

<b>Subject Code</b>	LGT5014
<b>Subject Title</b>	Air Transport Logistics and Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite</b>	Nil
<b>Role and Purposes</b>	<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>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>Appreciate the dynamic nature of the air transport logistic industry.</li> <li>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.</li> <li>Analyze real market data and forecast the trend in different air transport and logistics markets.</li> <li>Understand the basic principles of revenue management, total factor productivity analysis and various demand forecast models;</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• Current issues in the air transport industry</li> <li>• The air cargo business</li> <li>• Air freight forwarding</li> <li>• The economics of air cargo</li> <li>• Intermodal issues for the air transport industry</li> <li>• Air logistics management</li> <li>• Airline Alliances - threats and opportunities for air cargo</li> <li>• Revenue management for air cargo</li> </ul>
<b>Teaching/Learning Methodology</b>	<p>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</p>

	which are related to some important issues in the aviation industry.																																																							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="513 405 1463 813"> <thead> <tr> <th data-bbox="513 405 820 607" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="820 405 975 607" rowspan="2">% weighting</th> <th colspan="6" data-bbox="975 405 1463 539">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="975 539 1054 607">a</th> <th data-bbox="1054 539 1134 607">b</th> <th data-bbox="1134 539 1214 607">c</th> <th data-bbox="1214 539 1294 607">d</th> <th data-bbox="1294 539 1374 607"></th> <th data-bbox="1374 539 1463 607"></th> </tr> </thead> <tbody> <tr> <td data-bbox="513 607 820 674">Coursework</td> <td data-bbox="820 607 975 674">50%</td> <td data-bbox="975 607 1054 674">✓</td> <td data-bbox="1054 607 1134 674">✓</td> <td data-bbox="1134 607 1214 674">✓</td> <td data-bbox="1214 607 1294 674">✓</td> <td data-bbox="1294 607 1374 674"></td> <td data-bbox="1374 607 1463 674"></td> </tr> <tr> <td data-bbox="513 674 820 741">Examination</td> <td data-bbox="820 674 975 741">50%</td> <td data-bbox="975 674 1054 741">✓</td> <td data-bbox="1054 674 1134 741">✓</td> <td data-bbox="1134 674 1214 741">✓</td> <td data-bbox="1214 674 1294 741">✓</td> <td data-bbox="1294 674 1374 741"></td> <td data-bbox="1374 674 1463 741"></td> </tr> <tr> <td data-bbox="513 741 820 813">Total</td> <td data-bbox="820 741 975 813">100 %</td> <td colspan="6" data-bbox="975 741 1463 813"></td> </tr> </tbody> </table> <p data-bbox="513 862 1463 929">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="513 996 1463 1064"><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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<b>Reading List and References</b>	<p data-bbox="513 1552 1463 1668"><b>Book</b> 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="513 1720 1463 1787">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="513 1839 1463 1906">Doganis, R (2002) <i>Flying Off Course: The Economics of International Airlines</i>, Routledge.</p> <p data-bbox="513 1935 1463 2002">Vasigh, B., Fleming, K. and Mackay, L. (2010), <i>Foundations of Airline Finance</i>. Ashgate</p>																																																							

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

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.

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

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