SA409 - Introduction to strategic management in the context of the aviation industry

From the Advanced Master AES
(Aeronautical & Space Structures)

Key elements

Period: **Early January to Late January**

Estimated duration: **15 hours**

For whom:
recent graduates, jobseekers and experienced employees

Location:
ISAE-SUPAERO, Toulouse

Language: **English**

Highlights

- Civil aviation since 1952
- Airbus-Boeing coopetition
- Industrial & commercial management

This course will bring you a unique understanding of how the aviation industry developed over the last 70 years.

Learning objectives

After completing this course, participants will be able to:

- Analyze and build a strategy linked to the specificities of civil aircraft construction and the justification of the situation of the Airbus-Boeing coopetition: history of civil aviation activity (traffic, transport and fleet), the difficult technical compromises for product definition and the industrial, commercial and financial management of an activity in global competition.

Prerequisites

- None

Information and registration

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Course content

The course aims to present the specificities of civil aircraft construction and to justify the situation of the Airbus-BOEING cluster:

- Civil aviation activity since 1952 (traffic, transport and fleet)
- The difficult technical compromises for the product definition
- The industrial, commercial and financial management of an activity in global competition.

Teaching methods

Teaching methods	Yes
Lectures / tutorial	X
Collaborative learning	
Flipped classroom	
Blended learning (online and face to face)	
Learning by doing	
Project-based	
Simulation	
Case study	X

Assessment

Marked seminars