

MBA

# Professional MBA, Specialization Aviation Management

Master of Business Administration – 4 semesters, part time

[www.donau-uni.ac.at/aviation-mba](http://www.donau-uni.ac.at/aviation-mba)



**PRME**





# Take off to your future career

**“The most beautiful dream that has haunted the heart of man since Icarus is today reality.”**

**Louis Bleriot**

Aviation is one of the most dynamic and fascinating global industries, making air transport a crucial facilitator of economic activity and connecting people all over the globe. However, constrained by an extensive regulatory framework the industry has to cope with economic cycles, environmental incidents, political interference and threats from terrorism.

In such an environment, Aviation Executives have to possess keen business insights and perspectives, a multidisciplinary grasp of the aviation business, and a comprehensive understanding of the numerous factors that impact and shape the current landscape of the aviation industry. In today's world, managers must be flexible, able to identify key operational risks, plan for uncertainties, and make critical decisions that are innovative, analytical and responsive.

The Professional MBA, Specialization Aviation Management program offers state-of-the-art general management education and advanced aviation management know-how. The program provides students with an in-depth understanding of the air transport industry and the challenges it faces. Simultaneously, the program provides the industry with individuals whose experience and skills have been enhanced through aviation management education.

**“The Professional MBA, Specialization Aviation Management program of Danube University Krems has been a wonderful experience for me. The program attracts top scholars from around the Aviation world and my colleagues and I are happy to touch down to this special learning experience for Aviation managers in the center of Europe.”**

**Fabio Rosso, MBA**  
Project Manager  
Airbus Defence and Space



# General Management - Core Curriculum

The General Management Core courses cover state-of-the-art economic and management science related topics in a high quality master-level. Students of the program are provided with all relevant knowledge, methods and instruments to be prepared for leadership positions in the industry.

## → Core-Module 0 > ONLINE Fundamentals of Management

- > General Management
- > Accounting
- > Cost Accounting

## Fundamentals of Analytics and Economics

- > Economics
- > Business Mathematics and Statistics
- > Research Methods

## → Core-Module 3 Strategic Management & Competitive Analysis

- > Strategic management
- > The strategic development and strategic renewal process
- > Global competitive dynamics: environment and industry analysis
- > Core competences and organizational capabilities
- > Development and defense of competitive advantages

## Marketing Management

- > Strategic marketing
- > Differentiation and positioning strategies
- > Marketing management
- > Distribution
- > Communication

## → Core-Module 1 Business Analytics & Research Methods

- > Describing and analyzing data
- > Probability and valuations
- > Descriptions of correlations
- > Qualitative research methods

## Managerial Economics & Global Business Environment

- > Economy and management
- > Management in diverse markets
- > Interaction of overall economy and corporation
- > Globalization and economic policy

## → Core-Module 4 International Business

- > Globalization drivers and Motives for internationalization
- > Risks and challenges of international business activity
- > Intercultural management
- > Global market dynamics and internationalization of the value chain

## Business Ethics

- > Ethics and social criticism
- > Ethics and globalization
- > Sustainability and corporate social responsibility
- > Ethical action and managing

## → Core-Module 2 Controlling & Reporting

- > Designing a budget preparation and planning cycle
- > Controlling for corporate management practice
- > Finance plan, profit planning, and liquidity planning
- > Projected balances budgeted balance sheet
- > Key financial ratios

## Corporate Financial Management

- > Financing and financial planning
- > Static and dynamic investment accounting
- > Significance of private equity and venture capital for corporations
- > Corporate cooperations and acquisitions; due diligence perspectives

## → Core-Module 5 Managing People

- > Human resource management
- > Selection and development of employees
- > Feedback, evaluation, and exit interviews
- > Personnel development and potential analysis: self-reflection and application

## Leadership

- > Basic understanding of individual behavior: employee motivation, engagement, and commitment
- > Leadership styles, theories and instruments
- > Contemporary approaches to leadership
- > Human resources and social psychology constructs from a management perspective
- > Group processes and interactions

# Aviation Management - Specialization Curriculum

The Aviation Specialization courses offer deep insight aviation management knowledge into all fields of the aviation industry. Therefore students will get a holistic view and learn to understand the different perspectives and functions.

## → Module 1 Political and Regulatory Aviation Framework, Contractual and Non-Contractual Liabilities and Related Issues

- > Passenger Rights, ICAO
- > Montreal and Rome Convention, Aviation Insurance
- > EASA, Emission Trading in Aviation
- > Factual and Legal Aspects of a Major Accident
- > Aircraft Accident Investigation
- > Ownership, Leasing, Finance, Risk Management
- > Aviation Compliance Management

## → Module 4a Air Traffic Management: System & Operations

- > Air Traffic Management and Air Traffic Control: The System and its Operations
- > Future Framework: Single European Sky Management of an Air Traffic Service Providing Company
- > Risk Assessment, Safety, Quality, Human Resource Factors
- > ATM System: Flow Management, Slot Regimes Future Developments and Challenges
- > Financial Base: Air Traffic Services & EUROCONTROL Route Charge System

Venue: Vienna, Austria

## → Module 2 The Airport Business Management, Airport Competition and the economic, social and environmental impact

- > The Airport System and Stakeholders
- > Airport Functions and Management: Aeronautical & Non-Aeronautical Issues
- > Airport Strategic Issues: Product Design, Delivery, Marketing & Competition
- > Financial Management and Controlling
- > Future Developments
- > The Ground Handling Business and Market
- > Globalization and Networks

## → Module 4b Sustainable Aviation Management

- > Sustainability in Aviation: Introduction and Main Issues
- > Core Problems and Managerial, Behavioural, Governance and Technological Solutions
- > System Dynamics - The Manufacturing Perspectives
- > Best Practices in Aviation
- > Future Developments and Changes

Venue: Abu Dhabi, UAE

## → Module 3 Airline Business Management, Airline Financial Management

- > Airline Demand and Supply, Operations Management
- > Pricing/Revenue Management
- > Airline Marketing and Distribution
- > Airline Alliances and Mergers
- > Airline Cost Structure and Affecting Costs, Sources of Airline Finance
- > Fleet Planning and Productivity, Air Cargo and Economics
- > Airline Managerial Accounting and Financial Management

## Master's Thesis

Students compose an aviation management related Master Thesis and demonstrate that they are able to apply the acquired knowledge to business practice according to scientific standards. After all examinations of the Program have been successfully passed by the student, he/she has to defend his/her Master Thesis in front of an academic commission.



# Your routing to your MBA

Business Fundamentals (ONLINE)

5 General Management Modules



5 Specialization Modules\*

Political and Regulatory Framework

Airline Management

Airport Business Management

Air Traffic Management

Sustainable Aviation Management



Master's Thesis

## \*Certified Aviation Management Program

The University also offers a Certified Aviation Management Program. In order to obtain this Certificate (36 ECTS) students have to attend all Aviation Specialization Modules and deliver a paper on an aviation related project.

## International Orientation

Students from 28 nations have completed the aviation MBA program since its inception. This cultural diversity and the diversity of professional expertise and functions of the students provide an additional value to the program. This diversity is also reflected in the multinational teaching staff and the international study trips, such as the study trip to Abu Dhabi the United Arab Emirates. Additional study trip to China, Canada, the US may be chosen as elective module.

## 8 Seminal Reasons for the Aviation Management MBA

- > Orientation towards Aviation Management from a practical perspective
- > Focus on practice-oriented management skills
- > State-of-the-art instruments and methods taught by top-notch faculty and practitioners
- > Commitment to team learning and knowledge transfer
- > International orientation and inspirational international study programs
- > Internationally accredited by FIBAA since 2002
- > Inspiring learning environment
- > Enthusiastic Aviation Alumni

Danube University Krems/Austria

