

MBA – Specialization

Aviation Management

Master of Business Administration – MBA
4 semesters, part-time | 3 semesters, full-time

www.donau-uni.ac.at/aviation-mba





Take off to your future career

Aviation connects people all over the globe and delivers products wherever they are needed. However, aviation is an industry exposed to severe risks because of its complexity, its global reach, its effects on the climate and its dependency on technical and technological developments. In order to master these challenges, today's and future aviation leaders and experts need a solid academic and industry-specific education.

The MBA Program "Aviation Management" is one of the very few of its kind in Europe. It consists of special modules on Aviation Management and General Management and bridges scientific knowledge with practice. It fosters a systemic view of the industry by addressing all main business sectors of Aviation.



"Aviation Management knowledge and leadership skills are crucial for the next Aviation generation – the blended learning concept, the excellent faculty and the transfer of personal knowledge in class foster the careers of the students immensely".

— Dr. Peter Malanik, Managing Director of the Aviation Industry Austria (AIA) and former CEO of Austrian Airlines

Modular Structure

5 Specialization Modules "Aviation Management" (24 ECTS)

- > Managing within the Legal Framework, Digitalization and Future Developments
- > Managing an Airline
- > Managing an Airport
- > Managing Air Traffic Management and its Operations
- > Sustainable Aviation Management, Innovation and System Risks

12 Compulsory Modules „General Management“ (36 ECTS)

Courses in: Controlling and Reporting, Financial Management, Strategy, Marketing, Managing People, Business Ethics, Managing Complexity and others

3–5 Elective Modules „General Management“ (15 ECTS)

Students select courses out of the core curriculum e.g. Transformative Management, International Business, Study trips etc.

MBA-Thesis (15 ECTS)



Study Contents

Specialization modules offer state-of the art industry-specific knowledge, know-how and the mindset for the next Aviation generation.

- > Montreal Convention, Passenger Rights
- > ICAO, EASA, EU Aviation Policy
- > Airline Cooperation Concepts
- > Digitalization, Airline Start-up and Business Aviation
- > Airline Financial Management and Performance Measurement
- > Business Models, Competitive Strategies and Business Planning
- > Airline Managing People
- > Aeronautical and Commercial Functions of Airports
- > Airport Financials, Capacity Management
- > Slot Management, Sustainable Airports and Intermodality
- > Fundamentals of ATM and ATC and Cost Base
- > European Air Traffic Flow Management
- > Climate Change, Carbon Accounting, Noise Management
- > Innovation Competences
- > Aviation Cybersecurity, System Risks and Insurance

The Program

The focus of the scientific-based MBA program is Aviation Management and General Management knowledge with strong practical orientation. It aims to answer the essential and most recent managerial and economic questions of business administration in combination with the main business fields in the aviation industry – be it of Airlines, Airports, Air Traffic Management, Aircraft manufacturing including international Aviation institutions. The program is intended to make an essential contribution to the students' professional and leadership development and to help students to cope with the daily challenges of their careers.

The modules of the part-time program are taught in English over two years. Students study timewise based on a fixed schedule of all modules over four semesters.

The evaluation of the student's learning process will be based on written coursework after each module and/or student's participation in group works, discussions and presentations.

All General Management modules are offered onsite on Campus Krems whereas the Aviation Management modules will take part on campus or at another venue abroad- depending on the Danube Business School cooperations in business and academia.

The MBA program can be attended in a stackable learning mode – starting with the Certificate Program "Aviation Management" and attending the General Management modules and the MBA Thesis afterwards.

Qualification Profile

Graduates of the **MBA Specialization Curriculum "Aviation Management"** are enabled to:

- > Observe the requirements of the legal framework and relevant international regulations pertaining to the Aviation industry;
- > outline economically and technologically relevant developments in aviation and different business models of airlines;
- > be able to name the basic principles of corporate financing of an airline as well as investment appraisal and apply their methods on the basis of practical examples;
- > apply methods and instruments to measure the performance of airlines;

- > formulate strategic and operational functions of an international airport and analyze airport capacity planning and slot management concepts;
- > argue principles, structures and operations of European air traffic management;
- > discuss measures for measuring and implementing sustainability in aviation and structure innovation potentials and system risks in international aviation.

Graduates of the **MBA Core Curriculum** are enabled to:

- > Discuss interrelationships between the core disciplines of business administration and aspects of cross-cutting economic and societal issues,
- > deal with topic-, function- and/or industry-specific contexts within the chosen area of specialization,
- > to categorize the methods of action acquired in business practice by dealing with the theoretical foundations and to link them with new findings,
- > to apply theoretical knowledge from the core disciplines of business administration, economically relevant societal cross-cutting issues and their chosen specialization in independent planning and implementation in their areas of work and in projects as managers,
- > identify key cross-sector challenges and develop appropriate approaches,
- > explain relevant aspects with regard to gender and diversity in various core business disciplines,
- > analyze their personal and professional management skills in self-reflection and derive potential for development from this,
- > systematically develop solutions to practical problems in an original written paper using the knowledge they have acquired.

Accreditation



PRME

Aviation Management

Quick Facts

Degree

Master of Business Administration – MBA

Language

English

Location

University for Continuing Education Krems or another venue abroad – depending on the Business School cooperations in business and academia

Duration

23 days onsite – Aviation Management

34 days onsite – General Management

ECTS Points

90

Fees

EUR 23,900 (the fees do not include any taxes, travel or accommodation costs)

Learning Format

Blended Learning (combination of on-campus learning and distance learning)

Target Group

The Aviation Management curriculum attracts academically qualified Aviation professionals who have some working experiences in the Aviation sector, be it as business managers, engineers, operations managers, pilots, legal experts or experts working in an international Aviation organization.

Admission Requirements

- > Students who have an Austrian or equivalent foreign university degree of any relevant higher education studies of any subject (at least a Bachelor-degree) **and**
- > Minimum of two years of professional experience **and**
- > English language skills C1 as well as the positive completion of the selection procedure at Danube Business School.

What are the reasons to study “Aviation Management” at Danube Business School?

- > The Aviation Management Program has forged a reputation in the Aviation industry through its solid academic Aviation specialization and its links to managers working in the aviation industry through our renowned faculty and our alumni network.
- > The blended learning concept, the quality of teaching and the small class sizes make us stand out.
- > We provide a unique learning environment where students are encouraged to develop their personality, creativity and skills as next generation leaders.
- > Our state-of-the-art industry-program has allowed us to instill an enterprising culture into our modules which has resulted in the Business School's reputation as being focused on professionally experienced and motivated students from an academic point of view.
- > Being accredited by ACBSP and being a member of PRME stand for a permanent supervision of the curriculum.
- > Our graduates are highly appreciated in the Aviation industry, be it the private or the public sector.

Scientific Director

Univ.-Prof. Dr. **Barbara Brenner**

Head of Department for Management and Economics

Program Directors – Aviation Management Specialisation

Dr. **Doris Burger**

Department for Management and Economics

Prof. Dr. **Wolf Müller-Rostin**

Academic Coordinator



The University for Continuing Education Krems specializes in academic continuing education for working professionals. As a public university for continuing education, it works with its expertise in research and teaching to overcome societal challenges and tailors its study programs to address them. The continuing education study programs cover ten fields of study and meet the specific requirements of students with work experience. With over 8,000 students coming from 90 countries, the University for Continuing Education 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 60 km from Vienna in the alluring world heritage region Wachau, Campus Krems is a highly attractive location.

Information und Application

University for Continuing Education Krems
Department for Management and Economics
– Danube Business School
Dr.-Karl-Dorrek-Strasse 30
3500 Krems, Austria

Dr. Doris Burger
+43 (0)2732 893-2113
doris.burger@donau-uni.ac.at

www.donau-uni.ac.at/aviation-mba

