GAU, School of Aviation, Aviation Management

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| **Course Unit Title** | Aviation Management II |
| **Course Unit Code** | AVM402 |
| **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** | 8 |
| **Course Coordinator** |  |
| **Name of Lecturer (s)** |  |
| **Name of Assistant (s)** |  |
| **Mode of Delivery** | Face to Face |
| **Language of Instruction** | English |
| **Prerequisites and co-requisites** | AVM401 Aviation Management I |
| **Recommended Optional Program Components** | Basic background of Airlines and Air Transportation |
| **Objectives of the Course:*** Teaching an introduction to aviation management covering all major actors and processes.
* Teaching the basic strategies of an aviation management (PESTEL)
* Teaching the fundamental structures, and the economic and regulatory background of the industry (Revenue Management and Pricing).
* Teaching the fundamental principles of marketing strategies.
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| **Course Description** |
| This course is the continuation of AVM401 and focus apart from the deepening of the knowledge provided in the first part- mainly on its practical application in form of practical training exercises, role plays and simulations. |
| **Course Contents** |
| Week |  | Exams |
| 1 | Introduction to Aviation Management II and Revision from AVM401: Aviation Management, a brief history of Aviation, Airport Operators and Regulators, Aviation Industry, IATA, Airline’sRegulatory Bodies, Air service and routes, Types of flight and routes. |  |
| 2 | The Market for Air Transport Services |  |
| 3 | Airline Revenue Management Strategies |  |
| 4 | Airline Business and Marketing Strategies: Porter’s Five Forces |  |
| 5 | PESTEL Analysis: Define Aviation industry’s political, economic, social; technological,environmental and legal factors. |  |
| 6 | PESTEL Analysis Exercises |  |
| 7 | Exercises, Tutorials and Revision Class |  |
| 8 | Midterm Exam | Midterm |
| 9 | Introduction to Airline Financial Management: Airline Costs, Airline Finance – Overview, Fuel and Currency Hedging, Airline Revenues, Airline Route Planning, Flight Management System (FMS), Air Traffic Control Service, Airline Marketing Environment, PEST Analysis, Airline Customer Segmentation, Airline Marketing on Social Media, Airline Alliances |  |
| 10 | Airline Pricing and Product Analysis |  |
| 11 | Aviation Safety Managements |  |
| 12 | Human Factors in Aviation Management |  |
| 13 | Quality Management in Aviation |  |
| 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 |

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