



# Air Transport Economics and Financial Management

## Individual Coursework

### Task:

For this assignment you are required to assess the impact of Covid-19 on the economic and financial performance of Ryanair relative to another airline (of your choice) through calculating economic and financial performance indicators (e.g. financial ratios), comparing the results, and commenting on them (for the Financial Years ending March 2021 and 2022). Therefore, you are also required to select another airline to compare with Ryanair. You should compare the performance of Ryanair with the other airline, providing a detailed discussion of the achievements or failings of Ryanair relative to the other airline for 2021 and 2022. You should choose at least five economic performance indicators AND at least five financial indicators.

Furthermore, you are required to evaluate Ryanair's economic and financial performance throughout 2022 and discuss any signs of change (e.g. improvement) in the economic and financial indicators as the air transport industry starts to recover from the impacts of Covid-19.

You should produce a concise report that does not exceed 3,500 words. The report should be assembled as follows: an executive summary; list of contents (e.g. 1.0 Introduction; etc.); main body of the report; conclusion; followed by a list of references. The 3,500 maximum word count includes everything from the start of the Executive Summary to the end of your report (typically the Conclusion). The list of references at the end, together with any appendices (optional) after the list of references, are not included. Please note that the appendices do not attract marks.

### Marks will be awarded according to the following marking scheme:

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|--|-----|
| • Explanation for the choice of peer airline                           | 5%  |
| • Choice, analysis, comparison and discussion of economic indicators   | 30% |
| • Choice, analysis, comparison and discussion of financial indicators  | 30% |
| • Evaluation of the economic and financial performance throughout 2022 | 25% |
| • Presentation style and layout  | 10% |

**Assessment:** Individual coursework assignment – 3500 words

**Description:** For this assignment you are required to assess the impact of Covid-19 on the economic and financial performance of Ryanair relative to another airline (of your choice) through calculating economic and financial performance indicators (e.g. financial ratios), comparing the results, and commenting on them (for the Financial Years ending March 2021 and 2022). Therefore, you are also required to select another airline to compare with Ryanair. You should compare the performance of Ryanair with the other airline, providing a detailed discussion of the achievements or failings of Ryanair relative to the other airline for 2021 and 2022. You should choose at least five economic performance indicators AND at least five financial indicators.

Furthermore, you are required to evaluate Ryanair's economic and financial performance in throughout 2022 and discuss any signs of change (e.g. improvement) in the economic and financial indicators as the air transport industry starts to recover from the impacts of Covid-19.

Assessment Criteria	Weight	Mark range performance levels					
		80% - 100% Excellent	70% - 79% Very Good	60% - 69% Good	50% - 59% Satisfactory	40% - 49% Poor	0% - 39% Very Poor
<b>Explanation for the choice of peer airline</b> Clear, well articulated and relevant rationale for the choice of peer airline	5%	Extensive further reading well represented and properly referenced in the document consistently using in-text citations and reference list.  High level of critical evaluation of the challenge and its implications.	<b>Substantial further reading well represented</b> and referenced in the document consistently using in-text citations and reference list.  Very good level of critical evaluation of the challenge and its implications.  <b>Significant level of original thought</b> in the assessment of Ryanair.  Effective application of the subjects in the module adequately contextualised for the challenge	Some further reading represented and referenced in the document consistently using in-text citations and reference list.  Good level of critical evaluation of the challenge and its implications.  <b>Poor level of original thought</b> in the assessment of Ryanair.  Competent application of the subjects in the module contextualised for the challenge	Adequate further reading represented and <b>referenced in the document with minor errors</b> (i.e. reference style not entirely coherent but with adequate referencing information).  Standard level of critical evaluation of the challenge and its implications. <b>Lack originality</b> in the assessment of Ryanair.  Adequate application of the subjects in the module <b>not entirely contextualised</b> for the challenge	<b>Some relevant reading but not adequately represented or referenced in the document</b> (i.e. lacking in-text citations).  Lacking critical evaluation of Ryanair's performance. <b>Poor identification of indicators</b> .  Limited application of the subjects in the module and not contextualised for the challenge	Inadequate reading and lack of relevant references in the document.  <b>Absence of critical evaluation of Ryanair's performance</b> and its implications. Poor identification of indicators.  Lacking application of the subjects in the module
<b>Choice, analysis, comparison and discussion of economic indicators</b> Clear, well articulated and relevant rationale for the choice of economic indicators. Contextual information (including data) to provide an in-depth analysis. Depth of analysis, comparison and discussion of the economic performance.	30%						
<b>Choice, analysis, comparison and discussion of financial indicators</b> Clear, well articulated and relevant rationale for the choice of financial indicators. Contextual information (including data) to provide an in-depth analysis. Depth of analysis, comparison and discussion of the economic performance.	30%						
<b>Evaluation of the economic and financial performance throughout 2022</b> Depth of the evaluation and evidence (e.g. data) to support the key points that are presented. Critical approach.	25%						
<b>Presentation style</b> Style of writing, spelling and grammar. Visual quality and structure of the document, including any figures, charts, tables or graphs	10%	Well-structured piece of work. Excellent communication skills.	Well-structured piece of work. Very good communication skills.	Well-structured piece of work. Good communication skills.	Adequately structured piece of work. Basic but satisfactory communication skills.	Simple-structured piece of work. Marginal communication skills.	Poorly structured piece of work. Poor communication skills.