



Accademia di Alta Formazione Economica

ETP MASTER

in

Economics and Transport Policies

Milano – ITALY

2013 Edition

MET ACADEMY - Milan Economic Training Academy Srl
Capitale Sociale Euro 10.000,00= i.v. – REA: MI-1960604 – CF/P.IVA 07461640968
20121 Milano, Via della Moscova, 40/1 - Tel. (+39) 02.62695113 - Fax (+39) 02.70059952
email: info@metacademy.it - www.metacademy.it

Course objectives

The Master in Economics and Transport Policies (ETP) is a 2 month study program (Milano, Italy). Its objective is to prepare students for higher managerial, entrepreneurial and consulting positions in the important field of transportation.

It provides an in-depth examination of the economic, territorial, transport, infrastructure, and research issues involved with regional, national, and international economic development. The learning process has a practical orientation and takes the form of structured lectures backed up by practical applications through case studies and visiting speakers as well as project works and individual research. Drawing on a variety of case studies and live projects, the course explores the local, national and global dimensions of transportation, and the nature and roles of different actors and agencies.

The Master's program is divided into four core areas of focus:

- 1. Transport Economics**
- 2. Economics of Transport Enterprises**
- 3. Marketing of Transportation**
- 4. Transportation Policies**

and includes an **Intensive Course of English, French and Spanish**.

Career opportunities

The program is of particular relevance to those planning to work, or working in:

- **Air Infrastructure**
- **Rail Infrastructure**
- **Maritime Infrastructure**
- **Airlines**
- **Railway Companies**
- **Shipping Companies**
- **Marinas**
- **Companies and organizations servicing facilities**
- **Promotion and development of the Territory, with particular reference to transport**

Recipients

The graduates and scholars of issues related to Transport are the recipients of the Master, wishing to specialize in a refined and updated preparation.

Faculty

The Master in Economics and Transport Policies (ETP) aims at educational excellence while allowing its participants to indulge their passion using a rigorous, skills-based approach.

The program is taught by a highly qualified faculty. The carefully selected mix of academics and practitioners includes teaching and research staff from top Italian universities, as well as national and international professionals and experts operating in the public, private and voluntary sector.

Core areas of focus

1. Transport Economics

The subject area of Transport Economics is related to various forms of transport current and existing, specifying on the one hand the general characteristics of each type, the other showing concretely what opportunities can be envisaged and how they can be planned, for the definition of innovative products and consistent with the needs of the changing market.

Disciplinary approach that allows the participant to learn alternative strategies planning of current realities, particularly useful to envision the changes in transport demand and make the changes necessary to offer an update in real time.

Contents

- The Air Transport
- The airport infrastructure
- The Railway Transport
- The rail infrastructure
- The Maritime Transport
- The port infrastructure
- The structure of the various economic sectors
- The different operating environments
- The transport demand
- Mobility, Transport and Industrial Location

2. Economics of Transport Enterprises

The subject area of Economics of Transport Enterprises examines aspects of the interconnection between man and Company, in the creation of differentiated products. Is examined in its various stages of management, referring to the types of transport services possible, without neglecting the roles that the component of "human" faces and organize, even and especially in situations of crisis in the sector.

The participant starts to knowledge (and the subsequent putting into practice) of how professionalism and competence are the winning factors in the business challenge, accompanied by the logic of economic planning appropriately calibrated on time, in order not to frustrate the achievement of objectives.

Contents

- The operational management
- The management of maintenance
- The management services: charter, low cost, traditional
- The management of freight
- Financial management: financial requirements and sources of funding
- The cost structure
- The Revenue Management
- Air Legislation
- Railway Legislation
- Maritime Legislation

3. Marketing of Transportation

The subject area of Marketing of Transportation shall consider the one hand the organizational functions and processes to create, communicate and deliver value to potential customers, managing relationships so that they derive benefits for enterprises in the transport sector, the other close connection that links transportation and Territory, also with a mutual enhancement not only at the micro level (local residents), but also at the macro level (regional and national).

The participant then becomes aware of the criteria with which the Marketing can help promote and organize goods and services optimally exploiting opportunities are real and objective, subject to a valid and precise planning.

Contents

- The management of passenger services
- The nature of service and the implications for marketing
- The strategic planning
- The search for sustainable competitive advantages in the long-term
- The strategies of cost leadership
- The strategies of differentiation
- The competition and the forces that determine the intensity
- Distribution: direct channel – brokers
- The promotion
- The limitations and weaknesses of various systems

4. Transportation Policies

The subject area of Transportation Policy examines the effects that a long-term planning, properly prepared, involves the definition of infrastructure assets that are able to change the lives and habits of millions of people, and their consequent modes of travel.

The participant has the opportunity to learn what transportation systems are more congenial to the different types of users, such as forecasts produced for the construction of transport infrastructure, finding strategies to improve traffic flows to a destination or a territory, within the limits of a Sustainability is not only economic but also social.

Contents

- Interaction between the airport system, rail and maritime transport
- Transport systems and territorial development
- Innovations for Security
- The integration between public transport and the different types of transport
- The strategic decisions of State and Regions
- The global market
- Success factors of strategic alliances

Features and Dates

Master has a limited number (minimum 10 – maximum 25 participants)

The **Classroom Training (180 hours, i.e. 8 weeks)** will take place during the period **2013**, every week from Monday to Friday, with hours 9:00 / 13:30

The Headquarters of the Master is in **Milan**.

Certificates

At the end of the course participants will be issued a Diploma of Attendance of the Master and professional certificates relating to technical skills (useful for the labor market), signed by the relevant public and private entities that contributed the implementation of the Master.

Fee

The participation fee, amounting to EUR 3.200 = (threethousandtwohundred/00) + VAT, includes:

- *Training in the Classroom*
- *English Language Course*
- *French Language Course*
- *Spanish Language Course*
- *Teaching Material*

Information MASTER:

Academic Office MET ACADEMY

Master

Tel. (+39) 02.62695113

Fax (+39) 02.70059952

info@metacademy.it

www.metacademy.it

MET ACADEMY PRESENTATION

MET ACADEMY develops and organises **Higher Education and Training Programs in Economics** aimed at recently graduated and post-graduate students, as well as professionals, with strong interests in a variety of disciplines relevant to tourism, transportation, territory, environment and energy. It is ideal for individuals seeking employment, career advancement or higher management positions in the diverse sectors of the travel and tourism industry, including tourism and transport policies; hotel, resort and events management; research and policy-making; public and private sector consultancies.

The faculty is composed of highly trained academic and professional staff whose members have extensive national and international research and consulting experience in tourism, culture, transportation and territorial studies and development.

The primary objective of **MET ACADEMY** is to offer tailored solutions which meet its participants' individual needs and expectations. While strongly focusing on the valorisation of the single profiles, the programs equip them with cutting-edge educational and professional skills.

The academic and training offer includes:

- **Specific Training** (duration: one or more weeks): intensive training sessions aimed at deepen specific operational issues in the fields of tourism, transportation, territory, environment and energy. Contents are planned and defined together with the targeted local authorities and administrations at municipal, regional, national and international level and are delivered locally at the client's headquarters (even outside Italy).
- **"Full Immersion" Seminar** (duration: two days on weekends scheduled within the academic year): focus on specific course-related issues, which may be defined by the Academy or organised jointly together with private and public sector enterprises.
- **ETP Master** (duration: 2-3 months): a study program articulated in a two-three months class-based tuition followed by a six months work-based experience (on request), where participants are invited to put into practice the newly acquired theoretical skills and competences.

The activity of **MET ACADEMY** also includes **research and dedicated consultancy** in the fields of tourism, transportation, territory, environment and energy, through the delivery of data acquisition and analysis, forecasts and feasibility studies within an economic, technical, juridical and managerial framework. These interventions cater primarily to local and national decision-makers, private enterprises, as well as various industry operators. All activities are carried out by the Academy's highly trained professionals who have a proven track record of success and over 30 years accredited experience in the different fields of intervention.