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MBA

Aviation Management

Авиационный менеджмент

航空商务管理

ماجستير إدارة الأعمال في إدارة الطيران



Future Managers in Aviation

The idea of flying has fascinated people for centuries. Anybody working in the aviation sector feels this fascination even today. It should not, however, be forgotten that the very nature of this competitive branch puts great demands on managers to be successful.

The MBA Aviation Management is designed to prepare those who already hold leading positions or who are aiming to do so to meet this challenge. The course contains elements of international management and leadership and is based on essential areas of aviation seen from the perspective of the sector's key players, namely airlines, airports and air-traffic controllers. Students will experience important aspects of personal development and be instructed in the methodology associated with the aviation sector.

Details of the Study Programme

Name:	MBA Aviation Management
Type of degree:	Master of Business Administration
Master:	practice-oriented
Category:	postgraduate
Mode:	part-time
Accreditation:	FIBAA 2011-2016

Language of instruction:	English
Credit points (CP):	90 CP
Duration:	4 semesters
Final date for enrolment:	beginning of WT 2011/2012
Scheduled start:	September 1st, 2011
Capacity:	26 students per year

Aims

Graduates will be equipped with the skills necessary to hold an executive post in an international company. In this context, they will be able, with the help of the knowledge they have acquired, to analyse and operate within the ever-changing field of aviation so as to make a valuable contribution to the position of their respective employers. Graduates also qualify to enter a university PhD degree programme.

Target Group

The MBA study programme is designed for current and future executives with an international focus who wish to improve their career chances. Typical participants will be those already working in the aviation sector for airlines, airports, air-traffic controllers, forwarding and handling agents, integrators, aircraft manufacturers, service companies and consultants. In addition, the programme addresses executives in associations, high-ranking civil servants and specialists working for government agencies at the regional or national level.

The target group can be extended to include managers from other countries. Especially the latter would benefit from the fact that the programme will be conducted in English and organised in two two-week blocks per semester.

Please note that the programme is also open to persons holding a non-business degree, e.g. engineers, natural scientists, mathematicians, social scientists and members of the legal profession.



Picture: FH Frankfurt am Main



Picture: FH Frankfurt am Main



Qualification Profile

The MBA in Aviation Management is designed to prepare professionals for challenging and demanding management positions in the aviation industry. The students will acquire competences in the area of general management and leadership as well as aviation management and applied research.

After successful completion of the study program students are able to:

- be aware of all relevant corporate functions, their interdependence and their importance for a successful management of a company;
- apply their broad knowledge on strategic challenges in the aviation industry and develop own and new ideas to solve typical problems of an aviation company in a quick changing environment
- lead people in an national and international context, manage themselves in an authentic and healthy way and communicate effectively internally and externally
- take decision with incomplete or limited information, while always reflecting on social and ethical responsibilities
- apply research methodology in order to find solutions to demanding research questions from the aviation industry
- master their own learning skills in a way that will prepare them to follow life-long the technological and academic development; they will be at the vanguard in implementing new methods and technology.
- work effectively in international teams. They work together in a respectful way and tolerate different opinions. They know about the importance of safety and security and the necessity of a sustainable management of the environment.

The study concept has as a starting point the individual definition of learning targets regarding knowledge, skills and personal values based on a 360° feedback.

Students apply and extend their knowhow and skills by using different didactic methods e.g. teamwork, expert lectures, online/ offline self-study phases, work practice, role play, presentations and research papers.

Management Mentors will support their personal and leadership development.

Module Overview MBA Aviation Management

Module Overview MBA Aviation Management						
Semester 4 22,5 CP	10) Management Competencies II 5 CP	15) Master's Thesis 20 CP / Colloquium				
	Lobbying and Feedback Seminar	Master's Thesis				
Semester 3 22,5 CP	Work-Life-Balance and Networking	11) Logistics 5 CP	12a) Elective I: Managing Innovation and Technology 5 CP	12b) Elective II: Managing Change and Crisis 5 CP	13) Economic and Environmental Basis 5 CP	14) Strategic Airport Management 5 CP
		Operations Management	Innovation and Technology Management	Change Management	Applied Regional Analysis and Spatial Economics	Strategic Airport Management
		Supply Chain Management	E-Marketing /E-Sales	Crisis Management	Sustainable Aviation Management	Strategic Aviation Management II
Semester 2 22,5 CP	1) Management Competencies I 5 CP	6) Corporate Management II 5 CP	7) Leadership in a Global Environment 5 CP	8) Applied Research Project 5 CP	9) Strategic Air-Traffic Management and Legal and Regulatory Bases 5 CP	
	Rhetorical Skills, Press Management and Media Communications	Corporate Finance	Talent Management, Leadership and Labour Law	International Research and Consulting Project	Strategic Air-Traffic Management	
		Management Accounting	Intercultural Management		Legal and Regulatory Bases of Aviation Management	
Semester 1 22,5 CP	Introduction to Study Programme, Academic Methods and Presentation Skills	2) Corporate Management I 5 CP	3) Research Methods and Project Management 5 CP	4) Safety Management Systems 5 CP	5) Strategic Airline Management 5 CP	
		Strategic Marketing & Sales	Project Management	Safety and Security	Strategic Airline Management	
		Information Systems Management	Quantitative Research		Strategic Aviation Management I	
		Module cluster 1	Module cluster 2	Module cluster 3		

N.D.: All Credit Points (CP) according to the European Credit Transfer System (ECTS).

Curriculum

The MBA students will complete 15 different modules in three clusters:

- Module cluster 1:** International Management and Leadership Skills
- Module cluster 2:** Applied Research, Consulting & Project Management
- Module cluster 3:** Strategic Aviation Competencies

In addition, students will choose an electives in order to explore their own fields of interest (12a) or 12b)).



Picture: Stadtverwaltung Frankfurt am Main



Picture: FH Frankfurt am Main

Duration and Location

The part-time study course is divided into 4 semesters (24 months). Teaching will take place in two two-week blocks per semester at the University of Applied Sciences in Frankfurt am Main. Two modules will be held at the partner universities abroad.

Campus

The University of Applied Sciences in Frankfurt am Main lies in the popular district of Nordend some 20 minutes by public transport from the main railway station. All departments and other facilities are located on campus. Modern lecture theatres and state-of-the-art laboratories contribute to the learning atmosphere.

Entry Requirements

Candidates with a first academic degree may apply to the MBA study programme. Other entry requirements are:

- minimum of three years' professional experience of which at least two years have been completed in the aviation industry
- exceptional professional achievements documented by a letter of recommendation (usually from the respective company)
- letter stating the applicant's reasons for wanting to participate in the programme
- curriculum vitae listing relevant projects, work results and additional qualifications (seminars and training programmes)
- good command of English (TOEFL 90 points, IELTS band 6.5, Cambridge Advanced Certificate)
- personal interview
- Graduate Management Admission Test (GMAT) with minimum 550 points

Costs

Total costs for the two-year study programme amount to €22,900. Participants are responsible for all travel expenses as well as food and accommodation.

Partners

Universities

- **Griffith University, Brisbane/Australia:** founded in 1971, Griffith University is regarded as one of the most innovative and influential tertiary institutions in the Asia-Pacific region. With its 37,000 students from 122 countries, it is now Australia's ninth largest university.
- **University of Petroleum & Energy Studies, Dehradun/India:** founded in 2003 is India's First Energy University and Asia's First and only Energy & Core Sector University. UPES offers over 42 graduate and postgraduate programs to 4200 students in the high growth sectors of Oil & Gas, Power, Aviation, Shipping, Automobile, Infrastructure and Logistics & Supply Chain.



Companies

The MBA Aviation Management is a continuation of the University's close and long-standing cooperation with companies and institutions involved in the Bachelor in Aviation Management programme.

These partners are:

- **DFS German Air-Traffic Control**
- **Fraport AG**
- **Munich Airport**



Picture: Fraport AG



Picture: Flughafen München GmbH

