GAU, School of Aviation, Aviation Management

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| **Course Unit Title** | Aviation Management I |
| **Course Unit Code** | AVM401 |
| **Type of Course Unit** | Compulsory, Aviation Management |
| **Level of Course Unit** | 4th Year BSc |
| **National Credits** | 3 |
| **Number of ECTS Credits Allocated** | 5 ECTS |
| **Theoretical (hour/week)** | 3 |
| **Practice (hour/week)** | - |
| **Laboratory (hour/week)** | - |
| **Year of Study** | 4 |
| **Semester when the course unit is delivered** | 7 |
| **Course Coordinator** |  |
| **Name of Lecturer (s)** |  |
| **Name of Assistant (s)** |  |
| **Mode of Delivery** | Face to Face |
| **Language of Instruction** | English |
| **Prerequisites and co-requisites** | - |
| **Recommended Optional Program Components** | Basic background of an Aviation Management |
| **Objectives of the Course:** |
| * Teaching an introduction to aviation management covering all major actors and processes.
* Teaching the basic strategies of an aviation management(SWOT)
* Teaching the fundamental structures, and the economic and regulatory background of the industry.
* Teaching the fundamental principles of marketing strategies.
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| **Course Description** |
| This course –having perquisites all the relevant course of the first to the third year-applies this knowledge, theories and principles on the specific requirements, circumstances and environment in which aviation is living. |
| **Course Contents** |
| Week |  | Exams |
| 1 | Introduction to Aviation Management: Aviation Management, Airport Operators and Regulators, Aviation Industry, IATA, Airline’s Regulatory Bodies, Airservice and routes, Types of flight and routes. |  |
| 2 | Introduction to Airline Management: Organizational Structure of an Airline, Handling the Passengers, Airline Cargo Management, Handling the Aircraft on Ground, Cabin crews’ mainresponsibilities, dealing with emergency. |  |
| 3 | Airline information technology: Reservation system, Aircraft Maintenance Software, Fleetmanagement, Flight scheduling system, Departure Control System (DCS), In-flight technology |  |
| 4 | Aviation and /or Airline Economics |  |
| 5 | SWOT Analysis: Define Aviation industry’s strength, weakness, opportunities and threats. |  |
| 6 | SWOT Analysis: Exercises |  |
| 7 | Exercises, Tutorials and Revision Class |  |
| 8 | Midterm Exam | Midterm |
| 9 | Introduction to Airline Financial Management |  |
| 10 | Introduction to Airline Marketing and Management |  |
| 11 | Airline Revenue Management Strategies |  |
| 12 | Aviation Safety Management: Risks in Aviation, Safety and security system in aviation,Environmental management system, Aviation Disaster Management |  |
| 13 | Introduction to Airport Management and Planning: Types of Airports, Airport Operations, Organizational Structure of an Airport, General Layout, Airport Designing, FinancialManagement |  |
| 14 | Revision, Exercises and Tutorial Class |  |
| 15 | Final Exam | Final |
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| **Recommended Sources** |  |  |  |  |  |
| **Textbook:** Andreas Wald, Christoph Fay, Ronald Gleich, “Introduction to Aviation Management”, 3th edition, LIT Verlag Münster, 2015.**Supplementary Material(s):** Stephen Shaw, “Airline Marketing and Management”, 6th edition, Ashgate Publishing, 2007. |
| **Assessment** |
| Attendance | 5% |  |  |  |  |
| Assignments | 15% |  |  |  |  |
| Project-Seminar | 15% |  |  |  |  |
| Midterm Exam | 20% | Written |  |  |  |
| Quizzes | 10% |  |  |  |  |
| Final Exam | 35% | Written |  |  |  |
| Total | 100% |  |  |  |  |
| **ECTS Allocated Based on the Student Workload** |
| Activities | Number | Duration (hour) | Total Workload(hour) |
| Hours per week (Theoretical) | 15 | 3 | 45 |
| Presenting of observations and tutorials as report | 5 | 5 | 25 |
| Preparation of the homework | 5 | 5 | 25 |
| Quizzes | 2 | 11 | 22 |
| Supervision | 1 | 17 | 17 |
| Final Exam | 1 | 22 | 22 |
| Total Workload | 156 |
| Total Workload/30 (h) | 5.2 |
| ECTS Credit of the Course | 5 |

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