

Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

Programme Title:	
BSc (Hons) Aviation Management for Professionals	
Programme (AOS) Code(s):	BR2AMP9 – FT
UCAS Code:	N/A
Name of Final Award:	Bachelor of Science with Honours, BSc (Hons)
Level of Qualification:	Level 6
Regime of Delivery:	Flexible & Distributed Learning: Distance Learning
Mode(s) of Delivery:	Full-time – 1 year
Typical Length of Study (Years):	1
Professional Body Recognition / Accreditation (including specific requirements where applicable):	N/A

Brief Description of the Programme

This course takes experienced practitioners, or practitioners with substantial HE qualifications, to Honours level. It is suitable for both early career pilots, and also for other aviation industry professionals.

The main themes which the course tackles cover the major elements involved with the management and leadership of air transport businesses. It therefore covers topics such as the global business developments including mergers, acquisitions, international regulations; strategic management; sustainability and its implications; financial performance and its metrics; the airline business and its structure. In common with almost all first degrees, it includes the writing of a research project.

This is a one-year course entirely at Level 6 (final year undergraduate level). Each Semester, students will study two modules; a fifteen credit module and a thirty credit module. In addition, they will undertake a research project throughout both Semesters of the academic year.

This course is offered entirely online, and there is no attendance requirement of any kind. All assessment is by submitted course work.

Programme Aims

- 1 Provide students with a comprehensive grounding in the operational and management knowledge and skills required by employers in the dynamic aviation industry to enable them to act as effective leaders in a dynamic environment.
- 2 Foster an environment which encourages the development of: critical awareness; the ability to challenge knowledge; relate theory to practice; undertake critical analysis; and demonstrate

	powers of reasoning; problem-solving; synthesis; evaluation and research; adaptability; flexibility; and leadership qualities.
3	Provide an inclusive, current and versatile curriculum of study which reflects the needs of professionals in the aviation industry
4	Develop the confidence and academic skills of students, enabling them to develop as active and autonomous learners and critical thinkers and to apply this in their professional roles.
5	Enable graduates to meet the changing demands of management roles through acquisition and development of a wide range of personal and transferable skills required by employers in the aviation industry: self-reliance; reflection; creativity; interpersonal communication; teamwork and leadership qualities

Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome	Module Code(s) (Core modules)
Graduate Attribute: Knowledge and its application (K)		
K1	Identify and critically assess challenges and strategic options open to airlines and other air transport organisations for stability, development, growth and consolidation	PI602; PI605; PI601
K2	Critically select, review and analyse evidence to construct arguments.	All
K3	Critically evaluate the impact of strategy, structures and organisation on the financial wellbeing of a business.	PI605; PI604
Graduate Attribute: Creativity (C)		
C1	Synthesise information and ideas in order to evaluate strategic management responses to commercial air transport challenges	PI601; PI604; PI605
C2	Present well-argued discussion of findings of investigations which demonstrate a mature appreciation of the sector.	All
Graduate Attribute: Social and ethical awareness and responsibility (S)		
S1	Critically evaluate the social and ethical consequences of the operation of an aviation business.	All
S2	Identify and critically evaluate the interplay of environmental, social and economic effects and impacts arising from activities in the aviation industry	PI601; PI604; PI605
Graduate Attribute: Leadership and self-development (L)		
L1	Evaluate the relationships between styles and approaches to leadership and management, and the organisation, structure and operation of air transport businesses.	PI604; PI602; PI605

Programme Structure

Modules are all set at academic level six and are all core (compulsory). Passing modules will reward you with academic credit. The number of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

Level Six

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
PI601	Aviation Sustainability Management	15	Core	Yes
PI602	Globalisation of the Airline Industry	15	Core	Yes
PI603	Research Report	30	Core	No
PI604	The Airline Business	30	Core	Yes
PI605	Airline Strategy and Financial performance	30	Core	Yes

Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

At level 6 students are expected to become more independent learners. At this strategic level students should be able to demonstrate the ability to critically review and analyse theories, concepts, assumptions and arguments and to synthesise and evaluate information from a wide variety of sources in relation to the aviation industry. Students who require guidance for academic writing and the preparation of assignments, will have access to the guidance of the Learning Development Unit (LDU) and electronically to the services of tutors within the LDU. Students will also have opportunity for ongoing interaction, via blogs, discussion board and email, with the Course Leader and module tutors. There is a study skills section on the VLE for the course.

Learning at Level 6 is structured to ensure that students are engaged in subject-specific contexts. Students are afforded the opportunity to interact with and research diverse aspects of the aviation industry, in particular by virtue of the completion of a research project. Programme outcomes are aligned with the QAA Subject Benchmark Statement (Business and Management, February 2015), as the most appropriate subject benchmark in the absence of one specifically covering aviation.

Students enrolled on this programme study totally by distance Learning, with no attendance element. Students complete this programme over a period of one year. Students will receive a combination of lectures and study materials by means of web conferencing, podcasts, vodcasts and other appropriate VLE tools, and interact with their tutors on-line through the use of discussion boards, blogs and wikis. Resources and activities in the modules will be made available via the VLE; these may include references to papers, case study analyses, debates and/or discussions on relevant themes and contemporary issues in relation to the global aviation industry. Students are also introduced to directed reading, including relevant websites and journal articles that will enable them to apply the concepts covered to the aviation industry. A substantial base of material will be used, both within the VLE, and linked from it to sites elsewhere. Students are encouraged to use the Discussion Board feature to discuss issues raised in lectures, case studies and directed reading and are expected to contribute their ideas using the online forum, the discussion being facilitated and guided by the module tutor.

Use of the VLE further allows students to develop and demonstrate competence in the area of information technology. Support for the planning, implementation and presentation of the research project is provided through on-line discussion conducted via Blackboard through the use

of discussion boards, blogs and, where appropriate, videoconferencing. Participants work within a small, mutually supportive group facilitated by a member of the programme team.

Students are allocated a project supervisor, appropriate to the research topic selected, who advises and supports students in the completion of the research project.

Additional Course Costs

There are no additional costs with this course. Students, however, must provide their own computer for accessing distance learning materials and submitting work.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad (Hours)
Year One (FT)	207	933	0

Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

The following assessment activities are used on this programme:

- Much use is made of the writing of reports across the course.
- PI601 and PI602 both make use of formative assessment, which carry no weight but are intended to help students to develop their skills.
- PI603 requires the writing of a research proposal, planning out what will constitute the final research project.
- PI603 requires the writing of a final thesis, based on a substantial piece of independent, supported research.

Classification

Calculation of final award:	Level 6 – 100%
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For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

Typical applicant profile and any programme-specific entry requirements

The course is suitable for applicants who work, or have worked in the aviation or related industries and are in any of the following categories:

- Aviation professionals holding a professional licence such as an EASA Aircraft Engineering Category B licence or an EASA Air Traffic Controller (ATCO) Licence.
- Students who hold a Foundation Degree or an HND in any subject and are looking to top-up these qualifications to degree level in an aviation subject.
- Professionals working specifically in aviation organisations such as airlines and airports who have at least 5 years' experience working in the industry, of which at least 2 years are in a supervisory or management role.
- Professionals working in closely related industries such as transport and logistics who have at least 5 years' experience, of which at least 2 years are in a supervisory or management role.
- Military personnel, particularly those in or from the RAF and the Royal Navy, who hold technical Foundation degrees and HNDs and are looking to obtain civilian aviation qualifications. Often such personnel are posted overseas and the distance learning element of the course would be attractive.

Often aviation professionals have an ambition to obtain a postgraduate qualification and this course can provide a platform to achieve this as noted below.

Do applicants required a Disclosure and Barring Service (DBS) Check?

No

Opportunities for students on successful completion of the programme

It is envisaged that most students who enrol on this programme will already have significant experience in the field, and so will either still be employed, or will have been so.

This programme gives the opportunity for graduates to progress further in their careers, particularly into management and leadership aspects.

Those who have had experience of pilot roles might also see this programme as a way to move into ground-based opportunities.

The University has a Master's in International Aviation Regulation and Law and Aviation Security on offer. The course would make a suitable pre-cursor to MBA programmes, like that offered by the University.

Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and

IT facilities. This induction will be based on on-line materials provided via the VLE, and will include bespoke and generic institutional material.

- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **On-Line support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, and Counselling Services

Appendices

Quality Assurance

Awarding Body:	Buckinghamshire New University
Language of Study:	English
QAA Subject Benchmark Statement(s):	Business & Management (2015)
Assessment Regulations:	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages (https://bucks.ac.uk/students/academicadvice)
Does the Fitness to Practise procedure apply to this programme?	No
Date Published / Updated:	May 2018 / June 2019

Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

Name of Exit Qualification:	Ordinary Degree
Full name of Qualification and Award Title:	BSc Aviation Management for Professionals
Credits requirements:	60
Module requirements:	The ordinary Degree is awarded to any student who gains 60 credits on this course, in <i>any</i> module combination.
Learning Outcome	
Identify and critically assess challenges and strategic options open to airlines and other air transport organisations for stability, development, growth and consolidation	
Critically select, review and analyse evidence to construct arguments.	
Critically evaluate the impact of strategy, structures and organisation on the financial wellbeing of a business.	
Synthesise information and ideas in order to evaluate strategic management responses to commercial air transport challenges	
Present well-argued discussion of findings of investigations which demonstrate a mature appreciation of the sector.	
Critically evaluate the social and ethical consequences of the operation of an aviation business.	
Evaluate the relationships between styles and approaches to leadership and management, and the organisation, structure and operation of air transport businesses.	