

We mean business



## Danube Professional MBA | Specialization **Aviation**



12<sup>th</sup> Aviation Program, 2011 - 2013  
Master of Business Administration - MBA  
4 semesters, part time

or

2<sup>nd</sup> Certified Program  
Aviation Management  
2 semesters, part time

Danube University Krems  
Danube Business School

[www.mba-krems.at](http://www.mba-krems.at)

**MBA Krems**



# Danube Professional MBA | Specialization Aviation

Aviation is one of the most dynamic and fascinating industries in the world, making air transport a crucial facilitator of economic activity. Aviation executives must cope with the impacts of falling trade barriers, an increasingly liberalized market place, and an industry environment defined and often constrained by an extensive regulatory framework.

In such an environment, managers must 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 Danube Professional MBA Aviation program offers state-of-the-art General Management Education and advanced aviation management know-how. The program is unique and provides students with an in-depth understanding of the air transport industry and the challenges it faces. Simultaneously, the Danube Professional MBA Aviation program provides the industry with individuals whose experiences and skill have been enhanced through formal aviation management education.

## Your Routing to the Danube Professional MBA Aviation – MBA



### > Preparatory Courses

The preparatory courses prepare students for the MBA Programs of Danube Business School.  
More details: [www.mba-krems.at](http://www.mba-krems.at)

### > General Management Modules - **Core** Courses

The core courses cover all relevant economic and management science related topics; students of the program will receive a sound management education by attending the core courses; additionally, they will further enhance their competence to act in a very professional and knowledge-based way in a business environment. A detailed description of the general management courses can be found on the webpage: [www.mba-krems.at](http://www.mba-krems.at)

### > Specialization Modules - **Aviation** Courses

The aviation courses consist of four specialization modules. Students obtain an in-depth knowledge of the challenges and perspectives of the individual aviation sectors and learn to apply the methods and instruments for state-of-the art aviation management.

### > Master Thesis

The student shows with the composition of the master thesis that he/she is able to apply his/her knowledge to business practice according to scientific standards.

### > Certified Program\*

To obtain the certificate, all specialization modules and a project work has to be done (36 ECTS-Points).





## Aviation Courses

### Specialized Module 1

#### Legal, Administrative and Institutional Structures of Aviation

- > Introduction/Passenger Rights/ICAO and Chicago Convention
- > ECAC/Security Issues
- > EU Aviation Transport Policy/Emissions Trading in Aviation/EASA
- > National Aviation Administration/Air Services Agreements.
- > Factual and Legal Aspects of a Major Accident/Moot Court\* - Session/Accident Aircraft Investigation/Montreal Convention, Insurance.
- > Ownership/Leasing/Crisis & Risk Management

### Specialized Module 2

#### Airport Management and Ground Handling

- > The Airport System: Structure, Functions and Stakeholders
- > Tasks of an Airport and Operations
- > Airport Strategic Issues and Future Developments
- > Ground Handling Market and Business Operations
- > Information Technology in the Ground Handling Business

# Take off to your future career

## Facts

### Degree

Master of Business Administration – MBA\*

### Accreditation

By FIBAA (Foundation for International Business Administration Accreditation) 2009

### Duration of Studies

10 modules, 7 day each (90 ECTS-Points)

6 general management and 4 specialization modules

### Start / Rolling Admission

Oktober 2011 / [www.mba-krems.at](http://www.mba-krems.at)

### Language of Instruction

English

### Course Location

All General Management modules take place at the Danube University Krems. Some specialization modules will take place at a foreign university and/or company.

### Program Fee

EUR 23.900,- MBA Program

EUR 10.900,- Certified Program

The program fee does not include any deductible sales tax. Travel and accommodation costs are not included. Special scholarships are available.

### Course Materials

EUR 950,- MBA Program

EUR 380,- Certified Program

### Specialized Module 3

#### Airline Management

- > Introduction/Industry Structure/Airline Marketing
- > Airline Operations: Challenges and Solutions
- > Airline Finance: Fundamentals and Considerations
- > Application of Competitive Strategic Planning and Management

### Specialized Module 4/1

#### Air Traffic Management and Air Traffic Control

- > 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/HR Factors
- > Flow Management/Slot Regimes/Future Developments and Challenges
- > Financial Base: Air Traffic Services and EUROCONTROL Route Charge System.

### Specialized Module 4/2

#### Aircraft Industry Management

- > Overview and Program Planning/Market Forecast/Technology Research and Integration
- > Project Strategy/Aircraft Concepts/Commercial Aspects
- > Sales and Customer Services/Financial Strategy/Engine Manufacturer Aspects/Manufacturing Processes in Changing Environments

## Personal Advice and Application

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**Danube University Krems** has specialized in postgraduate academic studies and offers exclusive courses in the fields of • economics and management • communication and IT • medicine and health • law, European integration and public administration • cultural sciences, education and media • building and ecology. More than 5,500 students from 60 countries live the philosophy of Lifetime Learning and study at the University for Continuing Education. The university is located in one of Europe's most beautiful cultural landscapes, the "world cultural heritage site" Wachau.

# Lifetime Learning.