

Thursday 10 December

1000	Introduction to Airline Strategic Management
1015	General trends in the Airline industry
1215	Break
1230	Core concepts of Strategic Airline Management
1330	Lunch
1430	Core concepts of Strategic Airline Management (Continued)
1530	Break
1545	Exercise in Strategic Airline Management
1800	Finish

Friday 11 December

1000	Performing Strategic Analysis
1200	Break
1215	Strategies used to respond to Competition
1330	Lunch
1430	Strategies used to respond to Competition (Continued)
1530	Break
1545	Exercise in Strategic Airline Management
1800	Finish

Saturday 12 December

0900	Presentations
1300	Lunch
1400	Ancillary Revenue – A game changer for airline revenues
1600	Finish