

# 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

Dates: **February 27 to March 1, 2023**

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 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.

## Practical 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