

Courses in English Course Description

Department	14 Tourism
Course title	Transformation of Airline Business Models (course might not be offered every semester)
Course number	Se
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	
Prerequisites	
Recommended reading	
Teaching methods	Seminar with presentation and term paper
Assessment methods	Presentation (50 %) and term paper (50 %)
Language of instruction	English
Name of lecturer	Dr. Sebastian Ibel
Email	sebastian.ibel@hm.edu
Link	
Course content	Legacy Airlines, Low Cost Airlines, Leisure Airlines or Regional Airlines. The various airline types and their associated business models are in a constant change. This not only has an impact on the airlines themselves, but also on the associated stakeholders such as airports, suppliers and, of course, the end customer and other relevant participants in the tourism service chain. In the seminar, the basics of the different business models of airlines - passengers and cargo - as well as the associated changes and convergences of these will be presented. Building on this, the requirements for the various external partners will be discussed in more detail and, finally, possible future developments will be discussed, particularly against the background of external factors such as technological innovations, sustainability aspects and changing customer needs.
Remarks	