



Case Study Introduction

***Istanbul Technical University
Air Transportation Management
M.Sc. Program***

Fundamentals of Airline Management

Module 3: 12 October 2015

MonteCristoAir - overview

- ***A fictitious airline***
- ***A Board of Directors***
 - ***Five teams***
 - ***Five strategies***
 - ***Five presentations***
- ***Two winning strategies***
 - ***One chosen by you***
 - ***One chosen by ‘The Board’***

MonteCristoAir - departments

Each of you will self-select into one of these six departments, making sure that all departments are represented on your Strategy Team:

Finance

Fleet Evaluation

Network & Schedule Planning

Operations

Regulatory & Environmental Affairs

Sales & Marketing

MonteCristoAir – five strategy teams

Day 1: organizing

- *Identify a team leader; a team recorder; choose a team name*
 - *Determine who is going to represent each department*
 - *Read ‘Case Study Overview & Information for All’*

Day 2 – 5: planning and preparation

- *Represent your department; read material that prepares you for the next days modules*
(see the Table of Contents in the Case Book)
- *Reach consensus and prepare strategy presentation for “The Board of Directors”*

Day 6: presentations

- *20 minutes per team + 10 minutes of discussion with ‘The Board’*
- *Be clear, concise. Use no more than 8-12 slides to make your case*
- *A minimum of 3 people must present; the rest of your team must answer questions*

MonteCristoAir – strategy presentation

Present a proposed team strategy that:

- ***Builds a competitive advantage and increases revenues***
- ***Recommends fleet selections, including financing***
- ***Improves operating efficiencies and reduces costs***
 - ***Incorporates needed departmental solutions***

MonteCristoAir – winning strategy criteria

- ***Clarity:*** *understandable strategy; makes sense*
- ***Depth:*** *demonstrated learning in specific areas taught*
- ***Breadth:*** *inclusion of all main topics*
- ***Innovation:*** *level of creativity*
- ***Teamwork:*** *demonstrated ability to work together*