

CBUS 237. AEROSPACE BUSINESS AND STRATEGY.

Credits: 4

Offered by: Management & Entrepreneurship (School of Continuing Studies)

This course is not offered this catalogue year.

Description

This course examines the nature of the aerospace industry and will provide students with the language and framework in which business is conducted. Topics covered include: basic market supply-demand principles in various segments of aviation; fundamentals and models of strategic planning and their application in aerospace using current case studies; overview of the key OEM and major current new aircraft development programs; tier 1 to 3 ecosystems; the business model for new products and services and aftermarket practices; the role of other key stakeholders, agencies, regulatory bodies, international associations, alphabet organizations and capital providers.

- 30 hours in class plus approx.10 hours of readings/assignments.

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