**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** | **4rd 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 and E-learning activities** |
| **Language of Instruction** | **English** |
| **Prerequisities and co-requisities** | **-** |
| **Recommended Optional Programme 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, a brief history of Aviation, Airport Operators and Regulators, Aviation Industry, IATA, Airline’s Regulatory Bodies, Air****service 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’ main****responsibilities, dealing with emergency situation.** |  |
| **3** | **Airline information technology: Reservation system, Aircraft Maintenance Software, Fleet****management, 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.** | **Quiz #1** |
| **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** | **Quiz #2** |
|  |  |  |
| **13** | **Introduction to Airport Management and Planning: Types of Airports, Airport Operations, Organizational Structure of an Airport, General Layout, Airport Designing, Financial****Management** |  |
| **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 homeworks** | **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** |