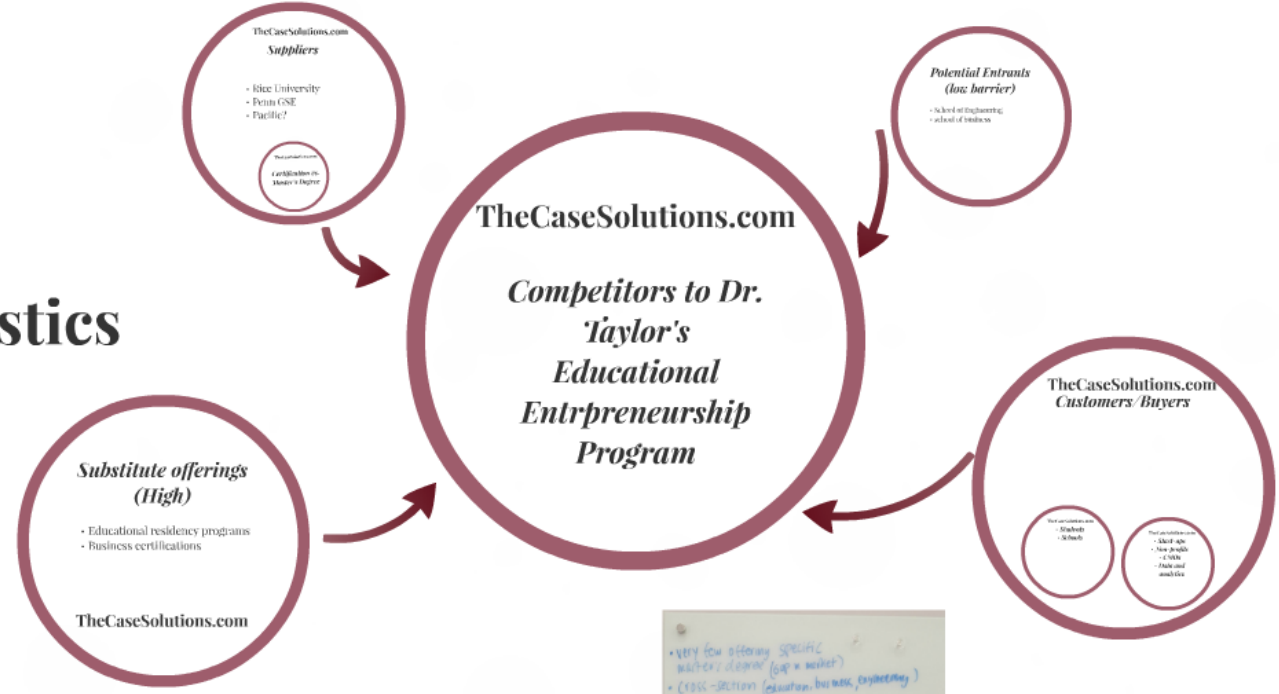


# Orlando International Airport: Landing International Airline Business

## 2.10: Industry Diagnostics



# TheCaseSolutions.com

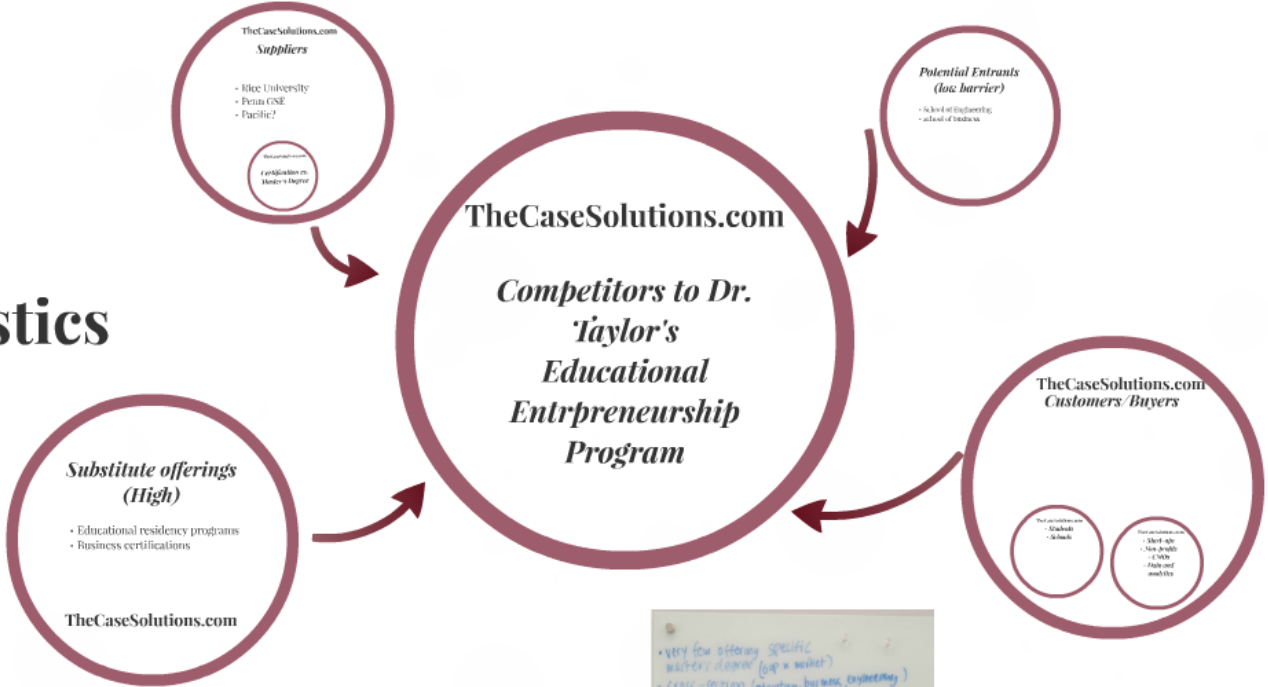
• very few other SPECIFIC  
 authors/ classes (up & water)  
 • CASE - ACTION (education, business, entrepreneurship)  
 • narrow educational field in  
 non-traditional ways  
 • 2004 - 2015 (54)  
 • 2013 - Present (33%)

suppliers  
 • Rice University  
 • Penn Graduate School of Ed.  
 • V.O.P.

**VALUE?**  
 - opportunity for degree  
 - opportunity to start career  
 path  
 - Ex. Entrepreneurship & education  
 from case studies  
 • Executive Director (over 40 years teaching)  
 • community engagement, specialty (100% new  
 case studies)

# Orlando International Airport: Landing International Airline Business

## 2.10: Industry Diagnostics



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• very few other SPECIFIC  
 authors/ classes (gap in market)  
 • CASE solutions (education, business, engineering)  
 • massive educational field in  
 non-traditional ways  
 • 2001-2005 (5M)  
 • 2013 - Present (33M)

VALUE?  
 - opportunity for degree  
 - opportunity for new career  
 paths  
 - Ex. (entrepreneurial education)  
 from case studies  
 • Executive Director (only for other Leadership)  
 • Community engagement, especially in (smaller market)



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*Competitors to Dr.  
Taylor's  
Educational  
Entrepreneurship  
Program*

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***Suppliers***

- Rice University
- Penn GSE
- Pacific?

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***Certification vs.  
Master's Degree***

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***Certification vs.  
Master's Degree***



*Substitute offerings  
(High)*

- Educational residency programs
- Business certifications

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# **TheCaseSolutions.com** *Customers/Buyers*

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- *Students*
- *Schools*

TheCaseSolutions.com

- *Start-ups*
- *Non-profits*
- *CMOs*
- *Data and analytics*

The background features a large maroon circle on the left and a partial maroon circle on the right. A maroon curved shape is visible in the bottom-left corner.

**TheCaseSolutions.com**

- *Students*
- *Schools*



**TheCaseSolutions.com**

- *Start-ups*
- *Non-profits*
  - *CMOs*
- *Data and analytics*