



Technische
Hochschule
Wildau [FH]
*Technical University
of Applied Sciences*

Degree programme
"Aviation Management (AVIMA)"
Master of Aviation Management

Programm description



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Profile



Die Luftfahrt ist weltweit eine der am dynamischsten und schnellwachsensten Industrien. Diese Marktsignale geben Anlaß für einen optimistischen Ausblick: Die strategisch und technologisch wichtige und vor allem für die moderne Gesellschaft unverzichtbare Luftfahrtindustrie wächst stetig weiter. Mit einer weltweiten Wachstumsrate von fünf Prozent ist dieser Industriezweig durchaus geeignet, einen neuen wirtschaftlichen „Boom“ auszulösen.

Neue, junge, motivierte und spezialisierte Arbeitskräfte mit fundiertem Wissen in Aviation Management

werden dringend auf dem Arbeitsmarkt benötigt. Dies läßt auf zeitnahen erforderlichen Bedarf an gut ausgebildeten Spezialisten aus unterschiedlichen Fachbereichen in dieser Branche schließen.?

Unsere Antwort auf die neu entstehenden Bildungsmärkte ist ein dynamisch zugeschnittenes, internationales Studienprogramm: „AVIMA – Master in Aviation Management“

Aviation Engineering

Module: Aviation Engineering	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Professor Dipl.-Ing. Matthias Prokoph & M.A. John O'Donoghue	

Semester: 1	Duration: 3	
Hours per week per semester: 62	Of which L/S/LW/P: 28/20/8/6	CP according to ECTS: 7.0
Form of course: Compulsory	Language: English	As of: 2016-02-19
Recommended prior knowledge: Knowledge of mathematics		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	62.0
Pre- and post-course work:	104.0
Project:	12.0
Examinations:	8.0
Total:	186

Aviation Engineering

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> Students gain an understanding of the physical fundamentals of aircraft and the specific problems of the aviation industry (production and maintenance of airplanes, engines, equipment). 	30%
Skills <ul style="list-style-type: none"> The students can contribute to decisions concerning new programmes and maintenance concepts. 	30%
Personal competences	
Social competence <ul style="list-style-type: none"> The students support each other in the learning process as some of them come from a non-technical background in their primary degree. 	40%
Autonomy <ul style="list-style-type: none"> The students discover ways of dealing with their individual strengths and weaknesses. 	

Content:
<ol style="list-style-type: none"> Aviation Technology Physik des Fliegens, Analyse der einwirkenden Kräfte, Aerodynamik, Auslegung und Leistungsdaten, Stabilität des Fluges, Simulationen Manufacturing Management Programmplanung, Zertifizierung, Design, Entwicklung, Testing, Supply Chain Management, Programmpartner und Risikoteilung, Kundenbetreuung und Service, Planung im Produktlebenszyklus Maintenance Management Wartungserfordernisse in der Luftfahrt, Geschäftsmodelle von MRO-Betrieben (Maintenance/Repair/Overhaul), innovative Vertragsformen in Wartung und Instandhaltung, Dokumentation

Examination format:
Project (100%)
Additional rules: Belegarbeit, Teilgebiete können durch Tests in Klausurform abgeprüft werden

Aviation Engineering

Compulsory reading:
Etkin, B. & Duff Reid, L. (1995). <i>Dynamics of Flight: Stability and Control.</i> Wiley.
Kinnison, H. & Siddiqui, T. (2013). <i>[(Aviation Maintenance Management)] [By (author) Harry A. Kinnison, By (author) Tariq Siddiqui] [January, 2013].</i> MCGRAW-HILL Professional.
Lawrence, P. & Braddon, D. (1999). <i>Strategic Issues in European Aerospace.</i> Ashgate.
Recommended reading:
Brockhaus, R. & Alles, W. & Luckner, R. (2011). <i>Flugregelung.</i> Springer-Verlag.
Delfmann, W. (2008). <i>Strategic management in the aviation industry.</i> Köln: Kölner Wiss.-Verl..

Aviation Law

Module: Aviation Law	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Prof. Dr. jur. Jörg Peter & M.A. John O'Donoghue	

Semester: 1	Duration: 2	
Hours per week per semester: 48	Of which L/S/LW/P: 24/24/0/0	CP according to ECTS: 6.0
Form of course: Compulsory	Language: English	As of: 2016-02-19
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	48.0
Pre- and post-course work:	100.0
Project:	0.0
Examinations:	4.0
Total:	152

Aviation Law

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> The students gain knowledge concerning the key terms, content and background of aviation law and additional relevant statutory sources, e.g. consumer law. 	35%
Skills <ul style="list-style-type: none"> The students can evaluate legal problems and their consequences and consider these in their decision-making process. 	35%
Personal competences	
Social competence <ul style="list-style-type: none"> The students work in small teams on case studies. 	30%
Autonomy <ul style="list-style-type: none"> The students learn to analyse legal problems in the aviation industry independently. 	

Content:

1. Law of International Air Carriage Internationaler Rechtsrahmen der Luftfahrt, Montreal Abkommen, Warschauer Abkommen, Rolle der Europäischen Union
2. Civil Legal Framework Nationale, europäische und internationale Rechtsnormen; Transfer internationaler Standards in nationales Recht; Institutionen und Behörden; Haftungsprobleme in der Luftfahrt

Examination format:

other (100%)

Additional rules:

Klausurform oder Belegarbeit

Aviation Law

Compulsory reading:

Henrietta Philepina Diederiks-Verschoor, I. & A. Butler (legal adviser.), M. (2012). *[(An Introduction to Air Law * *)]* [Author: I. H. Philepina Diederiks-Verschoor] [Apr-2012]. Kluwer Law International.

Recommended reading:

B. Larsen, P. & Gillick, J. & Sweeney, J. (2012). *Aviation Law: Cases, Laws and Related Sources: Second Edition.* Martinus Nijhoff Publishers.

Giemulla, E. & Schwenk, D. (2013). *Handbuch des Luftverkehrsrechts.* Heymanns, Carl.

Henrietta Philepina Diederiks-Verschoor, I. & A. Butler (legal adviser.), M. (2012). *[(An Introduction to Air Law * *)]* [Author: I. H. Philepina Diederiks-Verschoor] [Apr-2012]. Kluwer Law International.

M. Jarvis, R. (2006). *Aviation Law: Cases and Materials.* Carolina Academic Press.

Stephen Dempsey, P. (2004). *European Aviation Law.* Kluwer Law International.

Business Administration

Module: Business Administration	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Professorin Nikola Budilov-Nettelmann & M.A. John O'Donoghue	

Semester: 1	Duration: 2	
Hours per week per semester: 84	Of which L/S/LW/P: 50/26/0/8	CP according to ECTS: 6.0
Form of course: Compulsory	Language: English	As of: 2016-02-22
Recommended prior knowledge: Fundamentals of business administration.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	84.0
Pre- and post-course work:	44.0
Project:	44.0
Examinations:	8.0
Total:	180

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> The students acquire comprehensive knowledge concerning current business problems and solutions in an international context. 	25%

Business Administration

Skills <ul style="list-style-type: none"> The students learn how to analyse company data and subsequently to make appropriate business decisions. 	25%
Personal competences	
Social competence <ul style="list-style-type: none"> The students gain an understanding of various goals and priorities in business decision-making processes and to find appropriate business solutions in groups. 	50%
Autonomy <ul style="list-style-type: none"> The students are capable of making important business decisions and assume responsibility for these choices. 	

Content:

1. Financial Accounting (externes Rechnungswesen) Accounting as a Language of Business, Basic Financial Statements und the Underlying Principles (Accruals and Deferrals, Recognition of Assets and Liabilities, Measurement), Reporting Financial Results / Annual Report, Financial Statement Analysis
2. Managerial Accounting (internes Rechnungswesen) Formen der Kostenrechnung, Deckungsbeiträge, Planung und Steuerung, Controlling-Konzepte
3. Corporate Finance Eigenkapital/Fremdkapital, Mezzanine, Kapitalkosten, Investitionsrechnungen, Finanzplanung, Risikomanagement
4. Marketing Grundlagen des Marketing, Marketing-Strategien, Analyse Konzepte, Marketing Mix, Produktlebenszyklus

Examination format:

Written exam (100%)

Additional rules:

Examination or term essay on a relevant topic and presentation with discussion as a test for the whole module. Parts of the course can be tested in examination format.

Business Administration

Compulsory reading:

A. Brealey, R. & C. Myers, S. (2014). *Principles of Corporate Finance, 7th Edition*. McGraw-Hill Irwin.

C. Ferrell, O. & Hartline, M. (2012). *Marketing Strategy*. Cengage Learning.

Haka, S. & Carcello, J. & Bettner, M. & Williams, J. (2014). *Financial & Managerial Accounting 16th (sixteenth) by Williams, Jan, Haka, Susan, Bettner, Mark, Carcello, Joseph (2011) Hardcover*. McGraw-Hill Education.

R. Cateora, P. (2013). *International Marketing*. Cram101 Textbook Reviews.

Recommended reading:

& Company Inc., M. & Koller, T. & Goedhart, M. & Wessels, D. (2010). *Valuation: Measuring and Managing the Value of Companies*. John Wiley & Sons.

Bhimani, A. & T. Horngren, C. & M.. Datar, S. (2008). *Management and Cost Accounting with MyAccountingLab Access Card by Bhimani, Alnoor, Horngren, Charles T., Datar, Srikant M., Ra (2011) Paperback*. Financial Times/ Prentice Hall.

Brealey, R. & Myers, S. & Allen, F. (2006). *CORPORATE FINANCE*. McGraw-Hill Education.

Damodaran, A. (2001). *By Damodaran, Aswath (Author) [Corporate Finance: Theory and Practice (Wiley Series in Finance)] Jan - 2001 { Hardcover }*. Wiley India Pvt. Limited.

Dibb, S. (2006). *Marketing Concepts & Strategies (with CourseMate & EBook Access Card) by Ferrell, O.C., Dibb, Sally, Simkin, Lyndon, Pride, William M (2012) Paperback*. Cengage Learning EMEA.

Hansen, D. & Mowen, M. & Guan, L. (2007). *Cornerstones of Cost Management (EDN 2) by Don Hansen, Maryanne Mowen*. Cengage Learning.

Needles, B. & Powers, M. & Crosson, S. (2013). *Financial and Managerial Accounting 10th (tenth) by Needles, Belverd E., Powers, Marian, Crosson, Susan V. (2013) Loose Leaf*. Cengage Learning.

Stolowy, H. & Lebas, M. (2006). *Financial Accounting and Reporting by STOLOWY, LEBAS, DING (2010) Paperback*. CENGAGE Lrng Business Press.

Walton, P. & Aerts, W. (2006). *Global Financial Accounting and Reporting: Principles and Analysis by Aerts, Walter, Walton, Peter (2013) Paperback*. Cengage Learning EMEA.

Watson, D. & Head, A. (2010). *Corporate Finance: Principles and Practice*. Pearson Education.

Civil Aviation

Module: Civil Aviation	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Prof. Dr. rer. pol. Thomas Biermann & M.A. John O'Donoghue	

Semester: 1	Duration: 3	
Hours per week per semester: 64	Of which L/S/LW/P: 34/20/0/10	CP according to ECTS: 6.0
Form of course: Compulsory	Language: English	As of: 2016-02-22
Recommended prior knowledge: None.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	64.0
Pre- and post-course work:	50.0
Project:	30.0
Examinations:	6.0
Total:	150

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> The students understand the economic and political principles of civil aviation in both its historical and current context. 	30%

Civil Aviation

Skills <ul style="list-style-type: none"> The students are able to analyse specific problems in civil aviation and contribute to finding solutions. 	30%
Personal competences	
Social competence <ul style="list-style-type: none"> the students appreciate the necessity of resolving conflicts arising from different goals and interests in a cooperative manner. 	40%
Autonomy <ul style="list-style-type: none"> The students are able to develop their own positions and defend these positions with clear arguments. 	

Content:

1. Principles of Civil Aviation Verkehrspolitische Grundlagen, historischer Abriss der Entwicklung, Wertschöpfungskette und Geschäftsmodelle im Luftverkehr, Institutionen des Luftverkehrs und internationale Kooperation, Regulierung und Deregulierung
2. Safety and Security Safety Management in der Luftfahrt, Human Factors-Problematik, Just Culture, Terrorismus und Bedrohungsszenarien, Gefahrenabwehr, rechtliche und organisatorische Rahmenbedingungen
3. Aviation and Society Luftfahrt im Spannungsfeld von Politik und Gesellschaft, öffentliche Wahrnehmung, Umweltbelastung, Verbraucherschutz, Unternehmenskommunikation und Public Affairs Management

Examination format:

other

Additional rules:

Additional rules: A term essay on a suitable topic and presentation with discussion. This counts as the examination for the whole module. Sections of the course may be tested in an examination.

Civil Aviation

Compulsory reading:

- Biermann, T.** (2015). *Safety Management in Aviation - and Beyond*.
- Delfmann, W.** (2005). [(Strategic Management in the Aviation Industry)] [Edited by Werner Delfmann, Edited by Herbert Baum, Edited by Stefan Auerbach, Edited by Sascha Albers] [November, 2005]. Ashgate Publishing Limited.
- E. McDysan, D. & Paw, D.** (2002). *ATM & MPLS theory & application: foundations of multi-service networking*. McGraw-Hill/Osborne.
- Hoekstra, J.** *Designing for safety: the free flight air traffic management concept*.

Recommended reading:

- (2006). *ICAO: Safety Management Manual (SMM)*. Montreal.
- Button, K.** (2004). [(Wings Across Europe: Towards an Efficient European Air Transport System)] [Author: Kenneth Button] [Nov-2004]. Ashgate Publishing Limited.
- Doganis, R.** (2005). ({THE AIRLINE BUSINESS}) [{ By (author) Rigas Doganis }] on [December, 2005]. Psychology Press.
- Forsyth, P. & John Button, K. & Nijkamp, P.** (2002). *Air Transport*. Edward Elgar Pub..
- Giemulla, E. & Schwenk, D.** (2013). *Handbuch des Luftverkehrsrechts*. Heymanns, Carl.
- J Hirschland, M.** (2006). [CORPORATE SOCIAL RESPONSIBILITY AND THE SHAPING OF GLOBAL PUBLIC POLICY (POLITICAL EVOLUTION AND INSTITUTIONAL CHANGE (HARDCOVER)) BY HIRSCHLAND, MATTHEW J][HARDCOVER]. Palgrave MacMillan.
- L. Rhoades, D.** (2008). (EVOLUTION OF INTERNATIONAL AVIATION) BY [RHOADES, DAWNA L.](AUTHOR)HARDBACK. Ashgate Publishing Group.
- Müller, R. & Wittmer, A. & Drax, C.** (2014). *Qualitätsmanagement in der Luftfahrtindustrie: Ein Praxisleitfaden für die Luftfahrtnorm EN 9100*. Springer Science & Business Media.
- Niccoli, R.** (2013). [(History of Flight: From the Flying Machine of Leonardo da Vinci to the Conquest of the Space)] [Author: Riccardo Niccoli] published on (October, 2013). White Star.
- Reason, J.** (1990). [(Human Error)] [By (author) James Reason] [October, 1990]. CAMBRIDGE UNIVERSITY PRESS.
- Wittmer, A. & Bieger, T. & Müller, R.** (2011). *Aviation Systems: Management of the Integrated Aviation Value Chain*. Springer Science & Business Media.

General Management Skills

Module: General Management Skills	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Prof. Dr. rer. nat. Ulrike Tippe & M.A. John O'Donoghue	

Semester: 1	Duration: 2	
Hours per week per semester: 84	Of which L/S/LW/P: 50/26/0/8	CP according to ECTS: 6.0
Form of course: Compulsory	Language: English	As of: 2016-02-22
Recommended prior knowledge: Fundamentals of business administration.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	84.0
Pre- and post-course work:	44.0
Project:	32.0
Examinations:	8.0
Total:	168

General Management Skills

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> The students gain an understanding of the key principles of effective management in an international context, especially concerning complex issues and projects. 	25%
Skills <ul style="list-style-type: none"> The students are able to prepare and execute decisions in a systematic way. 	25%
Personal competences	
Social competence <ul style="list-style-type: none"> The students learn to work and make progress in mixed teams of experts and responsible leaders. 	50%
Autonomy <ul style="list-style-type: none"> The students understand their specific role in a management team and using their special knowledge contribute to a successful outcome. 	

Content:
<ol style="list-style-type: none"> Decision Making Methodenüberblick zur systematischen Entscheidungsfindung, Informationsanalyse, Alternativenentwicklung und -bewertung Human Resource Management Kernelemente des Personalmanagements, Personalentwicklung, Human-Factors Probleme und Lösungsansätze Project Management Projektorganisation, Projektcontrolling, Erfolgsfaktoren und Hindernisse in Projekt-Teams Supply Chain Management Konzept der Wertschöpfungskette, engpassorientierte Planung, Schnittstellenprobleme International Management Geschichte des Welthandels, internationale Arbeitsteilung und komparative Wettbewerbsvorteile, Ausprägungsformen der Internationalisierung, Planung und Umsetzung der Internationalisierung

General Management Skills

Examination format:

Presentation

Additional rules:

Term essay and presentation with discussion, possibly tests covering sections of the course (in examination format).

Compulsory reading:

Berkun, S. (2008). *The Art of Project Management (Theory in Practice (O'Reilly))* by Berkun, Scott (2005) Paperback. "O'Reilly Media, Inc."

Gattorna, J. (1998). *[(Strategic Supply Chain Alignment)] [Edited by John Gattorna] [July, 1998]*. Gower Publishing, Ltd..

M. Rugman, A. & Collinson, S. & M. Hodgetts, R. (2006). *International Business*. Pearson Education.

Michalko, M. (2006). *[Thinkertoys] A Handbook of Creative-Thinking Techniques] BY [Michalko, Michael]*Paperback. Potter/TenSpeed/Harmony.

Recommended reading:

Banfield, P. & Kay, R. (2012). *An Introduction to Human Resource Management* by Wilton, Nick (2010) Paperback. SAGE Publications Ltd.

Carol, K. & Sandi, Z. (2009). *[(Six Thinking Hats)] [By (author) Edward de Bono] [December, 2009]*. Pembroke Publishers Limited.

Kerzner, H. & P. Saladis, F. (2013). *Project Management Workbook and PMP/CAPM Exam Study Guide*. John Wiley & Sons.

L. Lengnick-Hall, M. & A. Lengnick-Hall, C. (2003). *Human Resource Management in the Knowledge Economy: New Challenges, New Roles, New Capabilities*. Berrett-Koehler Publishers.

Losey, M. & Meisinger, S. & Ulrich, D. (2014). *Motivation in der ganzheitlichen Unternehmensführung: Zukunftsorientierte Mitarbeitermotivation in der evolutionären Führungskonzeption*. Optimus Mostafa Verlag.

Michalko, M. (2006). *[Thinkertoys] A Handbook of Creative-Thinking Techniques] BY [Michalko, Michael]*Paperback. Potter/TenSpeed/Harmony.

Mintzberg, H. (2003). *The Strategy Process: Concepts, Contexts, Cases* by Lampel, Joseph B., Mintzberg, Henry, Quinn, James, Ghoshal, (2013) Paperback. Pearson Education.

N. Baron, J. & M. Kreps, D. (2009). *Strategic Human Resources: Frameworks for General Managers*. Wiley India Pvt. Limited.

Perlitz, M. & Schrank, R. (2013). *International Management*. Walter de Gruyter.

YUKL, G. (2013). *Leadership in Organizations*. Pearson Education Limited.

Leadership Skills

Module: Leadership Skills	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Dr. Gregory Bond & M.A. John O'Donoghue	

Semester: 1	Duration: 3	
Hours per week per semester: 46	Of which L/S/LW/P: 16/24/0/6	CP according to ECTS: 6.0
Form of course: Compulsory	Language: English	As of: 2016-02-22
Recommended prior knowledge: None		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	46.0
Pre- and post-course work:	90.0
Project:	10.0
Examinations:	4.0
Total:	150

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> Students understand various cultural approaches to communication and leadership and the theoretical basics of leadership and motivation. 	25%

Leadership Skills

Skills <ul style="list-style-type: none"> Students gain the ability to communicate appropriately in different settings, including difficult negotiations and in leadership roles. 	25%
Personal competences	
Social competence <ul style="list-style-type: none"> Students experience situations of cooperation and conflict in the context of different cultures and learn to manage difference. 	50%
Autonomy <ul style="list-style-type: none"> Students are able to express their own interests and positions appropriately and to take on leadership responsibilities. 	

Content:

1. Cross Cultural Communication Theoretische Grundlagen, Modelle interkultureller Kommunikation, Selbst- und Fremdwahrnehmung, praktische Konsequenzen
2. Leadership and Motivation Führungsstile, Motivationstheorien, intrinsische/extrinsische Motivation, situatives Führen, Change Management
3. Negotiation and Presentation Wirksame Präsentation, Rhetorik und Medieneinsatz, Verhandlungsstrategien, Interessen- statt Positionsorientierung, interkulturelle Aspekte in Präsentationen und Verhandlungen

Examination format:

Verbal exam (100%)

Additional rules:

Essay and presentation / discussion / colloquium (50/50)

Leadership Skills

Compulsory reading:

Fisher, R. & Ury, W. (2012). *Getting to Yes: Negotiating an agreement without giving in*. Random House Business.

H. Hersey, P. & H. Blanchard, K. & E. Johnson, D. (2012). *Management of Organizational Behavior*. Prentice Hall.

Milton J Bennet, D. (2013). *Basic Concepts of Intercultural Communication*. Nicholas Brealey Publishing Ltd.

Recommended reading:

Cellich, C. (2012). *Global Business Negotiations: A Practical Guide*. Business Expert Press.

D. Lewis, R. (2005). *WHEN CULTURES COLLIDE*. Nicholas Brealey Publishing.

Ferdinand Drucker, P. (2012). *The practice of management*. Routledge.

Hofstede, G. & Jan Hofstede, G. (2004). *Cultures and Organizations: Software of the Mind, Third Edition: Intercultural Cooperation and Its Importance for Survival by Hofstede, Geert, Hofstede, Gert Jan, Minkov, Michael 3 edition (2010)*. Mcgraw-hill.

J. Adler, N. & Gundersen, A. (2007). *International Dimensions of Organizational Behavior*. Cengage Learning.

Jan Hofstede, G. & Pedersen, P. & Hofstede, G. (2002). *Exploring Culture: Exercises, Stories and Synthetic Cultures by Hofstede, Geert (2002) Paperback*. Nicholas Brealey Publishing.

John Hickson, D. & Salman Pugh, D. (2003). *Management Worldwide: Distinctive Styles Among Globalization*. Penguin Books Ltd.

M. Hampden-Turner, C. & Trompenaars, F. (2008). *Building Cross-Cultural Competence: How to Create Wealth from Conflicting Values*. Yale University Press.

Mead, R. (1998). *International Management: Cross-cultural Dimensions (Blackwell Business)*. Blackwell Publishers.

P. Ferraro, G. (2005). *Cultural Dimension of International Business, The (5th Edition)*. Pearson.

Sadler, P. (2003). *LEADERSHIP (MBA MASTERCLASS)*. Kogan Page Publishers.

Aviation Management

Module: Aviation Management	
Degree programme: Aviation Management (AVIMA)	Degree: Master
Responsible for the module: Prof. Dr. rer. pol. Thomas Biermann & M.A. John O'Donoghue	

Semester: 2	Duration: 2	
Hours per week per semester: 80	Of which L/S/LW/P: 40/30/0/10	CP according to ECTS: 7.0
Form of course: Compulsory	Language: English	As of: 2016-02-19
Recommended prior knowledge: Fundamentals of business administration, technical fundamentals of flying, aviation law.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	Hours:
In class:	80.0
Pre- and post-course work:	45.0
Project:	45.0
Examinations:	6.0
Total:	176

Lerning objectives	Anteil
Subject specific competences	
Knowledge <ul style="list-style-type: none"> Students gain an understanding of the business models of service providers in the value-added chain of the aviation industry. 	30%

Aviation Management

Skills <ul style="list-style-type: none"> The students learn to solve operational and business problems, especially in the interface of various operators in the value-added chain. 	30%
Personal competences	
Social competence <ul style="list-style-type: none"> The students analyse problems and develop solutions in internationally mixed small groups. 	40%
Autonomy <ul style="list-style-type: none"> The students are encouraged to develop and defend their own ideas. 	

Content:

1. Airline Management Geschäftsmodelle von Flugzeugbetreibern (Passage, Fracht, Traditionelle Airlines, Low Cost, General Aviation, Business Aviation), Flugzeugfinanzierung, Streckenplanung, Streckenergebnisrechnung, Revenue Management
2. Airport Management Standortwahl, Kapazitätsplanung, Eigentümerstruktur und Finanzierung, Terminalkonzepte, Aviation und Non-Aviation Erträge, Operative Aspekte, Schnittstellen zum Bodenverkehr, Security-Problematik
3. Air Traffic Control Management Konzept der Air Navigation Service Provider, Einteilung des Luftraums, Flugplanung und Koordination, Technische Ausrüstung, Personal und Training, ATC/ATM in Europa, Single European Sky-Initiative

Examination format:

Project (100%)

Additional rules:

Project (100%). Additional rules: A term essay on a suitable topic and presentation with discussion. This counts as the examination for the whole module. Sections of the course may be tested in an examination.

Aviation Management

Compulsory reading:

Shaw, S. (2011). *[AIRLINE MARKETING AND MANAGEMENT]* by (Author)Shaw, Stephen on Jul-07-11. Ashgate Publishing Group.

de Neufville, R. & Odoni, A. & Belobaba, P. & Reynolds, T. (2013). *Airport Systems: Planning, Design, and Management (Aviation Week Book)* by De Neufville, Richard L., Odoni, Amedeo R. published by McGraw-Hill Professional (2002). McGraw-hill.

Recommended reading:

Carl D Halford, M. & John J Goglia, M. & Alan J Stolzer, P. (2004). *Moderne Flugsicherung: Organisation, Verfahren, Technik (VDI-Buch)*. Ashgate Publishing, Ltd..

Doganis, R. (2005). *(THE AIRLINE BUSINESS)* [By (author) Rigas Doganis] on [December, 2005]. Psychology Press.

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