

Practical Assignment for Airline Strategic Management (worth 50%)
(10th December - 13th December, 2015)

Task

Strategically managing multiple problems/issues which impacts your airline.

Each course delegate is divided into groups and each group will be assigned to a specific airline which will be based in Asia - you must assume that each person in the team is at a level of 'Vice President'. Please research the latest annual financial reports for your assigned airline as well as any other relevant literature that you can source like material from Flightglobal for example.

On the afternoon of Thursday December 10th and on Friday December 11th each group will receive around **6-7 'ALERT'** emails notifying you of events that will affect your airline and you must strategically deal with each of these scenarios. The emails will be sent to each group from around 15:45 till about 17:30 each evening. You will be informed when the last 'Alert' email is sent.

Each team will give a presentation which should last for **no longer than 30 minutes** and this will be followed by 15 minutes of questioning on Saturday morning December 12th starting with Group 1 at **09:00 sharp**. Every person in the group must present. Each team may attend and ask questions. An airline consultant commissioned from IATA will be in attendance and asking questions.

The presentations will be assessed on the following criteria as follows:

- Ability to apply suitable and commercially focused strategies to overcome the arising issues/problems (70%)
- Sensible and clearly communicated arguments (30%)

This assignment is worth 50% of the total mark of the Strategy Module.

Best of Luck to You All and Enjoy the Experience