**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.** | | | |
| **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** |