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 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. | | | |
| **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, 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. | |  |
| 3 | Airline information technology: Reservation system, Aircraft Maintenance Software, Fleet management, Flight scheduling system, Departure Control System (DCS), In-flight technology, AI in aviation | |  |
| 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, Financial  Management | |  |
| 14 | Revision, Exercises and Tutorial Class | |  |
| 15 | Final Exam | | Final |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **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 | | | | |