

Airline Business Management I

Syllabus Number

MAN-237

Compulsory Elective
2 credit

MIYAZAKI, Hiroki

1. Course Description

This year, when Tokyo welcomes the world as the host of the 2020 Olympic and Paralympic Games, Japan is anticipating reaching the 40-million overseas visitor mark, and eagerly looking ahead to 2025 when the World Expo returns to Osaka, Kansai after 55 years. The tourism industry has been designated by the government as one of the pillars of its growth strategy, aiming to welcome 60 million visitors by 2030.

Considering this environment, the airline industry has a major responsibility and is expected to play an important role.

In this course, we will examine the history, roles and responsibilities of airlines, focusing on major Japanese commercial air carriers, while simultaneously considering comparisons with the dramatic rise of the Low Cost Carrier (LCC) business from a multi-dimensional perspective as to the future profile of the airline industry and the challenges that lie ahead.

In addition, this course plans to invite professionals actively working in the airline industry as guest lecturers, to provide students with opportunities to obtain practical information and know-how directly from the field.