



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



BACHELOR OF SCIENCE (HONOURS) IN GLOBAL BUSINESS AND PILOT STUDIES

(BLENDED DELIVERY, MTU CORK, AFTA CORK)

WWW.CIT.IE/GLOBALBUSINESSANDPILOTSTUDIES



Atlantic Flight Training Academy

Introduction to the Department of Marketing and International Business

The department aims to deliver the best educational opportunities to its students. We believe a key part of education is the confidence you gain from applying your knowledge in practical situations. This underpins our teaching approach and is at the heart of our classroom experience. However, an education is more than just the experience you have in a classroom – it is also the experiences you have with your fellow students and the activities you undertake while attaining your degree. We do what we can to ensure that students have the most rounded experience possible, so they develop both professionally and personally while at the MTU Bishopstown Campus, Business School.

The **Department of Marketing and International Business** is home to 950 students studying programmes in Marketing, Digital Marketing, Sales, International Business as well as bespoke programmes for aviation professionals. With 45 lecturers, the department specialises in offering authentic assessment mechanisms that ensure that student learning is relevant and interesting. In 2020, the department won the award for Best Business Collaboration at the Education Awards.



Blended delivery, online and on-campus – Our courses are delivered through a blend of online and on-campus lectures, providing a convenient and interactive learning experience.



Relevant course content – Our modules are designed in line with industry requirements, delivering relevant, practical content.



Knowledgeable lecturers – Our lecturing team are experts in their areas and draw on their links to industry during delivery of lectures.



Long history of excellence in education – MTU Cork currently has in the region of 12,000 registered students, with 3,500 full and part-time students studying programmes across a range of business disciplines.



Student centric focus – MTU is one of the most highly rated universities in Ireland, both in terms of facilities and student-staff relations.



University status and recognition – Students will benefit from studying at a leading university and will graduate with a qualification that is recognised worldwide.



Close proximity to AFTA – Located just five miles from Cork Airport and training provider AFTA, MTU Bishopstown Campus, Cork is ideally located.

Atlantic Flight Training Academy (AFTA)

AFTA is Ireland's largest flight school. Established in 1995, AFTA is one of Europe's leading independent flight training organisations for aviation personnel. AFTA has provided in excess of 2,000 in-house trained commercial pilots to Europe's airlines. The Academy has over 40 instructors and a modern, fully equipped fleet of Garmin G1000 Cessna 172 and Diamond DA42 glass cockpit aircraft and multi engine simulators. With main flight operations located at Cork International Airport, students have a distinct advantage to train in both controlled and uncontrolled airspace managed by Air Traffic Control, operating various types of commercial traffic from day one on the flight line.

- All training is conducted in Ireland - complete oversight by our Head of Training.
- One of the youngest, most modern training fleets in Europe.
- Experienced dedicated instructors who will challenge and encourage you.
- Onsite aircraft maintenance facility guarantees a meticulously maintained fleet, maximising safety and minimising training delays.
- Real weather training.
- Ground training and flight training are integrated in all programmes.
- Fully European Union Aviation Safety Agency (EASA) approved.



Bachelor of Science (Honours) in Global Business and Pilot Studies

This is an ab initio programme that provides embedded pilot training as part of a level 8 degree. This programme will see students study on campus at MTU Bishopstown Campus, Cork for one year, undertake pilot training at AFTA for a further two years, and then complete the final year of study online while working.

For prospective pilots, the ability to complete flight training together with an honours degree provides the student with a unique opportunity to take a blended approach to becoming a professional pilot. The benefit of being able to experience life on campus enables students to develop social and interpersonal skills, being ready to seek employment in the aviation industry within just three years of starting at MTU. The final year of the programme affords students the opportunity to complete their third level studies whilst working as a pilot through the delivery of exclusively online lectures tailored for actively working aviation professionals.

This pathway enables students to gain a broad understanding of commercial and operational considerations of a business environment with some emphasis on that of an airline environment.

Upon completion of stage 1 at MTU Bishopstown Campus, Cork, students then progress to stages 2 and 3 at AFTA, Cork Airport. This practical phase integrates the student into the commercial aviation industry at an early stage in their training and allows the student to develop their professional competencies within an aviation context.

Admission Requirements

Complete the Leaving Certificate examination in six subjects with a minimum result of H5 in two subjects, and O6/H7 in four other subjects. The six subjects must include Mathematics, and either English or Irish.

Successfully complete an assessment by our Approved Training Organisation partner (Atlantic Flight Training Academy). This may involve a simulator assessment, an interview and a medical assessment. For more information on this, please visit <https://afta.ie/how-to-become-a-pilot/>

Note there is a substantial non-standard cost associated with completing this programme as the aviation aspect of the programme is not covered by Government supports. This must be considered by all applicants.*

For enquiries, please contact Dr Pio Fenton, Head of Department of Marketing & International Business by emailing aviation@cit.ie

** Please see note on final page regarding the costs associated with this programme.*



Key Features

- Students begin flight training after just one year on campus at MTU Bishopstown Campus, Cork.
- Years two and three consist of flight training completed at AFTA.
- Year four is completed online, allowing the student to immediately take up employment upon completion of flight training.
- MTU is excellent at online learning. Some of the most successful programmes in Europe run online from MTU. This programme reflects what works well for online learners.
- This programme has been specifically designed to better equip new pilots and acknowledge the training involved.
- The skills and competencies developed at MTU will be useful in all aspects of life and result in a more well-rounded individual.
- This pathway allows the learner to gain an Honours Degree and frozen Airline Transport Pilots Licence as part of a combined programme.

Why should prospective pilots do this degree?

This programme conveniently enables the students to progress to flight training after just one year of studying at MTU, thus entering into aviation earlier than any alternative offering available from other third level institutions, and allowing students to gain greater knowledge of the aviation industry. This undertaking demonstrates to prospective employers that the student is committed to learning and excelling in their role. The structure of this degree involves studies at MTU in years one and four, delivered through on-campus and remote learning respectively.

How does it create a better equipped pilot?

Students will be able to use their experience at MTU to develop soft and hard skills that are essential to the skillset of a pilot. The social and interpersonal attributes of students are enhanced through structured learning and invaluable interactions between their fellow students and the MTU faculty, exposing the learner to a wide range of people and cultures. The competencies developed during this stage enable the learner to build their decision-making, leadership, critical-thinking and comprehension skills in an environment that is an ideal pre-cursor to the dynamic aviation industry. An undertaking such as this instils maturity, confidence, discipline and knowledge that can be applied in all aspects of life.

How will this degree help my aviation career?

There are a number of diverse ways in which a pilot can steer their career. As the aviation industry is so broad and complex, there are a host of opportunities available to pilots in areas such as, but not limited to, management, training, safety and operations. Holding a degree confers greater job security and enhanced career progression and promotion prospects for graduates, whilst giving greater insight into the business aspects of the aviation industry. Airlines seek pilots with leadership and decision-making competencies, who can demonstrate an ability to learn, work well as part of a team and who can operate effectively and safely in a complex environment.

PROGRAMME STRUCTURE



Year 1 - On campus at MTU Cork

Variety of modules including Marketing, Accounting, IT, Management, Global Business, Communication, Cultural Studies, and Technological Maths.



Year 2 - Flight training at AFTA

Private Pilot Licence Phase 1, and Air Transport Pilot Licence.



Year 3 - Flight training at AFTA

Private Pilot Licence Phase 2, Commercial Pilot Licence, Multi Engine Piston Rating, Aviation Regulation and Policy, Multi Crew Cooperation, Advanced UPRT, and Multi Engine Instrument Rating.

By the end of year 3, each cadet will have attained a fATPL, consisting of a Commercial Pilot's Licence (CPL) and Multi Engine Instrument Rating (MEIR), and will have completed an APS MCC course and aUPRT training.**



Year 4 - Online through MTU

Modules including Global Strategy Management, Economics and Trade, Finance Management and Global Business Project.

Graduate with a Bachelor of Science (Honours) in Global Business and Pilot Studies.

*** Please see note on final page regarding requirement to pass various stages.*

OVERVIEW OF PROGRAMME CONTENT



Year 1 on campus at MTU

Module Title	Description
Creativity Innovation & Teamwork	This module is designed to equip the student with skills and knowledge for successful transition to and engagement in third-level education and subsequent life-long learning opportunities.
Introduction to Global Business	This module introduces students to the forces shaping global business. The module examines the nature of global business, globalisation and the macro-environmental forces affecting businesses around the world.
Introduction to Marketing	The module explores the role of marketing within organisations and how marketing can be used in the achievement of an organisation's goals and objectives.
Fundamentals of Financial Accounting	This module provides students with an introduction to the concepts, principles, and practices of financial accounting. No prior knowledge of accounting is required.
Information Technology	This module is an introduction to the practical elements of information technology. It covers computer hardware and the software packages of word-processing, spreadsheets and presentations. The use of e-mail and the internet is also covered.
Cultural Studies	This module introduces students to the cultural realities of doing business internationally. It aims to develop the ability to understand and be sensitive to the cultural diversity that affects firms operating globally.
Marketing Strategy Principles	The aim of this module is to develop in students an understanding of the basic principles of marketing strategy. The module will enable students to apply the concepts and principles of marketing to practical situations.
Technological Maths 1	This module is designed to consolidate and develop student competence in using mathematical techniques for scientific and engineering programmes.
International Management	This module aims to provide students with the specific knowledge required to engage successfully in international business management. It aspires to develop an awareness of the ways in which cultural, leadership & motivational factors influence management in international settings.
Communication for Business	This module focuses on the practice and importance of communication in a business setting. It aims to increase student confidence in written and oral communication. This module also focuses on the tasks undertaken to successfully host and participate in meetings.



Years 2 and 3 at AFTA

Module Title	Description
Private Pilot Licence Phase 1	The aim of this module is to give students a theoretical knowledge of a single engine piston aeroplane operation, and to teach the skills necessary for the safe and competent operation of such aircraft. The syllabus is compliant with IAA and EASA requirements.
Air Transport Pilot Licence 1	The aim of this unit is to further the student's competence in flying ability and to train the student to obtain the EASA ATPL(A) Module 1 Theoretical Knowledge Exams. The students will be trained to meet the requirements of EASA - FCL 1: Meteorology, Human Performance & Limitations, Flight Planning & Monitoring, Performance, and Mass & Balance.
Air Transport Pilot Licence 2	The aim of this unit is to further the student's competence in flying ability and to train the student to obtain the EASA ATPL(A) Module 2 Theoretical Knowledge Exams. The student will be trained to meet the requirements of EASA - FCL 1: General Navigation, VFR Communications, IFR Communications, Principles of Flight, and Radio Navigation.
Air Transport Pilot Licence 3	The aim of this unit is to further the student's competence in flying ability and to train the student to obtain the EASA ATPL(A) Module 3 Theoretical Knowledge Exams: Air Law, Airframes/Engines/Electrics, Instruments/Electronics, and Operational Procedures.
Private Pilot Licence Phase 2	The aim of this module is to give the student a theoretical knowledge of a single engine piston aeroplane operation, and to teach the skills necessary for the safe and competent operation of such aircraft. The syllabus is compliant with IAA and EASA requirements and is focused on completing the tests required for the Private Pilot Licence.
Commercial Pilot Licence	The aim of this module is to give the student a sound theoretical knowledge of the operation of an aeroplane to EASA OPS requirements, and to teach the skills necessary for the safe and competent operation of such aircraft in a commercial aviation environment. This in conformity with EASA FCL and EASA OPS.
Multi Engine Piston Rating	The aim of the Multi Engine Piston Rating course is to train pilots to the level of proficiency necessary to enable them to operate a Multi Engine Piston Aircraft. This course is designed to prepare the student for the PART-FCL skill test for issue of the MEP (A) and is structured to give progressive development in theoretical knowledge, Synthetic Training Device (STD) and aeroplane. It is also designed to ensure that the student fully understands the concept of twin-engine aircraft and asymmetric flight. Procedures will include both normal and non-normal flight profiles.
Aviation Regulation and Policy	This module provides the learner with an in-depth understanding of aviation regulations and policy.

OVERVIEW OF PROGRAMME CONTENT

Module Title	Description
Multi Crew Cooperation	The aim of this module is to teach students to become effective crew members, who can safely and efficiently upgrade and operate in a multi crew environment and to provide exposure to and a sound understanding of numerous new skills and procedures are required. Optimum decision making, communication, division of tasks, use of checklists, mutual supervision, teamwork and support throughout all phases of flight under normal, abnormal and emergency conditions are essential.
Advanced Upset Prevention and Recovery Training (UPRT)	The objective of the course is for the pilot under training: (1) to understand how to cope with the physiological and psychological aspects of dynamic upsets in aeroplanes; and (2) to develop the necessary competence and resilience to be able to apply appropriate recovery techniques during upsets.
Multi Engine Instrument Rating	The aim of this module is to give students a theoretical and practical knowledge of the operation of an aeroplane to EASA OPS requirements, single pilot multi engine in IMC conditions, and to teach the skills necessary for the safe and competent operation of such aircraft in a commercial aviation environment. The syllabus is compliant with EASA FCL and EASA OPS.





Year 4 online through MTU

Module Title	Description
Global Strategy Management	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 considers growth over medium and long terms, with particular emphasis on how competitive advantage can be leveraged effectively in the global playing field.
Economics and Trade	This module aims to analyse developed international economies using both microeconomics and macroeconomic perspectives. In addition, students will be provided with the skills to analyse the economic consequences of international trade.
Finance Management	This module aims to ensure that students understand the sources of finance available to organisations operating internationally, performance management processes, and the use of available data. This module also prepares students to construct and interpret budgets, financial statements and forecasts, prepare and review investment appraisals, and advise on financial decision-making including assessments of risk.
Global Business Project	This module aims to equip students 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 student to develop a strategy to address a defined problem within a specified time frame. The student is expected to be self-motivated and must communicate the process and outcomes of the project.

Note: students are also offered elective modules in languages and selling skills in year 1, and in operations & project management, aviation business environment, human resource management, law, and purchasing and supply management in year 4.



FURTHER INFORMATION

Note: There is a substantial non-standard cost associated with completing this programme as the aviation aspect of the programme is not covered by Government supports. This must be considered by all applicants. Students must hold a valid EU (Part-MED) issued Class 1 Medical prior to commencement of this programme. The course fee payable to AFTA is €79,000* for the Fully Integrated Training Programme, or €86,000* for the Ryanair Mentored Programme. **As part of flight training, students will be required to pass certain stages (i.e. ATPL exams, class ratings, flight tests) in order to progress to the next stage of the programme. For further information please visit www.afta.ie

**Additional costs may be incurred during the process of flight training such as:

Online CUT-E assessment €55 and AFTA assessment fee: €300.

Medical exam for EASA Class 1 Initial Medical: €550

Renewal of EASA Class 1 Medical: €250

Type-Rating: <€30,000 (employer dependant)

ATPL theory exams and licence fees: Approximately €2,000

(* Prices correct as of May 2021)

Please visit www.mtu.ie or www.afta.ie for further information.

Enquiries

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