

Welcome to Craven College and the **Aviation Management & Operations Foundation Degree**.

To help you prepare for your course we would like you to complete the following task and bring it to your induction session.

The work will be assessed, and you will receive formative feedback, but it will not form part of your degree classification.

Task: Journal article

During your degree you will be expected to read academic journal articles, these may seem off putting at first, but it is a skill that you will develop during your degree.

Read the attached article by Magdalina and Bouzaima (2021) on 'An empirical investigation of European airline business models: Classification and hybridisation.

As you read the article list at least 5 points under each of the following headings.

- Points that are particularly interesting
- Concepts or words that you are not sure that you understand

Write about 300 words to summarise the key points made in the paper.

Take one of the words or concepts that you didn't understand and research it further, then, write down what you think it means.

All of this should be word processed and written in paragraphs. If you

have any further questions about the task, please email:

info@theaviationacademy.co.uk