

## **MBA in Aviation Mangement**

Auston Institute of Management & Technology(AIMT) Pte Ltd, one of Singapore's leading private education institutes, has partnered with Coventry University in the United Kingdom to launch an MBA Aviation Management programme, co-written by Coventry University (UK) and Emirates Aviation College (EAC) from Dubai. Singapore has been chosen as one of the three worldwide locations for the programme launch, with its first intake beginning in October 2009.

### **FAQ**

**1: AIMT recently announced the launch of an MBA Aviation Management programme in Singapore. Are other institutions involved in the delivery of this programme?**

Yes. This is a validated programme leading to the MBA Aviation Management degree awarded by Coventry University, UK. The programme is also delivered in association with Emirates Aviation College, Dubai.

**2: Why was Singapore chosen for this ahead of other locations?**

An identical programme is currently offered at Emirates Aviation College in Dubai. The programme has been extremely successful in Dubai since it was first offered, and based on this success Coventry University and Emirates Aviation College looked to extend the programme beyond Dubai and the Middle East. Singapore was selected as the most suitable choice due to its position as one of the world's leading aviation and logistics hubs.

**3: Is the programme conducted physically here or is it an online programme?**

The programme will be hosted here in Singapore by Auston Institute of Management & Technology.

Teaching of the programme is on a modular basis which involves taking the students through a total of eight different units. They are also required to prepare a dissertation as part of the course.

Each of the eight modules will be delivered by leading academics and industry experts from Coventry University, Emirates Aviation College and The Emirates Group, with each lecturer flown in especially to teach a particular aspect of the course. To suit the schedule of the busy professional, the modules are delivered once every two months, with each component spanning five consecutive days.

**4: How has this course been structured, and to what extent will it give students a practical knowledge of Emirates Airline's operations, or a broader industry overview?**

The course consists of eight modules, four are specialized aviation modules (airport operations, airline operations, global issues in the airline industry and aviation strategy) and four are core MBA modules (marketing, project management, financial analysis, and organizational behaviour & human resource management). To suit the schedule of the busy professional, the modules are delivered every two months, with each module spanning five consecutive days. The course is aimed at giving students a broad industry overview and will be delivered by leading academics and industry experts from Emirates Aviation College, The Emirates Group and Coventry University, UK.

**5: Considering the current pressures facing the aviation industry, and with many airlines retrenching staff, what do you believe is the outlook, both in the short- and long-term, for qualified aviation industry professionals?**

The travel and tourism industry, like many other industries, has been significantly affected by the global financial crisis.

However, if you look at the aviation industry from a long term perspective, air traffic (by both passenger and cargo volume) has grown at an enormous rate in recent years. People are travelling greater distances more frequently, whether on holiday or business and, at the same time, trade has become more global with the requirement for shorter order / delivery lead times having a considerable impact on the demand for air cargo space.

The travel and tourism industry continues to expand rapidly across the globe with exciting opportunities still open up to newly qualified students. Many of our students throughout the years have accepted leading roles with major international airlines and organisations and I expect this to continue despite the current economic situation.

**6: What is the duration of the programme?**

The programme will be conducted over a period of 18 months.

**7: Will the programme involve attachments to off-campus sites?**

No attachments are available for off-campus sites as most course participants are already familiar with industry surroundings.

## **8: Outline the roles of the three entities in detail?**

Auston Institute of Management and Technology (AIMT) hosts the programme in Singapore and will provide local administrative and technical support to students.

Coventry University will oversee the management and delivery of the programme. The University will also quality assure the programme and issue the final degree.

The programme is delivered in association with Emirates Aviation College, Dubai. Face-to-face teaching and assessment will be provided by lecturers from Coventry University and Emirates Aviation College as well as specialists drawn from the Emirates Group.