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

**Prerequisites**
- None

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

**Key elements**
- **Period:** Early January
- **Estimated duration:** 15 hours
- **For whom:** recent graduates, jobseekers and experienced employees
- **Location:** ISAE-SUPAERO, Toulouse
- **Language:** English

**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.

**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

<table>
<thead>
<tr>
<th>Teaching methods</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Lectures / tutorial</td>
<td>X</td>
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<tr>
<td>Collaborative learning</td>
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<td>Flipped classroom</td>
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<td>Blended learning (online and face to face)</td>
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<td>Learning by doing</td>
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<td>Project-based</td>
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<td>Simulation</td>
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<td>Case study</td>
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Assessment

Marked seminars