

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

From the Advanced Master AES
(Aeronautical & Space Structures)



Highlights

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

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

Prerequisites

- None

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 competition: 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

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