Urban Railway Business Management (CEGE0103)

Description
The student will gain basic skills and knowledge required in business management of urban railways. The module has emphasis on innovation and changing the ways of running businesses because the rail industry is old with a business-as-usual culture and there are many opportunities to exploit.

Outcomes
By the end of the course, the student should be able to:

- Identify opportunities to create new businesses and/or to change the ways of running businesses within the urban rail industry with strategic views in consideration of non-railway economic, social and technical environments and opportunities.

- Use appropriate methods for management in urban railway businesses.

Below are indicative lecture topics:

**Principle Cluster**
- Introduction: Opportunities around mass transport systems
- Integration with other transport modes, city planning and other social/economic opportunities
- Technology and innovation in railways
- Railway Business Models (Comparing railway business models around the world, and Emerging business models)
- Rail Industry Business&Finance Structure and Opportunities

**Financing and Appraisal Cluster**
- Railway Finance Models
- Transport Project Appraisal by Governments
- Yield Development (learning from the aviation industry)

Key information

| Year | 2019/20 |
| Credit value | 15 (150 study hours) |
| Delivery | PGT L7, Campus-based |
| Reading List | View on UCL website |
| Tutor | Dr Taku Fujiyama |
| Term | Term 2 |
| Timetable | View on UCL website |

Assessment

- Coursework: 70%
- Oral Presentation: 30%

Find out more

For more information about the department, programmes, relevant open days and to browse other modules, visit ucl.ac.uk

Disclaimer: All information correct as of August 2019. Please note that aspects of the module may be subject to change. UCL will make best efforts to inform applicants of major changes.
Using the skills and knowledge obtained in the module, the student will develop a business plan. There will be three outputs:

- Interim presentation: Core idea and market
- Scheme presentation: Scheme details
- Final report

The presentations will be opportunities for students to obtain comments and suggestions which help them further develop their plan.