

Subject Code	LGT5014
Subject Title	Air Transport Logistics and Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite	Nil
Role and Purposes	<p>To provide students with an insight and understanding of the key issues and decisions involved in the logistics operation and management of air transport in a rapidly changing regulatory environment.</p> <p>This subject contributes to the following Intended Learning Outcomes for the MSc programme(s):</p> <p>MSc in International Shipping and Transport Logistics (Full time Stream)</p> <p>#3: Resolve economic problems encountered in international transport</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Appreciate the dynamic nature of the air transport logistic industry. Understand the impacts of the external forces (economic, geographic, demographic, legal, political, environmental and technological), and the internal forces (micro-economic, competitive, operational and organisational) on the air transport logistics business. Analyze real market data and forecast the trend in different air transport and logistics markets. Understand the basic principles of revenue management, total factor productivity analysis and various demand forecast models;
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Economic impacts and current issues in the air transport industry • Influential factors of aviation markets • Air transport demand • Costs and productivity of air transport services • Intermodal issues in the air transport industry • Air cargo operation • Air freight forwarding • Airport operation • Applications of artificial intelligence in air transport • Airline alliances • Revenue management

Teaching/Learning Methodology	Lectures will be used to present the theoretical foundations and how alternative skills can be applied to particular cases. Mini cases shall be used to give the students an updated view on the industry practices. Students are required to use the knowledge and methodology learned in this course to conduct projects which are related to some important issues in the aviation industry.																																							
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="515 450 1465 855"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Coursework</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Examination</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p data-bbox="515 904 1442 969">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="515 1037 1382 1102"><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>		Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d			Coursework	50%	✓	✓	✓	✓			Examination	50%	✓	✓	✓	✓			Total	100 %						
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Reading List and References	<p data-bbox="515 1592 584 1621">Book</p> <p data-bbox="515 1644 1465 1709">Button, K. and Stough, R. (2000). <i>Air Transport Networks: Theory and Policy Implications</i>, Cheltenham, Northampton, Mass.: Edward Elgar Pub.</p> <p data-bbox="515 1742 1465 1807">De Neufville, R., Odoni, A., Belobaba, P. and Reynolds, T. (2013). <i>Airport Systems – Planning, Design and Management</i> (2 ed.), McGraw-Hill.</p> <p data-bbox="515 1841 1465 1906">Doganis, R. (2019), <i>Flying Off Course: The Economics of International Airlines</i>, 5th edition, Routledge.</p> <p data-bbox="515 1939 1465 2004">Morrell, P. (2019), <i>Moving Boxes by Air: The Economics of International Air cargo</i>, 2nd edition, Abingdon, Oxon : Routledge</p>																																							

Oum, T.H, and Yu, C. (1998) *Winning Airlines: Productivity and Cost Competitiveness of the World's Major Airlines*, Kluwer Academic, Boston.

Oum, T.H., Park, J. H. and Zhang, A. (2000), *Globalization and Strategic Alliances: The Case of the Airline Industry*, Pergamon for Elsevier Science.

Vasigh, B., Fleming, K. and Tacker, T. (2008), *Introduction to Air Transport Economics*, Ashgate

Wensveen, J. G. (2011). *Air Transportation: A Management Perspective* (7th ed.), Ashgate.

Journals

Air Cargo News

Airline Business

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