

# Study of Modern Aviation Industry, Part2

Syllabus Number

2H207

Special Subjects

Elective 2 credit

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## 1. Course Description

I will use the actual data such as the timetable in the lectures. Further, in the lesson of the fare calculation, the students will simulate the departure date and actually calculate the fare as well as the mileage. I will also introduce the trend of aviation industry. DVDs will sometimes be used as teaching materials in the class.

## 2. Course Objectives

In this course, I will lecture about the latest aviation industry, for example, full service carriers (such as ANA, JAL, Lufthansa and Emirates). Japanese LCC (Low Cost Carrier) companies (also known as budget airlines) were born in 2012. I will discuss the mechanism of LCC and talk about the marketing strategy of these airlines. I will also deal with the need of the aviation infrastructure maintenance for the Tokyo Olympic game and Paralympics game of 2020. In addition, in this course students will learn about major airports and airlines codes.

## 3. Grading Policy

Based on final exams, also include mid-term exam results

## 4. Textbook and Reference

Textbook

Basically we distribute prints every time

## 5. Requirements(Assignments)

Please use the website etc after the lecture about the contents introduced in the lecture, and try to review, verify and simulate.

## 6. Note

You may use a calculator. (A smart phone, the calculator function of a notebook PC is also possible)

## 7. Schedule

- [1] orientation
- [2] Overview of major Japanese and global airlines, airport codes, and aircraft
- [3] About main work, duties contents of airline company
- [4] Domestic airline company research (1) ANA&JAL
- [5] Domestic airline company research (2) SKYMARK,AIRDO,SOLASEED,STARFLYER
- [6] Aircraft seating class (economy, business, first), in-flight service
- [7] How to read the timetable (1): Domestic flights
- [8] How to read the timetable (2): International flights
- [9] Structure of airticket fare
- [10] LCC (Low Cost Carrier) Business Model
- [11] Domestic LCC airline company research (1) Peach
- [12] Domestic LCC airline company research (2) JETSTAR JAPAN,SPRING,AIRASIA  
JAPAN,ZIPAIR etc
- [13] Alliance,Code-share,Joint venture (About Full service airline with partner)
- [14] Mileage program (FFP) and Premium Member Strategy to Secure Repeater
- [15] Summary