Course Specification
Part A

BSc Aviation Management
EECU068
Faculty of Engineering Environment and Computing
Academic Year: 2020/2021

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

This is a highly focused business management degree designed to develop resilient professionals, able to proactively apply specialist knowledge, skills and capabilities in a diverse, global aviation industry.

The course focuses on management of the multifaceted industry from day one and the complex inter-relationships that exist between various stakeholders, such as airlines, airport operators, regulators, representative bodies and industry suppliers in a dynamic and challenging environment.

The course encourages individuals with an enthusiasm for commercial aviation, to develop and expand their understanding and engagement, and to raise aspirations for management and positions of leadership that will shape the future of the industry. The course offers an opportunity for individuals from a broad range of subject interests, experiences and backgrounds to immerse themselves and to develop the knowledge, skills and capabilities required to chart a successful career within the aviation industry.

Drawing on the expertise of the Faculty of Engineering, Environment and Computing, the course brings together management and transport systems theory, economics, aerospace engineering, logistics, transport geography, regulation and safety, to provide a progressive learning journey culminating in a holistic appreciation of the complexities of the global aviation ecosystem. Our expert course team offer academic expertise and practical industry experience and seek to immerse the student in applied learning, utilising simulation, practical activities and exposure to industry.

This innovative course threads together the aviation ecosystem with business awareness, strategic thinking, technical understanding, and operational application by embedding research active teaching and industrial engagement. Students are guided through the foundations of aviation management towards a focused and applied business and operational appreciation. At Level 6 students are encouraged to demonstrate a strategic, independent and critical approach to problem identification and resolution which culminates in the submission of their dissertation. The course is actively supported by guest lectures from expert industry practitioners and leaders. Visits to airports and airlines operations in the UK and overseas provide opportunities for students to bring their learning to life. Students are encouraged to seek industrial placement and international study opportunities at the end of level 5.

Employment opportunities from the historical course have been strong with graduates progressing to roles in airport and airline operations management, consultancy, finance and revenue management as well as various graduate schemes and further study.

2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc (Hons) Aviation Management</td>
<td>FT 3 Years, SW 4 Years, PT 6 Years</td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td>Fall back awards:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSc Aviation Management</td>
<td></td>
<td></td>
<td>Level 6</td>
</tr>
<tr>
<td>DipHE Aviation Management</td>
<td></td>
<td></td>
<td>Level 5</td>
</tr>
<tr>
<td>CertHE Aviation Management</td>
<td></td>
<td></td>
<td>Level 4</td>
</tr>
</tbody>
</table>

3 Awarding Institution/Body

Coventry University.
<table>
<thead>
<tr>
<th><strong>4 Collaboration</strong></th>
<th>Not Applicable.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5 Teaching Institution and Location of delivery</strong></td>
<td>Coventry University.</td>
</tr>
</tbody>
</table>
| **6 Internal Approval/Review Dates** | Date of latest review: 07/2019  
Date for next review: Academic year 2027/2028 |
| **7 Course Accredited by** | N/A |
| **8 Accreditation Date and Duration** | N/A |
| **9 QAA Subject Benchmark Statement(s) and/or other external factors** | The appropriate levels of the Framework for Higher Education Qualifications in England, Wales and Northern Ireland. Available at: [https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf](https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf)  
The QAA Subject Benchmark statements for General Business and Management (2015). Subject Benchmark statements can be found at: [https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_10](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_10)  
The design of the programmes has been guided by the syllabi requirements up to Advanced Diploma stage of The Chartered Institute of Logistics and Transport (UK), see [https://www.ciltuk.org.uk/](https://www.ciltuk.org.uk/) |
| **10 Date of Course Specification** | July 2019 |
| **11 Course Director** | Ivan Stevenson CD / Darshi Piyathilake (Asst. CD) |

### 12 Outline and Educational Aims of the Course

The purpose of the course is to:

- facilitate study of the multifaceted aviation ecosystem and its interaction within the dynamic environment in which it operates;
- develop understanding of the cohesive nature of the sector and the interaction between business and operational management;
- prepare students with resilience, professionalism and integrity for a wide range of career opportunities within the aviation industry;
- develop lifelong learning skills and personal development to contribute to continued development of the sector and society at large.

The course will provide:

- opportunities to develop a general understanding of business and skills in management within the aviation industry;
• a breadth of knowledge and skills that emphasise the integrative nature of the functions of organisations within the industry;
• knowledge of the professional responsibilities within aviation, including an understanding of the associated ethical and legal issues, and the need for continuing professional development;
• experience of diverse team working and problem solving in simulated business and technical environments;
• particular knowledge and skills in the application of engineering fundamentals, information technology and quantitative methods to support the analysis and design of policy for the aviation business;
• a range of relevant knowledge and skills appropriate to graduate level employment with airline operators, airport authorities, or air logistics providers, or to engage in postgraduate study.

13 Course Learning Outcomes

On successful completion of the course a student will be able to:

1. Develop sustainable solutions to aviation management problems, recognising the diversity of stakeholders that make up the global aviation industry.
2. Select and apply a range of research skills, management tools and strategies, to resolve current and future challenges in the aviation industry.
3. Promote, defend and justify recommendations using appropriately sourced evidence and data.
4. Identify, analyse and evaluate data from various sources to support decision making, business improvement, effective governance and regulatory compliance.
5. Work effectively in teams and as an individual, to deliver outcomes that recognise the diverse and international context of the aviation industry.
6. Select and effectively deploy relevant software and technologies to support management decision making and sustainable aviation operations.
7. Effectively manage relationships and behaviours that support management processes, business outcomes and professional development in aviation.
8. Evaluate and synthesise contemporary theory and research findings to propose innovative solutions to aviation management problems.
9. Effectively apply a range of management strategies and the principles of project management to achieve tangible outcomes to aviation management challenges and problems.
10. Consider and apply the fundamental principles of transport systems design and aeronautical engineering to inform sustainable management decision making within the aviation industry.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The course is delivered mainly at the Faculty of Engineering, Environment and Computing Buildings in Coventry and can be studied in full-time over three years of study or four years with an optional sandwich year.

The course includes modules from the Add+vantage Coventry University scheme intended to develop employability, enterprise and leadership skills. At each level of study students will choose one Add+vantage module which must be completed to gain an Honours degree.

Modules at Level 4 provide a fundamental understanding of the aviation ecosystem, a foundation of business management, economics, finance and data analytics, airport planning and design and an introduction to aeronautical engineering. A minimum of 90 credits must be completed at Level 4 to progress to Level 5 study.
Modules at Level 5 focus on airport operations, maintenance management, aviation safety, logistics, marketing and air service development and predictive analytics. A minimum of 90 credits must be completed at Level 5 to progress to Level 6 study.

Students have the option of choosing to undertake a placement year subject to application and approval with the relevant supporting teams between levels 5 and 6 of the course. For students who secure an approved industrial placement, they will be registered on 5012CEM. Upon successful completion of the module students will continue on the Sandwich (SW) award. Students who secure an approved study abroad placement, they will be registered on 5013CEM. Upon successful completion of the module students will continue on the Full Time with Study Abroad (FY) award. 5012CEM or 5013CEM are non-credit bearing modules, pass/fail only. They cannot replace any course credits in the final award or be included in the overall award classification.

Modules at Level 6 take a strategic and global approach to aviation industry and focus on developing critical thinking, research and innovation skills culminating in the completion of a dissertation project.

Skills in the use of IT systems, analytical techniques, and application of all taught aviation knowledge are progressively developed throughout the course.

**Cascade of Awards:**

BSc (Hons) Aviation Management

↓

BSc Aviation Management

↓

DipHE Aviation Management

↓

CertHE Aviation Management

To achieve a BSc (Hons) Aviation Management classification you must successfully complete 360 credits. To achieve the award of a named Unclassified BSc in Aviation Management degree from study on the course you must achieve the minimum credits as specified in the University Academic Regulations Undergraduate Mode E. To be awarded a named DipHE in Aviation Management you must have successfully completed 240 Credits including 200 named credits from the Programme at Levels 4 and 5. To be awarded a named CertHE in Aviation Management a minimum of 120 credits must have been successfully completed including at least 100 named credits at Level 4 from the Programme.

The following table enables a holistic view of the learning outcomes and how the modules contribute to these. Total credits are within the maximum per level of study and module sizes are as defined in the academic regulations. The delivery pattern below is an indication and can be subject to change.

<table>
<thead>
<tr>
<th>Credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Learning Credit Value</th>
<th>Assessment Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
<th>Semester</th>
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<tbody>
<tr>
<td>4</td>
<td>4034MAA</td>
<td>Foundations of Aviation Business</td>
<td>20</td>
<td>20</td>
<td>Mandatory</td>
<td>2,3,4,5</td>
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<tr>
<td>4</td>
<td>4030MAA</td>
<td>Aviation Ecosystem</td>
<td>20</td>
<td>20</td>
<td>Mandatory</td>
<td>3,4,5,7</td>
<td>1</td>
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<tr>
<td>4</td>
<td>4033MAA</td>
<td>Foundation of Aviation Economics Finance and Data Analysis</td>
<td>20</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,4,6</td>
<td>1</td>
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<tr>
<td>4</td>
<td>4029MAA</td>
<td>Airport Planning and Design</td>
<td>20</td>
<td>20</td>
<td>Mandatory</td>
<td>3,4,7,9</td>
<td>2</td>
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<tr>
<td>4</td>
<td>4031MAA</td>
<td>Fundamentals of Aeronautical Engineering and Flight Theory</td>
<td>20</td>
<td>20</td>
<td>Mandatory</td>
<td>2,6,8,10</td>
<td>2</td>
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<tr>
<td></td>
<td>4032MAA</td>
<td>Introduction to Project Management</td>
<td>10</td>
<td>10</td>
<td>Mandatory</td>
<td>2,7,9</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Add+vantage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>5043MAA</td>
<td>Global Logistics and MRO Management</td>
<td>20</td>
<td>20</td>
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<td>1,3,4,6,7</td>
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<tr>
<td>5</td>
<td>5040MAA</td>
<td>Aviation Safety, Security and Emergency Planning</td>
<td>20</td>
<td>15</td>
<td>Mandatory</td>
<td>2,4,7,8,9</td>
<td>1</td>
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<tr>
<td>5</td>
<td>5039MAA</td>
<td>Airport Operations</td>
<td>20</td>
<td>15</td>
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<tr>
<td>5</td>
<td>5044MAA</td>
<td>Aviation Safety and Operations Assessment</td>
<td>N/A</td>
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<td>Mandatory</td>
<td>2,4,7,8,9</td>
<td>1</td>
</tr>
</tbody>
</table>
15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on 'Entry profile'.

Candidates for admission to the programme will normally be expected to:

- Demonstrate a competence to study using the English Language. For international entrants the English language requirement is IELTS grade 6.5 or equivalent.
- Evidence mathematics and English language understanding equivalent to GCSE Grade 5.

For students entering with advanced standing, the AP(E)L procedure is compliant with the QAA guidelines on the accreditation of prior learning.

For international qualifications or direct entry to later levels please contact the admissions office. The Faculty encourages applications from candidates who do not meet the above requirements but who do have relevant experience.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Undergraduate Mode E.

17 Indicators of Quality Enhancement

The Course is managed by the Mechanical Aerospace and Automotive Engineering (MAAE) Board of Study of the Faculty of Engineering, Environment and Computing.

The Programme Assessment Board (PAB) for Faculty of Engineering, Environment and Computing is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of
the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry’s website.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year. Student views are also sought through module and course evaluation questionnaires.

Coventry University was awarded Gold for outstanding teaching and learning by the Teaching Excellent Framework (TEF) 2017.

The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.

Engineering Courses have been designed in accordance with the:

- QAA Engineering Subject Benchmark statement [February 2015].
- UK Standards for Professional Engineering Competence [Third Edition]
- Engineering Council Accreditation of Higher Education Programmes
- This programme has been designed in accordance with the QAA benchmark statements for Engineering, Business and Management
- The Faculty of Engineering, Environment and Computing emphasises the “real-world” approach, and encourages staff to develop links and collaborative projects with industry essential to learning and commitment to supporting all students achieve their maximum potential.
- This course sits within the School of Mechanical, Aerospace and Automotive Engineering. The School has a strong portfolio of industry-related research interests and Aerospace, Transport and Logistics Subject groups involved. In particular, staff expertise is varied and includes industry-related research, scholarly research and professional experience.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Faculty/School Handbook;
- Student Handbook;
- Module Guides;
- Module Information Directory;
- Study Support information;
- Centre for Academic Writing;
- Sigma Mathematics Support;
- Library;
- Health and Wellbeing Hub;
- Academic Personal Tutor Scheme;
- Theta Student Support Sessions.