

MTU AVIATION STUDENTS SOAR NEW HEIGHTS WITH INNOVATIVE INVESTMENT PROPOSALS FOR CORK AIRPORT.



BACKGROUND

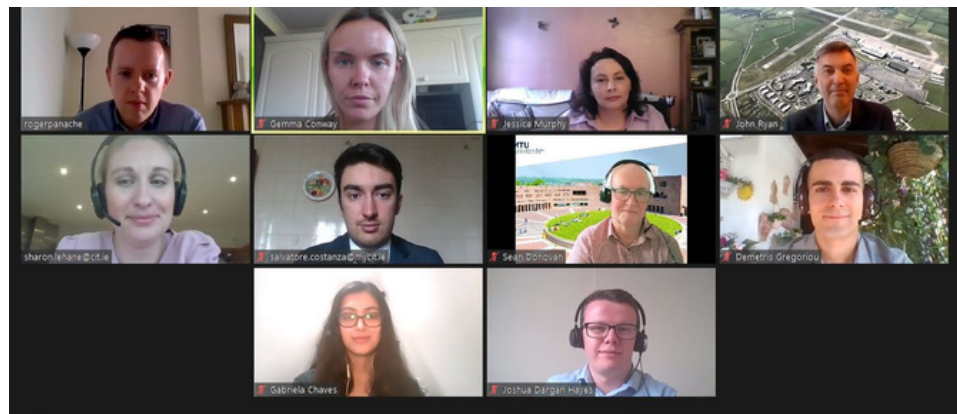
Cork Airport is the international gateway to the south of Ireland and is uniquely positioned at the start of Ireland's Ancient East and the Wild Atlantic Way. It is the country's second busiest and best-connected international airport flying to destinations across the UK and Continental Europe. The current Cork Airport terminal building opened in August 2006 replacing the previous building which had been in use for over 40 years and is designed to cater for up to five million passengers a year.

THE NEED

Cork Airport partnered with first-year Finance Management students from the BA (Hons) in International Business with Aviation Studies for assistance in formulating future investment decisions. Students were tasked with developing, costing, appraising, and suggesting funding options for their chosen investment idea. Additionally, students were tasked with preparing a report that analyses the current performance of the Airport, evaluates the risks associated with future investments and considers the main implications of data analysis.

THE SOLUTION

Students worked individually to formulate viable investment options for the team at Cork Airport. Reports compiled included peer reviews of their fellow students' ideas, considerations of the non-financial aspects of the proposals and an evaluation of the risks facing the company and future investments. This resulted in extremely innovative and detailed investment ideas which students presented to Brian Gallagher from Cork Airport via Zoom. Ideas included solar panel installation, new routes, virtual reality gaming expos and creative marketing campaigns.



BENEFITS OF THE ENGAGEMENT

The chief impact for the company is the ability, through the Technology Gateway programme, to successfully address the business need of upgrading their existing equipment offering to support their customers' demands, while future-proofing their position as a leader in their field.

“Working with MTU this year was an incredibly rewarding experience for both myself personally, and for Cork Airport. I was amazed at the huge levels of interest and engagement the students showed in both Cork Airport and the wider industry and was subsequently rewarded with several insightful and exciting new ideas for the future. I look forward to working with Sharon and the team at MTU again in the future.”

- Brian Gallagher, Head of Aviation and Commercial Business Development for Cork Airport

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!