

Vorlesungsankündigung: Luftverkehrsökonomie



Referent **Dr. Martin Streichfuss**

Senior Partner

Roland Berger



Start 28. Oktober 14:00 – 19:00 Uhr

Ort Raum 503 im Bauingenieurgebäude
Mies-van-der-Rohe-Str. 1

Inhalt

Oct. 28, 2016	Nov. 18, 2016	Dec. 20, 2016	Jan. 13, 2016	Feb. 10, 2017
<u>Airport economics</u>	<u>Airline economics</u>	<u>Air cargo economics</u>	<u>Airport strategy</u>	<u>Excursion to DUS</u>
<ul style="list-style-type: none"> > Overall market environment > Comparison of selected airports' performance > Overview of airports' main challenges > Levers to increase economic performance > Impact of digitalization 	<ul style="list-style-type: none"> > Overall market environment > Comparison of selected airlines' performance > Overview of airlines' main challenges > Levers to increase economic performance > Airline business planning 	<ul style="list-style-type: none"> > Overall market environment > Comparison of selected airlines' performance > Overview of main challenges in the air cargo business > Cooperation of airlines and airports in air cargo > Impact of Logistics 4.0 	<ul style="list-style-type: none"> > Overview on airport strategy development > Dealing with scenarios > Strategic plan > Organizational development > Top-line development > Implementation planning > Business planning 	<ul style="list-style-type: none"> > Assessment of strategic and operational challenges from the perspective of DUS > Gaining insights in airport operations
Airline performance analysis – Case study				
Task description		First review	Discussion of results	

Die Vorlesung wird jedes Wintersemester angeboten, umfasst 2 SWS und besteht aus 5 Blockveranstaltungen sowie einer semesterbegleitenden Case Study. Aus organisatorischen Gründen ist eine unverbindliche Anmeldung über den L2P-Lernraum wünschenswert. Rückfragen an:

Max Schulze Schwienhorst, M.Sc.

+49 (0) 241 8025133
schwienhorst@via.rwth-aachen.de

Nora Metzner, M.Sc.

+49 (0) 241 8025195
metzner@via.rwth-aachen.de