

Postgraduate Certificate

Air Transportation: Economics
and Management in
the Global Market





Postgraduate Certificate Air Transportation: Economics and Management in the Global Market

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/engineering/postgraduate-certificate/air-transportation-economics-management-global-market

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01

Introduction

The strong development of air transport since the 1950s has brought with it a significant growth in the aeronautical sector with direct implications in other economic areas. Areas such as logistics operations, the coexistence of mixed aviation with cargo aviation or the combination with other passenger transports influence a global and complex system. Mastering and understanding this structure is a plus for the engineering professional who wishes to develop successfully in this field and create projects that respond to the real needs of the industry. In this line, this 100% online program is born with the most advanced content and accessible at any time of the day, from a digital device with Internet connection.





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A 100% online Postgraduate Certificate that allows you to be aware of the complexity of the current air transport system"

The evolution of air transport has led to a significant differentiation and specialization of the different agents involved in this sector. Thus, cargo aviation with a large global presence coexists with mixed aviation (combination of passengers and cargo), which brings with it a high level of technology and the need to manage activities related to the intermodal concept of transport.

Given this scenario, the engineering professionals must be aware of the functioning of the entire ecosystem that surrounds this sector, its implications and effects on other sectors, as well as the actors that enable its development. For this reason, TECH has designed this 6-week Postgraduate Certificate in Air Transport Economics and Management in the Global Market with the most advanced didactic content, prepared by the best specialists in economic and aeronautical matters.

An intensive program that acquires dynamism thanks to video summaries, detailed videos, scenario simulations and diagrams. Numerous pedagogical resources facilitate learning that focuses on the framework of transport economics, the industry's value chain, infrastructure management and the implications and consequences of air transport.

A teaching that provides new concepts that will be much easier to assimilate thanks to the *Relearning* method used by this institution. And the fact is that, with the reiteration of the fundamental content throughout the academic itinerary, students will consolidate the subject in an agile way and thus reduce the hours of memorization.

Undoubtedly, a unique opportunity to grow professionally through an accessible university program, whenever and wherever you want. You only need a digital device with Internet connection to visualize, at any time of the day, the syllabus of this teaching.

This **Postgraduate Certificate in Air Transport: Economics and Management in the Global Market** contains the most complete and up-to-date program on the market.

The most important features include:

- ◆ Development of case studies presented by experts in Aeronautical engineering
- ◆ Graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



Advance your career in the aeronautical industry with a university program that will lead you to know the ins and outs of the air transport footprint in detail"

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Achieve your career progression goals by mastering the key concepts of global air transport market management”

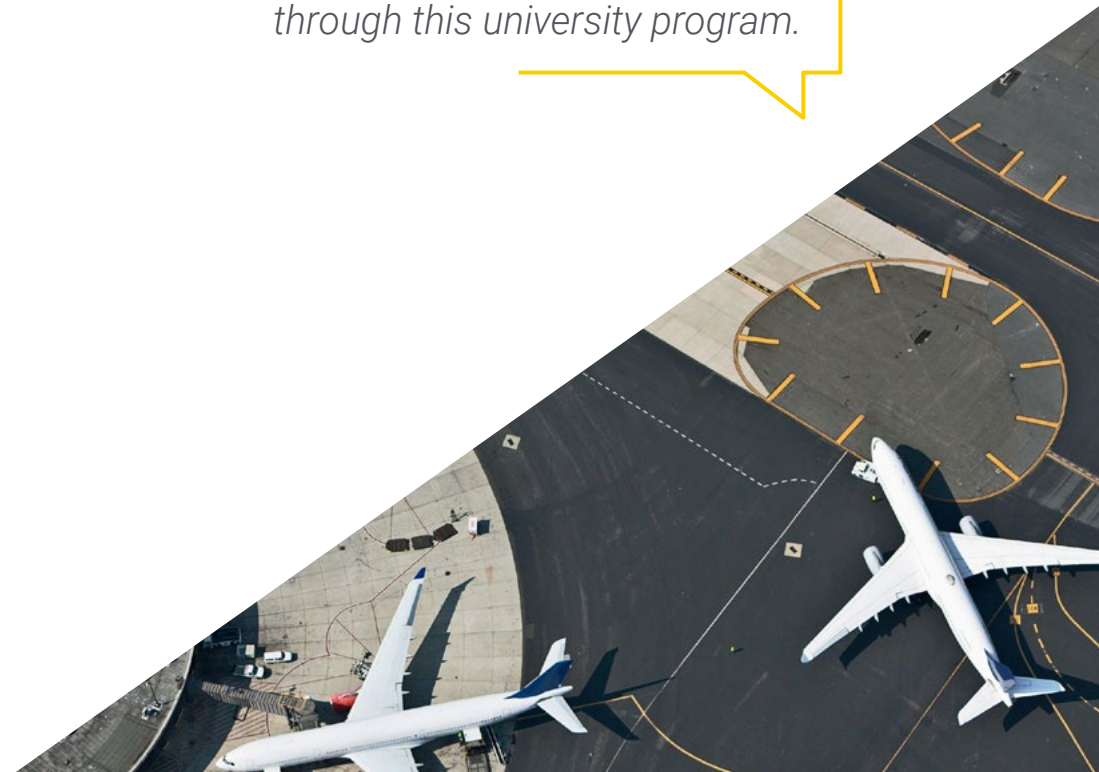
The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professionals with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professionals must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned experts.

Enroll now in an advanced academic training on the cost and performance management of an airline.

Do you want to meet the major players in air transport such as ICAO, WCO, UPU, UNDOC, IATA or ACI? Do it through this university program.



02 Objectives

Students who complete this academic option will have mastered the main concepts related to air transport, its economics and management in an increasingly globalized world. In this way, they will be able to design and create engineering projects according to the current reality, the needs of the sector and the challenges it faces in the not so distant future. A unique opportunity for progression that only TECH, the world's largest digital university, can offer.





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Improve your knowledge of airport infrastructure management and apply it to your engineering projects"



General Objectives

- ◆ Provide the professionals with the specific and necessary knowledge to perform, with a critical and informed opinion, in any phase of planning, design, manufacture, construction or operation in the various companies of the aviation sector
- ◆ Identify the problems in aeronautical designs and projects in order to know how to propose effective, viable and sustainable overall solutions
- ◆ Acquire the fundamental knowledge of existing technologies and innovations under development in transport systems, in order to be able to conduct research, development and innovation studies in aeronautical companies and technology centers
- ◆ Analyze the main conditioning factors involved in the aeronautical activity and how to efficiently apply the latest techniques used in the aviation sector today
- ◆ Acquire a specialized approach and be able to monitor the management of any aeronautical department, as well as to execute the general management and the technical management of designs and projects
- ◆ Delve into the knowledge of the different critical aeronautical areas according to their different relevant actors, as well as achieve the knowledge, understanding and ability to apply the applicable aeronautical or non-aeronautical legislation and regulations





Specific Objectives

- ◆ Identify how aviation is integrated into the transportation system, as well as the various forms of cooperation in the environment
- ◆ Examine the various factors involved in the air transport system: manufacturers, airlines, and air navigation service providers
- ◆ Analyze the air transport system, its integration, competition and cooperation with intermodal mode
- ◆ Evaluate the contemporary social reality using macroeconomic and air environment tools
- ◆ Determine the technical characteristics of air transport modes
- ◆ Contextualize relevant information from the physical or business contexts
- ◆ Propose mechanisms for interpreting the solutions identified



Access at any time to the rich didactic material provided by this academic option and learn more easily about Air Transport"

03

Course Management

In order to provide students with a first class education, TECH carries out a thorough selection process of each and every one of the teachers that make up its programs. In this way, the graduates will have guaranteed access to the most rigorous and current information on air transport and the structure of the global market, prepared by a faculty that has a consolidated trajectory in the sector and has a deep knowledge of the management and economics of this industry.



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TECH has brought together leading specialists in the aeronautical sector with an accumulated professional experience that is evident in this program"

Management



D. Torrejón Plaza, Pablo

- ♦ Engineering Technician at ENAIRE
- ♦ Head of the Regulatory Unit of the National Airports Autonomous Organization
- ♦ Head of the Analysis Section of the National Airports Autonomous Organization Cabinet of the General Director
- ♦ Head of the Operations Section, Head of the Airport Security Office and Service Executive at Tenerife Sur Airport
- ♦ Head of the Procedures and Organization Section in the Office of the General Director of Aena Airports
- ♦ Head of the Programming Department and in the Office of the President of Aena
- ♦ Head of the Institutional Coordination and Parliamentary Affairs Division
- ♦ Associate Professor and Collaborator in the Aeronautical Management Degree at the Universidad Autónoma de Madrid
- ♦ Head of the Regulatory Unit of the National Airports Autonomous Organization
- ♦ Head of the Analysis Section of the National Airports Autonomous Organization Cabinet of the General Director
- ♦ Head of the Operations Section, Head of the Airport Security Office and Service Executive at Tenerife Sur Airport
- ♦ Master's Degree in Airport Systems from the Polytechnic University of Madrid
- ♦ Master in Organizational Management in Knowledge Economy from the Universitat Oberta de Catalunya (Open University of Catalonia)
- ♦ Master's Degree in Executive MBA from the Instituto de Empresa in Madrid
- ♦ Aerospace Engineer from the University of León
- ♦ Aeronautical Technical Engineer by Universidad Politécnica de Madrid
- ♦ Aeronautical Manager from the Autonomous University of Madrid
- ♦ Honorary decoration "Alférez Policía Nacional del Perú Mariano Santos Mateos gran General de la Policía Nacional del Perú" for exceptional services in aeronautical consultancy and training



Professors

D. Leal Pérez Chao, Rafael

- ◆ Specialist in Air Navigation Service Providers
- ◆ Expert in Implementation of Cost and Management Control Systems projects, Project Management and ERP Systems Integration and coordination of Institutional Relations Areas
- ◆ Associate Professor at the Autonomous University of Madrid
- ◆ Participated in several teaching innovation projects in the last ten years, highlighting those of professional *coaching*, rubrics and academic support
- ◆ Degree in Economics and Business Administration from the Complutense University of Madrid
- ◆ Certificate of Pedagogical Aptitude from the Complutense University of Madrid
- ◆ Master's Degree in Financial Management from ESIC
- ◆ Superior Technician in Occupational Risk Prevention: specialties in Occupational Safety, Industrial Hygiene and Ergonomics and Applied Psychosociology

04

Structure and Content

The syllabus of this university program has been designed by a faculty versed in the field of Economics oriented to the aeronautical sector. Their deep knowledge in this field is evident in this advanced syllabus that will allow students to understand in a simple way the functioning of this industry, the structure of the air transport market and the challenges in the medium and long term. For this, in addition, the graduates will have access to teaching material 24 hours a day, 7 days a week.





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The Relearning method reduces study hours and provides greater agility to consolidate the key concepts covered in this program"

Module 1. Air Transportation: Economics and Management in the Global Market

- 1.1. Transport economics framework, principles, efficiency and productivity
 - 1.1.1. Transport as a large system. Evolution and typologies
 - 1.1.2. Principles of transport economics
 - 1.1.3. Intermodal transport: weaknesses, strengths, value of time
- 1.2. Institutional and regulatory environment
 - 1.2.1. Structure of international air transport, global characteristics of the private environment
 - 1.2.2. International Agreements
 - 1.2.2.1. Multilateral and bilateral agreements
 - 1.2.2.2. Traffic rights, responsibilities
 - 1.2.3. Unique characteristics of commercial aviation
- 1.3. Air Transport Companies
 - 1.3.1. Company concepts, the value chain in air transport
 - 1.3.2. Typology of airlines
 - 1.3.2.1. Regional, network, charter, operators and integrators
 - 1.3.3. Air cargo, operational modalities
- 1.4. Cost, revenue and profit and loss management in a transport company
 - 1.4.1. Description, measurement and allocation of producer and user costs
 - 1.4.2. Revenues
 - 1.4.2.1. Pricing and charging
 - 1.4.2.2. Management performance
 - 1.4.3. Industry value chain and geographic impact
- 1.5. Air transport: the market
 - 1.5.1. Demand and supply
 - 1.5.2. Market structure
 - 1.5.3. Air transport magnitudes and their impact on society
- 1.6. Infrastructure management
 - 1.6.1. Investment in infrastructure. Investing in capacity
 - 1.6.2. Economic factors in investment evaluation
 - 1.6.3. Risk and cost-benefit analysis. Decision Making





- 1.7. Implications and consequences of air transport
 - 1.7.1. Effects on global development: global economy versus regional economy
 - 1.7.2. Extent of the "footprint" of air transport, consequences on other sectors
 - 1.7.3. Congestion and safety in air transport
- 1.8. Elements integrating the transport system, cooperation required
 - 1.8.1. Logistics Operators
 - 1.8.2. International Aviation Safety Agencies
 - 1.8.2.1. Commercial air transport operations
 - 1.8.3. Integration of the elements
 - 1.8.3.1. Airlines, administrators, air navigation service providers
- 1.9. Prospective trends
 - 1.9.1. Air transport in the 21st century. Liberalization trends
 - 1.9.2. Evolution of low cost and alliances
 - 1.9.3. Analysis of the future: short and medium term forecasts
- 1.10. Global market configuration
 - 1.10.1. International air navigation service providers: EUROCONTROL, COCESNA, CANSO
 - 1.10.2. Global market players: ICAO, WCO, UPU, UNDOC, IATA, ACI, Major operators
 - 1.10.3. Cargo Aircraft vs. *Belly Freight*

“ *Incorporate advances in sustainable measures applied in aviation into your engineering projects* ”

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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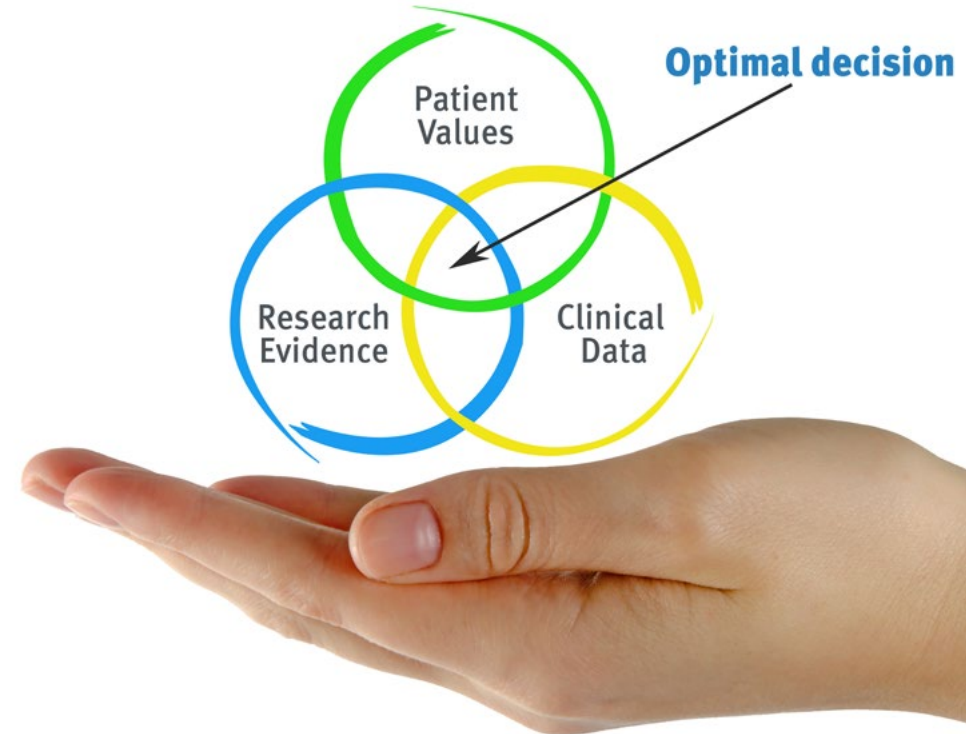
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

This Postgraduate Certificate in Air Transport: Economics and Management in the Global Market guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Air Transport: Economics and Management in the Global Market** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Air Transport: Economics and Management in the Global Market**

Official N° of hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
classroom



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