

Fundamentals of Airlines Management

Oct 12-17

Istanbul Technical University, Turkey

Oct 12	MONDAY	ITU Conference Room	TEACHER
10:00 AM	12:30 PM	Program Opening Celebration	THY/ ITU/ Boeing
12:30 PM	1:30 PM	Business Environment	Dr. Fariba Alamdari
1:30 PM	2:30 PM	<i>Lunch</i>	
2:30 PM	3:30 PM	Introductions & Class Overview	ITU / Dr. Joanna Szydlo-Moore
3:30 PM	3:45 PM	<i>Break</i>	
3:45 PM	4:45 PM	Current Market Outlook	Dr. Fariba Alamdari
4:45 PM	5:00 PM	<i>Break</i>	
5:00 PM	6:00 PM	Case Study INTRO	Dr. Joanna Szydlo-Moore
6:00 PM		<i>End of day one</i>	
Oct 13	TUESDAY	ITU Conference Room	
10:00 AM	10:15 AM	Welcome & Opening Remarks	Philip / Tecklenburg
10:15 AM	11:00 AM	Airline Strategies & Business Models part 1	Philip / Tecklenburg
11:00 AM	11:15 AM	<i>Break</i>	
11:15 AM	12:15 PM	Airline Strategies & Business Models part 2	Philip / Tecklenburg
12:15 PM	12:30 PM	<i>Break</i>	
12:30 PM	1:30 PM	Airline Strategies & Business Models part 3	Philip / Tecklenburg
1:30 PM	2:30 PM	<i>Lunch</i>	
2:30 PM	3:30 PM	Finance part 1	Philip / Tecklenburg
3:30 PM	3:45 PM	<i>Break</i>	
3:45 PM	4:45 PM	Finance part 2	Alex Philip
4:45 PM	5:00 PM	<i>Break</i>	
5:00 PM	6:00 PM	Case Study	Dr. Joanna Szydlo-Moore
6:00 PM		<i>End of day two</i>	
Oct 14	WEDNESDAY	ITU Conference Room	
10:00 AM	10:15 AM	Welcome & Opening Remarks	Alex Philip
10:15 AM	11:00 AM	Airline Economics part 1	Alex Philip
11:00 AM	11:15 AM	<i>Break</i>	
11:15 AM	12:15 PM	Airline Economics part 2	Alex Philip
12:15 PM	12:30 PM	<i>Break</i>	
12:30 PM	1:30 PM	Airline Economics part 3	Alex Philip
1:30 PM	2:30 PM	<i>Lunch</i>	
2:30 PM	3:30 PM	Airplane Value Analysis part 1	Alex Philip
3:30 PM	3:45 PM	<i>Break</i>	
3:45 PM	4:45 PM	Airplane Value Analysis part 2	Alex Philip
4:45 PM	5:00 PM	<i>Break</i>	
5:00 PM	6:00 PM	Case Study	Dr. Joanna Szydlo-Moore
6:00 PM		<i>End of day three</i>	
Oct 15	THURSDAY	ITU Conference Room	
10:00 AM	10:15 AM	Welcome & Opening Remarks	Bruce Tecklenburg
10:15 AM	11:00 AM	Network & Fleet Planning part 1	Bruce Tecklenburg
11:00 AM	11:15 AM	<i>Break</i>	

11:15 AM	12:15 PM	Network & Fleet Planning part 2	Bruce Tecklenburg
12:15 PM	12:30 PM	Break	
12:30 PM	1:30 PM	Network & Fleet Planning part 3	Bruce Tecklenburg
1:30 PM	2:30 PM	Lunch	
2:30 PM	3:30 PM	Network & Fleet Planning part 4	Bruce Tecklenburg
3:30 PM	3:45 PM	Break	
3:45 PM	4:45 PM	Case Study	Dr. Joanna Szydlo-Moore
4:45 PM	5:00 PM	Break	
5:00 PM	6:00 PM	Case Study	Dr. Joanna Szydlo-Moore
6:00 PM		End of day four	
Oct 16	FRIDAY	ITU Conference Room	
10:00 AM	10:15 AM	Welcome & Opening Remarks	Dr. Joanna Szydlo-Moore
10:15 AM	11:00 AM	Performance	Dr. Joanna Szydlo-Moore
11:00 AM	11:15 AM	Break	
11:15 AM	12:15 PM	Turkish Airlines - SWOT analysis	Dr. Joanna Szydlo-Moore
12:15 PM	12:30 PM	Break	
12:30 PM	1:30 PM	Turkish Airlines - SWOT analysis	Dr. Joanna Szydlo-Moore
1:30 PM	2:30 PM	Lunch	
2:30 PM	3:30 PM	Case Study	Dr. Joanna Szydlo-Moore
3:30 PM	3:45 PM	Break	
3:45 PM	4:45 PM	Case Study	Dr. Joanna Szydlo-Moore
4:45 PM	5:00 PM	Break	
5:00 PM	6:00 PM	Case Study	Dr. Joanna Szydlo-Moore
6:00 PM		End of day five	
Oct 17	SATURDAY	ITU Conference Room	
10:00 AM	11:00 AM	Team 1 Case Study presentation	Dr. Joanna Szydlo-Moore
11:00 AM	11:15 AM	Break	
11:15 AM	12:15 PM	Team 2 Case Study presentation	Dr. Joanna Szydlo-Moore
12:15 PM	12:30 PM	Break	
12:30 PM	1:30 PM	Team 3 Case Study presentation	Dr. Joanna Szydlo-Moore
1:30 PM	2:30 PM	Lunch	
2:30 PM	3:30 PM	Team 4 Case Study presentation	Dr. Joanna Szydlo-Moore
3:30 PM	3:45 PM	Break	
3:45 PM	4:45 PM	Team 5 Case Study presentation	Dr. Joanna Szydlo-Moore
4:45 PM	5:00 PM	Break	
5:00 PM	6:00 PM	Team 6 Case Study presentation	Dr. Joanna Szydlo-Moore
6:00 PM		End of class	