



BACHELOR OF ARTS (HONOURS) IN INTERNATIONAL BUSINESS WITH AVIATION STUDIES

(ONLINE DELIVERY - CIT SCHOOL OF BUSINESS)

WWW.CIT.IE/BUSINESSWITHAVIATION

CORK INSTITUTE OF TECHNOLOGY

SCHOOL OF BUSINESS OVERVIEW



3,500 STUDENTS

Full and part-time students studying programmes across a range of business disciplines with delivery both online and on-campus.



LONG TRACK RECORD

Substantial experience of part-time education with excellence in areas such as accounting, digital marketing, management and human resource management.



WORK-READY STUDENTS

Our programmes are practical, work-oriented and up to date.



LECTURERS WHO UNDERSTAND THE REAL WORLD

Our lecturing team are experts in their areas with substantial industry experience.

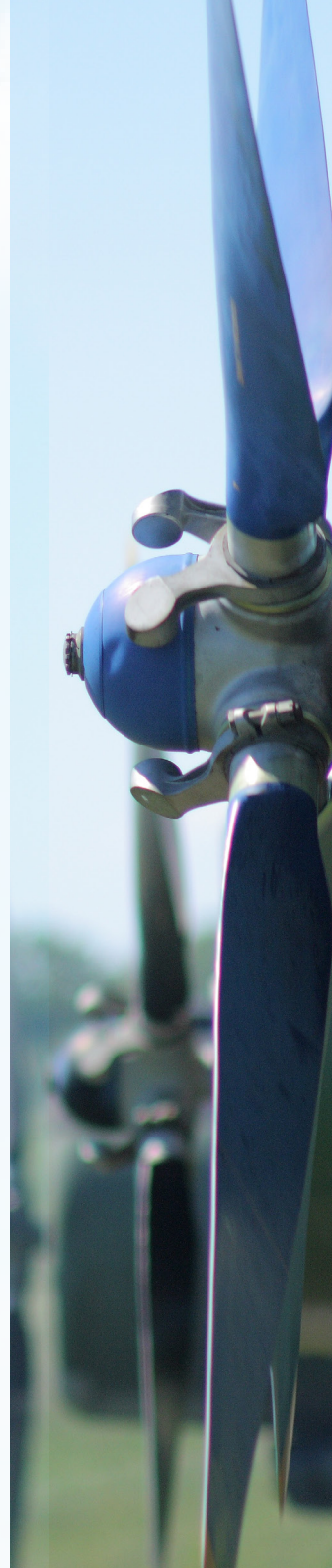


ONLINE PROGRAMMES

Our courses are designed to replicate the on-campus experience as best as possible.

PROGRAMME OVERVIEW

- ▶ Understanding of the CHALLENGES OF EDUCATION FOR PILOTS.
 - ▶ Engagement with INDUSTRY and KEY STAKEHOLDERS.
 - ▶ EXCITEMENT WITHIN INDUSTRY with the potential that this offers.
 - ▶ A COMPLEX PROGRAMME to reflect a complex learner – how do we give time challenged people the chance to complete a degree?
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- ▶ Many Pilots LACK OPPORTUNITIES to gain degrees due to the nature of their work.
 - ▶ PROGRESSION within airlines can be DEPENDENT ON HAVING A DEGREE.
 - ▶ Work life is erratic and non-conventional – ONLINE LEARNING IS A KEY ENABLER.
 - ▶ Pilots undertake significant initial training and work in a HIGHLY REGULATED INDUSTRY. It is important to recognise this learning.



KEY FEATURES

- ▶ We recognise your **TRAINING AS A PILOT to be EQUIVALENT** to the first two years of THIS DEGREE.*
- ▶ We have designed the programme to be achievable given the **SPECIFIC DEMANDS OF BEING A PILOT.**
- ▶ **CIT IS EXCELLENT AT ONLINE LEARNING.** Some of the most successful programmes in Europe run online from CIT. This programme reflects what works well for online learners.
- ▶ **THE CONTENT IS INTERESTING** You will be asked to look beyond the aviation industry.
- ▶ The **SKILLS AND KNOWLEDGE** you develop will be useful in a variety of roles and to understand the broader business world as well.

**Subject to successful completion of Frozen ATPL and other considerations*

CAREER OPPORTUNITIES

- Airport Strategy
- Airline operations
- Senior airport operations personnel
- Safety & security teams
- Ground operations & cargo



Within these broad areas, there are numerous roles in the aviation industry that the graduates of this proposed programme would be suited to. Given the proposed structure of the programme, the specialism in international business and the core business focus, some specific examples of these roles include:

- Crewing Controller
- Flight Operations Controller
- Director Flight Operations
- Head of Safety
- Head of Maintenance
- Head of Security
- Ground Operations Manager
- Fleet Development Manager
- Compliance Monitoring Manager
- Type Rating Examiner
- Type Rating Instructor
- Line Training Captain



Beyond the roles within the aviation industry graduates of this programme would find employment in other industries given the skillset developed in this programme.

Given the significant level of advanced business learning that the students will have undertaken the programme prepares students for a variety of roles. Coupled with their life skills and competences graduates of this programme will be attractive in the jobs market.

The following roles within various sectors would be well within grasp:

- Supply Chain and Logistics Operational Staff
- Purchasers/Buyers
- Business Development Representatives
- Project Managers
- New Product Development
- Marketing
- Operations Team Supervision and Management
- Service Managers
- Business Planning
- International Selling
- Recruitment
- Business Analyst



PROGRAMME STRUCTURE

Pilot Training



Application

Advice

Pre-Entry Portfolio

Approval

Induction Programme

Year 1 - Semester 1

Global
Management
& Leadership

Sales & Marketing

Year 1 - Semester 2

The HRM Function

Finance
Management

Year 1 - Semester 3

Cross Cultural
Communication

Purchasing & Supply
Management

Year 2 - Semester 4

GeoPolitics or
Economics & Trade

Strategy in the
Global Environment

Year 2 - Semester 5

Aviation Business

Operations & Project
Management

Year 2 - Semester 6

Essentials of Law

Project

COMMITMENT



▶ TWO MODULES PER WEEK FOR 15 WEEK BLOCKS (*approx. 6 hours of lectures/content/contact in total per week*)

▶ SEMESTER 1& 4: 10 SEPT - 7 JAN (*break for Christmas*)

▶ SEMESTER 2 & 5: 30 JAN – 20 MAY (*break for Easter*)

▶ SEMESTER 3 & 6: 1 JUNE – 31 AUG

Where students have planned holidays or other life challenges we can offer flexibility where required.

Classes will be at different times during day and evening and all are recorded but can be played back whenever. A schedule of classes will be provided each semester before the start of the term.

The programme is designed to ensure that each week has plenty of structure without there being excessive time required each week.

ONLINE LEARNING

▶ Regular **live contact** with the lecturer of each module.

▶ **Variety of content** time to keep it interesting.

▶ You can participate via **mobile phone, tablet, laptop or desktop**.

▶ If you are unable to attend a class you can **view the lecture** subsequently **whenever you choose**.

▶ All lectures have **interactive elements** and are designed to be motivating.



OVERVIEW OF PROGRAMME CONTENT

Module Title	Semester	Description
Global Management & Leadership	1	<i>This module aims to introduce learners to theories and contemporary practices in global management and leadership. Learners will engage with the concept of management and key management functions and analyse the dynamic and competitive business environment. Learners will identify and analyse their own leadership styles and apply understanding to contemporary management. Learners will also develop skills in reflection and evaluation of learning in the context of management and leadership.</i>
Sales & Marketing	1	<i>This module aims to provide learners with a thorough understanding of the marketing and sales issues facing modern business in a global context. The module will equip learners with detailed knowledge of the role of marketing and sales in a competitive and changing business environment.</i>
The HRM Function	2	<i>This module will provide learners with an overview of the Human Resource Management function, and its role in the organization. The module introduces learners to HRM functional areas and concerns, and will equip learners to consider HRM issues in light of international business requirements and the environmental context.</i>
Finance Management	2	<i>This module aims to ensure that learners understand the sources of finance available to organisations operating internationally, performance management processes, and the use of available data. This module also aims to ensure that learners can prepare and interpret budgets, financial statements and forecasts, can prepare and review investment appraisals, and can advise on financial decision making including assessments of risk with a focus on organisations operating globally.</i>
Cross Cultural Communication	3	<i>This module will allow the learner to develop knowledge and awareness of communicating and negotiating professionally in a cross-cultural environment. As the globalisation of industries poses its own set of benefits and challenges, it is imperative for the learner to develop key techniques and skills to adapt to these changes. In addition, the learner will also gain a thorough knowledge of both the strategic and operational aspects of relationship management with particular emphasis on international trade.</i>
Purchasing and Supply Management	3	<i>This module explores the operational and strategic challenges of supply chain management general and aviation specific. It provides students with a holistic understanding of the dynamics and integrated components of supply chains and to enhance their ability to contribute to supply chain improvement and performance enhancement within their own organisations. Importantly, the student must be able to reconcile academic concepts and theories with supply-chain praxis- i.e. to ground contemporary issues in the extant literature.</i>
Geopolitics (Elective)	4	<i>This modules examines modern geopolitics as a method of understanding the theories and practices of world politics today. After the fall of the Berlin Wall in 1989, the geographical template of Soviet East versus American West was replaced by an international polycentric geopolitical system with major powers (US, China, EU, Russia, Japan), regional powers (Iran, Turkey, Australia) and intermediate powers (India, Brazil). This module looks at some of these regions, their geography and recent history and their economic and political interests in the world, whether in neighbouring powers or distant superpowers.</i>

OVERVIEW OF PROGRAMME CONTENT

Module Title	Semester	Description
Economics and Trade (Elective)	4	<i>This module aims to analyse developed international economies using both microeconomics and macroeconomic perspectives. Learners will engage with key microeconomic concepts and theories which will enable them to examine the workings of the market. Learners will be exposed to key indicators and concepts, which will allow them to analyse the macroeconomy of international economies. In addition, learners will be provided with the skills to analyse the economic consequences of international trade.</i>
Strategy in the Global Environment	4	<i>This module covers the concepts, theories and techniques on which strategic management is based and explores their application in a wide range of international business settings. It aims to expand the student's perspective to wider issues, such as opportunities and growth over medium and long terms with particular emphasis on how competitive advantage can be leveraged more effectively in the Global playing field.</i>
The Aviation Business Environment	5	<i>This module explores the aviation business and its environment from the perspective of those that may have some exposure to that industry. The module looks at the key strategic, tactical and operational aspects of the business while exploring key trends and challenges. Key aspects of the aviation ecosystem are discussed e.g. human resource management, risk management, aviation finance and similar areas.</i>
Operation & Project Management	5	<i>Business Operations Management focused on Operations Strategy Development and Business Process Improvement through Projects. This module will equip learners with the skills for analysing operations management from a strategic perspective and explore the core principles of the project management process to manage successful projects in light of international business requirements.</i>
Essentials of Law	6	<i>This module will provide learners with a sound understanding of how the law works and how legal rules impact on business in Ireland and in a global context. The module will focus on the key elements of the Irish legal system, the principles of international law and a range of substantive areas of law.</i>
Business Project	6	<i>This module aims to equip learners with the knowledge, skills and competences to research and develop an industry based project in a global context which fosters strategic thinking. The module will require the learner to develop a strategy to address a defined problem within a specified time-frame. The learner is expected to be self-motivated and must communicate the process and outcomes of the project, in a manner appropriate to the global aviation industry.</i>

ASSESSMENT OVERVIEW

Sem	Module Title	1	2	3	4	5	6	7	8	9	10	11	12	13	Semester End
1	Global Mgmt & Leadership						WRT					PRJ			RJ
	Sales & Marketing							PRE						PRJ	
2	Finance Management						PRJ				PRE				WRT
	The HRM Function								WRT						WRT
3	Cross Cultural Communication		CRT		CRT		CRT		CRT		CRT		CRT		WRT
	Purchasing & Supply Management							PRJ						WRT	
4	Economics & Trade						SAQ								ES
	Geopolitics									PRJ					PRE
	Strategy								WRT					PRE	
5	Operation & Project Management								MCQ						PRJ
	Aviation Business Environment					ES					WRT			WRT	
6	Law		CRT		CRT		ES	CRT		CRT		CRT		PRJ	
	Project			WRT					PRE						PRJ

- PRJ Project
- ES Essay
- CRT Critique
- WRT Written Report
- MCQ Multiple Choice Questions
- PRE Presentation

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FORMAL ENTRY CRITERIA

- ▶ Successful completion of a Frozen ATPL and the associated training.
- ▶ Submission of an appropriate Entry Learning Portfolio (details below).
- ▶ Applicants will be expected to have an IELTS of 6.0 for English language proficiency (or equivalent) where deemed necessary by the Head of Department.

Applications can be made at www.cit.ie/businesswithaviation further advice will be given in relation to the Entry Learning Portfolio

ENTRY LEARNING PORTFOLIO

The entry learning portfolio will capture the formal and informal learning of the applicant in a succinct portfolio that will be focused on assessing each student's ability to cope with the type of learning associated with a level 8 programme. The Entry Learning Portfolio will therefore include:

- ▶ Documentary evidence of qualifications
- ▶ Extended CV
- ▶ Reflective log on learning to date
- ▶ Short essay contrasting various business models within the aviation industry