SA409 - Introduction to strategic management in the context of the aviation industry
From the Advanced Master AES
(Aeronautical & Space Structures)

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

**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.

**Key elements**
- Dates: 8 - 10 March 2021
- Duration: 15 hours
- For whom: recent graduates, jobseekers and experienced employees
- Location: ISAE-SUPAERO, Toulouse
- Course fees: 1 800 €
- Language: English

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

<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