Professional MBA
Specialization
Aviation Management

Master of Business Administration – 4 semesters, part time
www.donau-uni.ac.at/aviation-mba
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, increasing digitalization, environmental incidents and political interference.

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 program with Specialization Aviation Management offers state-of-the-art general management education and advanced aviation management know-how. The program provides students with an indepth 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 most beautiful dream that has haunted the heart of man since Icarus is today reality.”

Louis Blériot
General Management – Core
The General Management Core modules 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 Subjects 1/2
Business Fundamentals > ONLINE
> General Management
> Accounting
> Cost Accounting
Fundamentals of Management
> Economic
> Business Mathematics and Statistics
> Research Methods
Fundamentals of Analytics and Economics
> Economics
> Business Mathematics and Statistics
> Research Methods

Core Subjects 7/8
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

Core Subjects 3/4
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 Subjects 9/10
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

Core Subjects 5/6
Controlling & Reporting
> Designing a budget preparation and planning cycle
> Controlling for corporate management practice
> Finance plan, profit planning, and liquidity planning
> Projected 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 Subjects 11/12
Managing People
> Human resource management
> Selection and development of employees
> Feedback, evaluation, and exit interviews
> Personal 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
The Aviation Specialization modules 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.

Specialization Subjects 1
Legal and Regulatory Aviation Framework, Contractual and Non-Contractual Liabilities and Related Issues
> Passenger Rights, ICAO
> Montreal and Rome Convention, Aviation Insurance
> EASA
> Factual and Legal Aspects of a Major Accident
> Aircraft Accident Investigation
> Ownership, Leasing, Finance, Risk Management
> Single European Sky

Specialization Subjects 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

Specialization Subjects 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
> HR-related Issues

Specialization Subjects 4
Air Traffic Management: System & Operations
> ATM System: Flow Management, Slot Regimes
> Future Developments and Challenges including new operational Concepts, Networkmanagement, Drones, Remote Tower Concepts, Artificial Intelligence
> Financial Base: Air Traffic Services & EUROCONTROL Route Charge System
> Risk Assessment, Safety, Security, Capacity, Sustainability and Human Factors
> Management of an Air Traffic Service Providing Company in Europe
> ATM from Airspace User Perspective
Venue: Vienna, Austria

Specialization Subjects 5
Sustainable Aviation Management
> Core Problems and Managerial, Behavioural, Governance and Technological Solutions
> Emission Trading in Aviation
> System Dynamics – The Manufacturing Perspectives
> Best Practices in Aviation
> Future Developments and Changes
Venue: Abu Dhabi, UAE

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.
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
> Accredited by FIBAA and ACBSP
> Inspiring learning environment
> Enthusiastic Aviation Alumni Network
The University
Danube University Krems is an Austrian public university specialized in postgraduate academic education which offers excellent postgraduate programs in different fields. The first Aviation MBA Program started in 2000 on Campus Krems.

Degree
Master of Business Administration – MBA

Accreditations
Our main objective is to offer our students a high-ranking Professional MBA Program in the field of Aviation Management. To this end, the accreditation agencies, the Foundation for International Business Administration (FIBAA) and the Accreditation Council for Business Schools and Programs (ACBSP), reviewed our state-recognized MBA program and verified its quality.

Language of Instruction
English

Duration of Studies
Business Fundamentals (Online)
5 General Management Modules (6 days each)
5 Aviation Specialization Modules (6 days or 4 days)

Rolling Admission
More information you will find here:
www.donau-uni.ac.at/mba/aviation-mba
We expect you to have an academic degree or proof of adequate professional qualification. Additionally, a good working knowledge of the English language is required.

Course Location
The General Management modules take place at Danube University Krems. Some Aviation Specialization Modules will take place at a foreign university and/or an aviation related company.

Alumni Club
The alumni club is an international network of all graduates of Danube Business Krems, whose contacts you can use during and after your MBA studies.

Danube University Krems
The University for Continuing Education

Students with professional experience
Students at Danube University Krems have high standards. On average, they are 40 years old, possess several years of professional experience and mostly also advanced educational qualifications (from a university, a college of applied sciences or an academy).

Innovation and the highest quality standards
Danube University Krems devotes itself to the societal, organizational and technological challenges of our time, developing innovative study programs that are both market and client oriented. All programs offered by us are characterized by the highest quality standards, the combination of scientificity and practice-oriented approaches as well as by innovative teaching and learning methods.

Research for teaching
Danube University Krems is first and foremost dedicated to transferable and application-oriented research in specialized subject areas. Furthermore, our research activities ensure vigorous cooperation with universities, businesses as well as other public institutions.

Unique studying environment
Danube University Krems is situated 80km away from Vienna and lies in one of Europe’s most beautiful cultural landscapes - the Wachau river valley. The state-of-the-art converted building of the former Stein tobacco factory, a typical industrial structure dating back to the early 20th century, as well as the new facilities located on the Campus Krems offer an open-space environment conducive to innovation and motivation.
Danube University Krems specializes in part-time academic continuing education. As a public university for continuing education, it works with its expertise in teaching and research to overcome societal challenges and tailors its study programs to address them. The master programs and short programs cover nine fields of study and meet the specific requirements of working professionals. With 8,000 students coming from 85 countries, Danube University Krems combines its many years of experience in university-based continuing education with innovation to provide outstanding quality in research and teaching at an international level. The university holds the AQ Austria quality seal. Situated 80 km from Vienna in the alluring world heritage region Wachau, Campus Krems is a highly attractive location.

Danube University Krems
The University for Continuing Education

Personal Advice and Application

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