



The Brunel MBA in
**AVIATION
MANAGEMENT**

The Brunel
MBA

Brunel
UNIVERSITY
WEST LONDON



Brunel Business School

Fact File

Entry Requirements

Candidates are normally expected to have both a good first degree and a minimum of three years' postgraduate managerial or professional work experience gained in the aviation sector. Candidates without a first degree but who can demonstrate extensive managerial experience at a senior level will be considered. If English is not your first language, then you will be required to show evidence of competence in English. For full details of English Language requirements and the certificates we recognise, please visit: www.brunel.ac.uk/international.

Course Structure

One year full-time starting in September or two years part-time starting in either September or February (see inside for further details).

Fees (Academic year 2009 – 2010)

£16,250 for the complete programme, both full-time and part-time.

Fees for entry from September 2010 onwards will be available from our website in October 2009.

Leave to Stay in the UK

Under the International Graduates Scheme, international students who successfully complete this programme will be eligible to stay on to work in the UK for up to two years.

Aviation is a dynamic and fast moving industry within which leaders and managers need to address competitive pressures and radical change, balancing these with environmental and macro-economic issues. This AMBA-accredited MBA programme addresses this need and uses critical and evaluative approaches, concepts and methods to contribute to the development of aspiring senior leaders and managers in this industry.

The Brunel MBA in Aviation Management seeks to develop your business acumen through developing and increasing the efficiency of your critical thinking and is suitable for managers and professionals working for airlines, airports and related authorities, supply and support services (engineering, logistics, catering, cargo, energy, safety, security, information technology, travel/tourism providers).

Key Features

- Fully accredited by the Association of MBAs (AMBA)
- Underpinned by Brunel's reputation and experience in aerospace and environmental research and our close proximity to the world's busiest passenger hub at Heathrow
- Offered both full-time over one year starting in September or part-time over two years starting in September or February
- Dedicated MBA facilities on a modern and dynamic campus easily accessible from Central London
- Competitively priced
- Builds upon 10 years of a well established and highly successful portfolio of MBA programmes

Brunel Business School

Brunel Business School prides itself on its excellent teaching and the quality of its applied business research. Academics are currently investigating a range of aviation topics. For further details of research currently being undertaken and for profiles of academic members of staff, please visit:

www.brunel.ac.uk/bbs.



The Brunel MBA in Aviation Management

Now more than ever before, the aviation industry is facing many and diverse challenges from continuing market consolidation and many other competitive pressures. Managing and leading aviation industry-focused organisations will increasingly require a holistic perspective in order to address airline, airport, infrastructure as well as customer and environmental factors. This programme seeks to provide candidates with a firm grasp of business and general management principles, across finance, marketing, organisational behaviour, operations and strategy. Moreover, the course will provide an in-depth context for developing and improving your managerial expertise in order to address specific issues relating to airports, airlines and associated components of the industry.

The course comprises eight core modules and a business project.

Corporate and Business Finance

This module provides you with a thorough understanding of matters financial, explains the concept of risk, and teaches the process of financial management in the short and long term. You will learn the general principles of management accounting as well as systematic techniques for analysing and evaluating the financial health of an organisation.

Leading People and Managing Organisations

This module develops your understanding of people's behaviour in an organisational context and teaches the theories and practices of effective people management. You will also gain a better appreciation of the significance of human resources for operational effectiveness and understand how best to motivate, lead, interview and communicate as well as how to manage conflicts of interest.

Air Transport Information Management

Over the course of this module, you will critically examine and identify the role played by information systems in managing and assuring the quality of airlines' and airports' main operations. You will gain an insight into the key features of data and knowledge management, enterprise resources planning, supply chain and customer relationship management within the context of the air transportation sector.

Strategic Marketing Management

By the end of this module, you will have an in depth knowledge of all the principal marketing concepts as well as how marketing has evolved following the introduction of new technology. You will also appreciate how best to evaluate the effectiveness of marketing activities, conduct a marketing audit and construct a marketing plan.

Operations Management

During this module you will explore the tools and techniques for managing operations. You will gain a greater awareness of the strategic issues involved in the way organisations manage their operational activities and facilities – both within and beyond the organisation's boundaries. You will also develop a better appreciation of the relation between operations/service design choices and performance imperatives.

Corporate and Competitive Strategy

Over the course of this module, you will be introduced to concepts and methodological tools and techniques for analysing an organisation's strategic position. You will gain a thorough appreciation of the issues and challenges that confront managers responsible for the strategic management of organisations in potentially complex, hostile and uncertain conditions.

Airport Management and Operations

Once you have completed this module, you will be better able to compare and evaluate differing approaches to the running of an airport. You will also acquire an enhanced understanding of the part that economic, environmental, safety and security factors all play in successful airport management. Furthermore, you will gain a greater understanding of the principles of airport design and the impact of these on all airport users.

Airline Management, Economics and Ethics

Through introducing the principles of airline management, this module provides you with a thorough understanding and grasp of the economics of running successful airline businesses, with special reference to understanding the dynamics of airline customer relationship management and marketing strategies. Additionally, you will gain skills to employ professional operational ethics, which are deemed essential for industries such as this.

Business Project

To complete your MBA, you will be required to undertake extensive research into a business and management challenge of particular interest to you and then analyse your findings in depth. The business project allows you the chance to demonstrate your business acumen as well as the opportunity to apply the knowledge and skills you have learnt on the programme.



Leadership Masterclass Series

Participants on the programme are also provided with a sequenced set of integrative and professional elective workshops which aim to develop personal and leadership skills assessed via a portfolio:

- Study Skills
- Time Management
- Presentation Skills
- Business Project
- Interpersonal Skills
- Managing across Cultures
- Consulting Skills
- Negotiation and Management of Conflict
- Corporate Social Responsibility
- Entrepreneurship
- Business Dynamics

Optional masterclasses:

- Writing Skills
- Project Management
- Lean practices in Healthcare
- Business Process Re-engineering with SAP

Career Development Programme

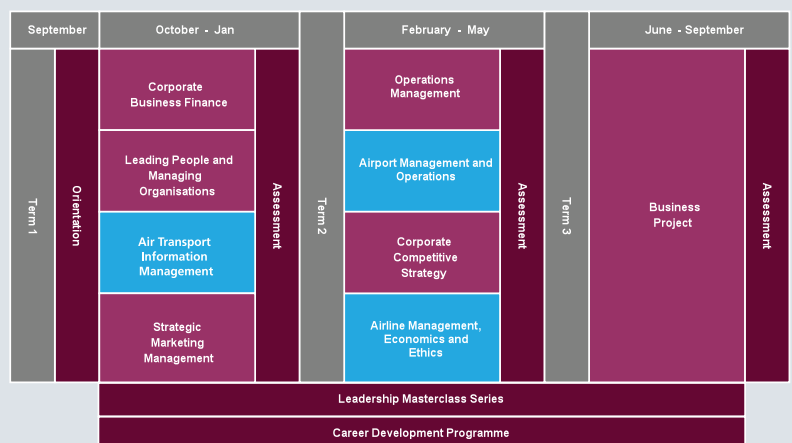
Led by a former Director of Human Resources, we also provide individuals with a comprehensive personal development programme as an integral part of the MBA to assist you with your post-MBA career.

Study Options

The Brunel MBA in Aviation Management is offered both full-time over one year, starting in September, and part-time over two years starting in either September or February.

The part-time study mode is structured so that lectures, seminars, master classes and group work are concentrated into two-day and one-day workshops held on Fridays and Saturdays throughout the year. We believe this helps minimise the time you have to be away from work.

The full-time programme (please note module order may change)



The part-time programme (based on a September start – please note module order may change)

