

Case Study Assignment  
Aviation Economics and Financial Analysis  
*M.Sc. in Air Transport Management*  
*ITU Aviation Institute*

**Due on 24 January 2014**  
**17:00 via email**

Dear Program Fellows:

**Logistics for the Project Report**

- The Case Study Assignment for the “Aviation Economics and Financial Analysis” is due on 24th of January by 17:00 sharp - no extensions or no excuses for whatever reason!
- For each project group, the group lead should send the Case Study Report as a soft copy (.doc,.docx,.ppt,.pptx or pdf) to Prof. Gokhan Inalhan. He will share it with Prof. Thretheway.
- Each report should include all the names of the Program Fellows within the group.
- You should take time to meet and discuss your reports and do a group work, instead of just exchanging emails and assigning parts of the project to each group member!
- There is no specific guideline or format the groups should follow. Please feel free to create your own report formats. However do not forget to include a logo of THY Aviation Academy and a logo of your university ITU within the project cover pages.
- The official logo of ITU can be found under : <http://www.itu.edu.tr/?kurumsal-kimlik> . Do not use any other logo (or logo that you find somewhere from the internet). For the THY Aviation Academy logo, please use the logos from <https://akademi.thy.com/en-en/media/logos> . Do not use any other logo (or logo that you find somewhere from the internet).

- Please also include the name of your group, the name of the Institute and the program and the class name to which this project is associated. In this case these would be :

Group XXX  
Case Study Assignment  
Aviation Economics and Financial Analysis  
*M.Sc. in Air Transport Management*  
*ITU Aviation Institute*

- Project Report language is English! There is no page limit, however preciseness, strategic thinking and valuable content will get you a AA not a huge report.
- While sending the report please use the [inalhan@gmail.com](mailto:inalhan@gmail.com) instead of [inalhan@itu.edu.tr](mailto:inalhan@itu.edu.tr) address as the itu email has 10MB quota and it will not be able to receive emails with larger size attachments.

### **Case Study**

The case study involves evaluating the last set of American Airlines flights at Dallas Fort Worth Airport. DFW is American's primary hub. There is an internal company dispute about what to do with these flights. Should they keep them cancel them, retime them or add to them?

The case study assignment and the associated files can be found under:

- <http://aviation.itu.edu.tr/Icerik.aspx?sid=12265>

In this case study we want you to develop a recommendation for this “complex” of flights. It should include a general recommendation as to what to do (no changes, cancel some or all flights, retime some flights and/or add flights). You should also make specific recommendations for individual flights. Other issues must also be discussed. For example, you cannot simply say that a new flight should be added without considering issues of cost, revenue, profit, availability of labour, etc. You must identify issues that

will need to be addressed before your recommendations can be put into practice.

### **The Expected Report Content**

The case study report should include a general description of the issue, financial analysis of the routes, a list of issues that must be addressed before implementation of your recommendation, and an overall recommendation. The recommendation must be based on sound economic reasoning.

### **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.