

# Study of Modern Aviation Industry, Part2

Syllabus Number

8C314

Major Course: Basic

Elective 2 credit

TORIUMI, Kotaro

## 1. Course Description

This program aims to cultivate the basic knowledge of aviation industry with/under COVID-19, moreover, focuses on the business model of LCC (Low Cost Carrier) in the world. Students get to understand the industry trend through taking this class. DP2

## 2. Course Objectives

This seminar serves students the latest aviation industry information for example, full service carriers (such as ANA, JAL, Lufthansa and Emirates). Additionally, Japanese LCC (Low Cost Carrier) companies (also known as budget airlines) born in 2012 will be also introduced in this seminar.

Students will learn the mechanism of LCC and their marketing strategy, thus, they can obtain the knowledge about the aviation industry in the current and for the future circumstances. Furthermore, this seminar will deal with the necessity of the aviation infrastructure to support for Tokyo Olympic and Paralympic Games held in this year.

## 3. Grading Policy

Based on final exam, also include mid-term exam results (final exam 80% mid-term exam 20%)

## 4. Textbook and Reference

Textbook

Basically we distribute prints every time

Kotaro Toriumi Aviation Industry after COVID-19

Reference

ANA Strategic Research Institute Co.,Ltd. Kouku sangyou nyumon

## 5. Requirements(Assignments)

Take up a current news related to aviation whenever necessary and rechecked about classroom after classroom (Advance: at least 1 hour After class: at least 1 hour studying)

## 6. Note

Sometimes you will be asked to check latest news related to aviation.(by your smart phone and your notebook PC is also acceptable)

## 7. Schedule

- [1] Introduction -learning about the aviation company in the world
- [2] Overview of airlines mainly jobs (Pilot and cabin attendant)
- [3] Overview of airlines mainly jobs (ground staff, ground handler, etc..)
- [4] Overview of Japanese and overseas main airlines, airport code, aircraft
- [5] Research of domestic airline company (1) ANA, JAL
- [6] Research of domestic airline company (2) SKYMARK, AIRDO, SOLASEED, STARFLYER
- [7] Research of domestic airline company (3) Domestic LCC - Peach aviation, Jet Star Japan, Spring Japan, ZIP AIR
- [8] Research of overseas airline company - airlines, alliance, code-sharing flight etc..
- [9] Airlines' Strategy for TOP-Tier Customers (Mileage program and acquire repeaters)
- [10] Changes to aviation industry by COVID-19 (1) ANA, JAL
- [11] Changes to aviation industry by COVID-19 (2) Domestic airlines except ANA and JAL
- [12] Changes to aviation industry by COVID-19 (3) Airport all over Japan
- [13] Changes to aviation industry by COVID-19 (4) overseas airlines, the aviation industry future
- [14] Changes to aviation industry by COVID-19 (5) non-air business
- [15] Airlines future after Olympic and Paralympic Games 2020 and COVID-19