

Special Topics in Tourism III (エアライン 論)

Syllabus Number

MAN-226

Elective

2 credit

MATSUYAMA, Toyohiro

1. Course Description

This course is designed to provide students with a solid understanding of the theory and practical knowledge of the airline business particularly focusing on trends such as the network strategy, Mileage Program, LCC, and Global Alliance. Students will gain an intimate understanding of the various functions and aspects of the airline business. Furthermore, this course also includes two hands on seminars where students will have to create an original overseas travel plan as well as arrange an in-flight meal menu.