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?

- 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.
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
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

Pre-Entry Portfolio

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.
<table>
<thead>
<tr>
<th>Module Title</th>
<th>Semester</th>
<th>Description</th>
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<tr>
<td>Global Management &amp; Leadership</td>
<td>1</td>
<td>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.</td>
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<td>Sales &amp; Marketing</td>
<td>1</td>
<td>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.</td>
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<td>The HRM Function</td>
<td>2</td>
<td>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.</td>
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<td>Finance Management</td>
<td>2</td>
<td>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.</td>
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<td>Cross Cultural Communication</td>
<td>3</td>
<td>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.</td>
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<td>Purchasing and Supply Management</td>
<td>3</td>
<td>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.</td>
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<td>Geopolitics (Elective)</td>
<td>4</td>
<td>This module 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.</td>
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<td>Economics and Trade (Elective)</td>
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<td>This module aims to analyse developed international economies using both microeconomic 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.</td>
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<td>Strategy in the Global Environment</td>
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<td>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.</td>
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<td>The Aviation Business Environment</td>
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<td>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.</td>
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<td>Operation &amp; Project Management</td>
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<td>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.</td>
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<td>Essentials of Law</td>
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<td>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.</td>
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<td>Business Project</td>
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<td>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.</td>
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**PRJ**  Project  
**ES**  Essay  
**CRT**  Critique  
**WRT**  Written Report  
**MCQ**  Multiple Choice Questions  
**PRE**  Presentation

Contact Information:  
Dr Pio Fenton  
Department Head  
Department of Marketing and International Business  
T: 021 433 5922  
E: pio.fenton@cit.ie
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:

- 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