 1 | 2 | 2 |
| Homework | 1 | 20 | 20 |
| Final examination | 1 | 3 | 3 |
| **Total Work Load** |  |  | 175 |
| **Total Work Load / 25 (h)** |  |  | 7 |
| **ECTS Credit of the Course** |  |  | 8 |