

Airline Strategic Management
M.Sc. in Air Transport Management
ITU Aviation Institute

Dear Program Fellows:

Logistics for the examination of the Airline Strategic Management course

Practical Application and Quiz

Airline Strategy will be assessed with two pieces of work.

1) Practical Application (50%): You have completed this part

The Practical Application was worked on in groups and each group was assigned to an airline based in Asia. The work focused primarily on strategies that deal with unforeseen events through a series of Alert emails send out to each delegate on Thursday and Friday afternoon. The students worked on the various problems/issues and presented their findings on Saturday morning. An IATA airline consultant will be in attendance. The presentations were assessed at that time on criteria as follows:

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

2) Quiz (50%): We will ask you to do this in early 2017

There will be a quiz on the strategy module, which will be given in conjunction with the quiz on the airline simulation module. The quiz will combine material from both parts (strategy and simulation sections) of the module. The quiz will be a combination of multiple choice and short answer questions (where the student writes out the answer), based on the material produced in class. It will take place sometime in early 2017. Mr. Melih Fidanoglu will communicate this date to you in due course.



Grading

- The grading style in ITU is as follows. A good job will get you a AA, a mediocre job will get you a CC.

AA : 4.0/4.0

BA : 3.5/4.0

BB : 3.0/4.0

CB : 2.5/4.0

CC : 2.0/4.0

DC : 1.5/4.0

DD : 1.0/4.0

FF : 0.0/4.0

- The minimum passing grade for a graduate class at ITU is CC. For any grade that you get below CC for a mandatory course, you would need to repeat that mandatory course.
- For you to be able to graduate from the program the minimum total GPA required is 3.0 which corresponds to BB for the overall GPA.
- Please take these into account while preparing your reports or getting ready for exams.