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 coopetition
- Industrial & commercial management

Prerequisites

- None

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

Key elements

Dates: 7 - 9 March 2022
Duration: 15 hours
For whom: recent graduates, jobseekers and experienced employees
Location: ISAE-SUPAERO, Toulouse
Course fees: 1 800 €
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.

Practical information and registration
Natalia Perthuis - 05 61 33 80 47 – info.exed@isae-supraero.fr
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

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<tr>
<th>Teaching methods</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Lectures / tutorial</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