

Airline Business Management II

Syllabus Number

MAN-238

Compulsory Elective
2 credit

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1. Course Description

In 2021, if circumstances allow Tokyo to welcome the world as the host of the 2020 Olympic and Paralympic Games as planned, Japan is anticipating reaching the 40-million overseas visitor mark, and eagerly looking ahead to 2025 when the World Expo returns to Osaka 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.

However, the airline industry is one of the industries most gravely impacted by the spread of the novel coronavirus (COVID-19), resulting in deep cuts and suspensions of flight operations.

In this course, we will examine the history and roles 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 will endeavor to provide a forum for students to study issues and trends of global air carriers that are facing an uphill battle of unknown length, in order to acquire a solid foundation of knowledge on management strategies in this industry.