

Air Cargo Management

Understanding the business landscape, from operations to strategy and performance

3 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

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Description

Air cargo management requires a comprehensive understanding of how operations, strategy, finance, and customer requirements interact within a complex and constantly evolving global industry. This course provides a structured and integrated overview of the air cargo business, helping participants understand how different functions and processes are connected and how they collectively influence performance and competitiveness.

Participants gain insights into key industry structures, market dynamics, and the roles of major stakeholders across the air cargo value chain. The course explores how operational processes, strategic decision-making, financial performance, and customer requirements are interlinked and must be managed in alignment. A strong focus is placed on understanding performance drivers such as efficiency, cost structures, revenue management, and service quality. Participants learn how these factors impact profitability, operational reliability, and long-term business success. In addition, the course introduces current trends and future developments, including digitalization, data-driven logistics, and evolving market demands, helping participants understand how the industry is transforming and what this means for organizations and roles. Through practical examples and structured discussions, participants develop a holistic view of the air cargo business and its key management principles.

Target group

- New entrants and career changers entering the air cargo industry
- Junior professionals in airlines, logistics, and ground handling operations
- Employees seeking a broader understanding of the air cargo business
- Operational staff transitioning into more business-oriented roles
- Professionals aiming to understand how different functions interact within air cargo organizations

Class location: Classroom training in Europe, or worldwide in-company

Included: course material, certificate

Learning objectives

- Understand the overall structure and ecosystem of the air cargo industry and its key stakeholders
- Identify how operations, strategy, finance, and customer requirements are interconnected
- Understand key market dynamics, demand drivers, and competitive forces in air cargo
- Gain insight into basic strategic frameworks such as SWOT and competitive positioning
- Understand the fundamentals of revenue management, cost structures, and profitability drivers
- Identify key performance indicators (KPIs) and their role in measuring operational and business performance
- Understand the role of operational processes, compliance, and quality in achieving performance targets
- Gain awareness of customer needs, service expectations, and their impact on business success
- Understand the basics of sales, marketing, and value creation in air cargo
- Explore the impact of digitalization, data, and automation on the air cargo industry
- Develop the ability to see connections across functions and think in a more integrated and business-oriented way
- Build a foundation for further development in operational, strategic, or leadership roles

Course outcomes

- Comprehensive understanding of the air cargo business and how key functions interact to drive performance
- Improved ability to interpret operational, financial, and strategic aspects of air cargo operations
- Increased confidence in contributing to business decisions and understanding industry developments

