

PROGRAMME SPECIFICATION

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	BA (Hons) Airline and Airport Management BA (Hons) Airline and Airport Management with Foundation Year
Awarding Body	Buckinghamshire New University
Teaching Institution / Delivery Location	Buckinghamshire New University / High Wycombe, UCAV & Uxbridge Aviation Management College, Malaysia
Faculty	Design, Media & Management
School	Applied Management & Law
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honours
QAA Benchmark Statement(s)	No aviation benchmarks. Mapped to FHEQ Framework (2008) and QAA Quality Code for Higher Education (QAA432 12/11)
UCAS Code	N857
Course Code(s)	BS2AMG1 BS2AMG4 BS2AMG1AC
Mode and Length of Study	3 years full-time 4 years/ full-time delivery
Number of Intakes	2: September & February
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	N/A
Publication Date	19 March 2014 Revised January 2017, November 2017, January 2018, August 2018 AND September 2018

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

The BA (Hons) Airline and Airport Management degree aims to reflect the changes inherent in the dynamic aviation industry and to provide students with industry-specific knowledge relating to the day-to-day operation and management of the airline and airport sectors. It simultaneously provides students with the opportunity of building the skills necessary for employment, initially at an operational level, in the air travel industry. Buckinghamshire New University has historically been a leader in the field of aviation degrees and this course positions itself at the cutting edge of the challenges and issues facing the contemporary aviation sector.

The course is aimed at those school leavers who wish to develop the skills, knowledge and employability profile that will provide them with the opportunity to gain employment in the aviation sector.

It is equally geared toward fulfilling the needs of those mature students with an interest in returning to the workplace and securing employment in the aviation industry. At the same time the degree offers staff currently employed in the aviation industry the opportunity to update their skills, knowledge and understanding of the dynamic changes and emerging trends within the industry and equip them to seek opportunities for career enhancement.

Why students should choose this award and opportunities available for students after completion of the award:

Students should choose this award if they are seeking to study an exciting course, developed with input from industry professionals, which focuses on trends shaping the aviation industry today. The programme is forward looking and will remain fully responsive to the ongoing changes taking place in the aviation industry. An important component of the course is the opportunity to undertake a substantive period of seasonal employment within the aviation industry. Delivery of the programme is varied and student interactive whilst knowledge and skills are tested through a diverse menu of assessments.

Students graduating from this programme will be highly employable in the aviation industry. Employment opportunities include: tour operators; ground handlers; traditional, charter and low cost airlines; air cargo operators and airports, amongst others. In addition, students may choose to develop their own small niche business ventures. Students may also decide to further their studies by undertaking a Master's degree.

Admission Regulations:

For BA (Hons) Airline and Airport Management (3 year)

Admission regulations are in accordance with those prescribed by University Regulations. Students should have the equivalent of two passes at Advanced Level, and they should have passes in GCSE English and Mathematics at Grade C or above. Mature students are welcome, particularly if they have completed an Access course or other relevant qualification. They are normally interviewed by the Head of Academic Department or the Course Leader. Some evidence of previous work experience particularly that which relates to customer service, is an advantage.

At AMC Malaysia, students are accepted onto the programme, who have previously completed the AMC Aviation Diploma. This is providing students have a standard of English comparable to IELTS Level 6. At AMC, this is measured via a reading and writing test, as well as an interview to test for verbal English. The reading and writing tests are provided, administered and marked by Bucks New University and the interviews are also conducted by Bucks New University.

The University is moving towards a new system using a commercial provider for establishing competence in English relative to IELTS Level 6. This will replace the current system on a gradual basis.

Prospective students should have a genuine interest in developing both their theoretical and practical knowledge of the aviation industry and the skills required to work in it. Students should be prepared to take responsibility for their learning, and be willing to work both individually and as part of a team and to participate fully in course activities. Good communication skills are an advantage.

For BA (Hons) Airline and Airport Management with Foundation Year (4 year)

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-year programme including a Foundation Year.

Please see the University's [General Entry Requirement](#) webpages for requirements for entry at this level.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Provide students with a comprehensive grounding in the operational and management knowledge and skills required by employers in the dynamic aviation industry (*AI408 Structure Air Transport Industry; AI407 Developments of the Air Transport Sector; AI402 Air Cargo Operations; AI403 Air Transport – Security and Safety; AI404 Airline and Airport Marketing; AI405 Airport Operations; AI406 Introduction to Finance and Economics; AI502 Airport Management; AI503 Airline Management; AI504 Ancillary Revenue Management; AI507 Airline Crisis and Continuity Management; AI506 Management, Leadership and Change; TM507 Human Resource Management*)
- Provide an inclusive, current and versatile curriculum of study which reflects the needs of both the aviation industry and the challenges with which it is confronted (*AI507 Airline Crisis and Continuity Management; AI608 The Future of the Air Transport Industry; AI604 Aviation in the Global Context; AI605 Aviation Finance and Economics; AI606 Sustainability Management; TM603 Strategic Management*)
- Prepare students for employment or for postgraduate study by fostering an environment in which students are encouraged to: develop academic skills; challenge knowledge; apply theory to practice; develop critical awareness, analysis, and reasoning; solve problems; synthesise and evaluate information; and engage in research (*AI501 Research Methods; AI502 Airport Management; AI503 Airline Management; AI504 Ancillary Revenue Management; AI507 Airline Crisis and Continuity Management; AI506 Management, Leadership and Change; TM507 Human Resource Management; AI601 Research Project; AI602 Business and Enterprise; AI608 The Future of the Air Transport Industry; AI604 Aviation in the Global Context; AI605 Aviation Finance and Economics; AI606 Sustainability Management; TM603 Strategic Management*)
- Enable graduates to meet the changing demands of employment through acquisition and development of a wide range of personal and transferable skills required by employers in the aviation industry: self-reliance; reflection; adaptability; creativity; flexibility; interpersonal communication; teamwork and leadership qualities (*TM402 Professional Skills and Development; AI506 Management, Leadership and Change*)
- Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers (*AI507 Airline Crisis and Continuity Management; AI601 Research Project; AI602 Business and Enterprise; AI608 The Future of the Air Transport Industry; AI604 Aviation in the Global Context; AI605 Aviation Finance and Economics; AI606 Sustainability Management; TM603 Strategic Management*)
- Enhance the student experience and employment opportunities through engagement with aviation industry partners (*TM504 Employment Research and Planning*)

The aforementioned educational aims have one core objective: to equip students with the knowledge and skills perceived as contributing to the professionalism sought by aviation industry employers. The rationale and purpose of the BA (Hons) Airline and Airport Management degree is thus to provide students with a range of management and operational skills relevant to the 21st century aviation industry.

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Demonstrate knowledge and understanding of the structure, systems of regulation and business models adopted by airline and airport operators
2. Demonstrate understanding of marketing concepts, issues and theories as applied by airline and airport operators
3. Demonstrate a sound knowledge of ground service processes and interactions at airports as applied by airline and airport operators
4. Demonstrate specialist knowledge of the management and commercial operations of the air transport industry

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Critically analyse and evaluate arguments, assumptions, abstract concepts and data in relation to the aviation industry to make judgements, frame appropriate questions and propose solutions to problems
2. Evaluate and apply leadership and management theory in the context of the aviation industry
3. Critically evaluate the challenges confronting the aviation industry in the global context and the regulatory framework and strategies deployed to overcome such challenges
4. Critically evaluate essential elements of strategy formulation and implementation in the aviation industry
5. Analyse and evaluate the issues and principles of sustainability and social responsibility in the context of aviation
6. Deploy accurately established techniques of analysis and enquiry within the aviation field
7. Critically analyse and evaluate an airline operation's economic requirements and performance

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Demonstrate vocationally relevant skills and knowledge through exposure to professional practice in the workplace

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Review critically current research and primary sources (for example, refereed research articles and/or original materials appropriate to tourism and aviation)
2. Critically review, consolidate and extend a coherent body of knowledge in order to execute a sustained piece of independent work using appropriate media
3. Critically interpret, synthesise and evaluate information from a wide variety of sources relating to current and future developments in the aviation industry
4. Demonstrate and apply the key skills and personal attributes sought by employers in the workplace

Table 1: Programme Skills Matrix – Assessment

Module Code	Information Acquisition	Critical Thinking, Analysis and Synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
FY026	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FY027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FY028	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FY013	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AI408**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI402	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI403	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI404	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI405	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI406	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI407	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM402**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI501**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI502**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI503**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI504	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AI507	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI506	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TM504**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM507**	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI601**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI602**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI608**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Module Code	Information Acquisition	Critical Thinking, Analysis and Synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
AI604**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI605	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI606	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TM603**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

** indicates modules that were validated under the Tourism programmes in May 2013. Programme skills reflect those on the definitive document for these tourism programmes

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed.

At level 4 the focus is on the development of a foundation knowledge and understanding of the theories, operations, activities and processes that characterise the aviation industry. Modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by adaptive release e-learning material delivered through the VLE. Small groups of students discuss, in seminars, the contents of the lectures, undertake exercises and receive support, guidance and assistance from the module lecturers. Guidance in the acquisition of information is provided in seminars specifically geared to this topic. Informal formative assessment takes place on an ongoing basis through seminars that are specifically structured to include activities that assist students in developing the knowledge and skills required to fulfil the module learning outcomes. There is emphasis on the self-guided learning skills that will increasingly be called upon in L6 with advice and guidance provided in relation to recommended reading and independent research. Numeracy and technology skills are enhanced in the Introduction to Finance and Economics module through the use of Microsoft Excel to perform ratio analysis and basic forecasting and measurement of business performance.

At level 5 the students are expected to apply theoretical knowledge that is more in-depth and to show deeper understanding as the complexity of the issues covered in the modules increases. A wide range of participative techniques is applied to facilitate the development and exchange of viewpoints in relation to module topics. Interactive workshop sessions develop and test the student's ability to relate key concepts and issues to industry operation and management in practice. Skills in relation to problem solving and decision making are honed through the extensive use of case studies drawn from a variety of organisations that are related to various aspects of operations and management of the aviation industry and highlight the application of theory to practice. Students are encouraged to reflect on their learning, thus offering them the opportunity for self-analysis and personal development. At this level students are expected to develop and demonstrate analytical and evaluative skills and to draw on a

wide range of resources in the completion of assignments. Study of the Research Methods module (AM501) prepares students for an individual, extended piece of work required in Level 6 in the form of either a Research (AI601) or Business Project (AI602). As in Level 4, modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by adaptive release e-learning material delivered through the VLE.

At level 6 the strategy is for students to develop more fully their independent learning skills. Students are expected to develop and demonstrate the ability to critically review and analyse theories, concepts, assumptions and arguments and to synthesise and evaluate information relating to a wide variety of sources in relation to international aviation management. Independent learning is fostered by undertaking an extended piece of individual research which requires the student to take full responsibility for managing their personal and professional development. Skills of reasoning and problem solving are developed and assessed throughout the modules through the synthesis, analysis, evaluation and interpretation of relevant literature and research findings and the application of theories and concepts to the solution of problems. The importance of self-reflection and criticality are developed and demonstrated through the ability to self-appraise and reflect on the student's own learning. Case studies and other relevant information sources form the basis for strategic analysis, evaluation and implementation planning.

Learning at all levels is structured to ensure that students are engaged in subject-specific contexts. This, *inter alia*, includes contact with the aviation industry through visiting speakers and 'live' case-studies. Students are also afforded the opportunity to interact with and research diverse aspects of the aviation industry by virtue of fieldwork. Throughout the programmes, participation in field visits is encouraged that affords students the opportunity to experience theory applied in an operational context. Guest speakers are invited, where appropriate, to ensure interaction with industry and provide students with learning opportunities that are conducive to reflection on how theory is applied to practice.

At all levels modules enable students to develop key skills. Assignments are designed to reflect the learning outcomes for each module. Holistically, the module learning outcomes complement the programme outcomes; these are in turn aligned to the QAA Quality Code for Higher Education and the FHEQ Framework. Please note that there are currently no QAA aviation benchmarks.

Informal formative assessment takes place on an ongoing basis through seminar and workshop activities. Further support for students is provided through the use of the Blackboard Virtual Learning Environment. For example, lecture notes, supporting materials, web links and pod- and video-casts may be made available to students online, as are the module programme and reading lists. Students are encouraged to use the Discussion Board feature to discuss issues raised in lectures, seminars and workshops with peers and the module tutor. Use of the VLE further allows students to develop and demonstrate competence in the use of information technology.

Assessment Strategy

Assessment methods are those considered most appropriate to the nature of the programme, the student profile and the requirements of future employers in terms of the knowledge, understanding and skills required. The likelihood of any employee within the aviation industry being called upon to write an essay is minimal whilst the ability to write logical, coherent, structured, focused, well researched, analytical, evaluative or informative reports and make well prepared, coherent, focused presentations is an undeniable asset to those seeking employment in the industry. The ability to work with others is pivotal to success in all areas of employment within the aviation industry.

At Level 4 a varied menu of assessment methods is provided, including: group work; presentations; a case study based on fieldwork; written assignments (generally reports); cumulative exercises; preparation of a handbook; a reflective journal and time-constrained assignments (TCAs). At L5, the variety of assessment mirrors that at Level 4, though assignments are more demanding. Longer reports and presentations are required and the emphasis moves to assessing analytical and evaluative ability. Assignments retain their employer focus; for example, AI502 Airport Management requires students to present a business proposal for a new airport terminal. The assessment for AM501 Research Methods develops the skills that will be required in completing the Research Project or Business Plan and Proposal in Level 6. In particular, the formative and summative assessment on TM504 Employment Research and Planning mirrors the process a student will encounter when applying for employment and undertaking an assessment test and interview. The assessment is modelled as closely as possible to the procedures followed in the aviation industry and is based on feedback from employers. At Level 6

assessment is geared to testing criticality; reflection; complex problem solving; and decision making. There is still a varied menu of assignments which includes reports, business and research proposals, case study analysis and examinations among others. The final Research Project or Business Plan and Proposal provide the ultimate test of students' ability to source, critically analyse, synthesise and critically evaluate information from a wide variety of sources and to apply their findings and recommendations to real-world situations. Where the assignment comprises of group work, tutors may request an individual critical reflection on the group work undertaken. This reflective work is marked individually. Specific instructions in this regard are included on the Assessment Brief. In all assignments in which students are required to work in groups, evidence of equal contribution to, and engagement in, the group work is required. Where there is evidence of unequal participation in, and contribution to, the group assignment this will be reflected in the marks awarded. Specific assessment criteria in this regard are included on the Assessment Brief.

Throughout their learning journey students are prepared for the assignments through seminars and workshops. Informal formative assessment takes place on an ongoing basis through seminars that are specifically structured to include activities that assist students in developing the knowledge and skills required to fulfil the module learning outcomes. Assistance is sought from the Learning Development Unit (LDU) in terms of the development of academic and report writing skills, presentation skills, critical reflection, and analytical skills amongst others. Each level has a one-hour allocated personal tutor slot which, in addition to the normal one-to-one personal tutor meetings, is also used for LDU presentations and exercises.

Work-Based / Placement Learning

At L5 students study the Employment Research and Planning module which includes a summer period of voluntary industry placement. Students are prepared to apply for seasonal vacancies through the preparation of CVs, the development of interview techniques, teamwork and participation in mock assessment days. Industry professionals and members of the University Human Resources and Careers Departments are invited to assist in the assessment of students on the aforementioned assessment days. The department continuously pursues new partnerships optimising opportunities to enhance the student experience and promote experiential learning. Seasonal employment in the travel and tourism industry may commence in April when successful candidates are called upon to commence training within the organisation by which they will be employed. In such cases the remaining study at L5 is completed by distance learning using the VLE.

Students undertaking the Employment Research and Planning module are prepared through a programme of workshops led by the Seasonal Employment Co-ordinator. During the workshops students are introduced to the seasonal employment handbook which fully describes:

- a) How to find seasonal employment
- b) Guidance on terms of letters requesting employment
- c) Responsibilities for securing seasonal employment
- d) The procedures and criteria for the approval of individual seasonal employment
- e) Student responsibilities to placement provider, customs and employees
- f) The formal complaints procedure
- g) Health & safety information
- h) Learning outcomes
- i) Student rights to a safe working environment and to be treated in accordance with applicable legislation
- j) Guidance and procedures for undertaking distance learning and work-related credit-bearing modules while in employment
- k) The procedures and requirements for post-seasonal employment feedback

For those students who are unable to secure seasonal employment in the travel and tourism industry, study continues face to face at the University.

Students may also be offered the opportunity to apply to undertake a non-compulsory study period at a partner institution overseas in lieu of their normal Level 5 spring and summer terms. Enrolment on the 60-credit SL595 Study Abroad module is conditional upon a place being available at a partner institution. This provides students with the opportunity to further develop interpersonal and intercultural skills and

adapt to a new environment, all skills which are crucial in the global aviation industry. Where a student avails her/himself of this opportunity the final degree award is calculated at 80% of L6 (year 3) and 20% of L5 (year 2) semester 1 marks achieved.

It must be noted that seasonal employment commencing prior to the termination of the academic year in June is not available to international students who are obliged by Border Agency regulations to attend classes at the university for the full academic year. Such students may, however, undertake a period of seasonal employment from the termination of the academic year in June until the start of the new academic year in late September.

At AMC Malaysia, it is the norm for students to already be in aviation-related employment, so the work-based learning for these students, is their normal employment context.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2.1: Programme Structure Table (UK)

Course Title		BA (Hons) Airline and Airport Management							
Course Code		BS2AMG1							
Mode of Study		Full-time Attendance							
Credit Value		UK	360 Credits		ECTS			180 Credits	
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 4									
AI408	Structure of the Air Transport Industry	4	1	C	15		100		S1
AI402	Air Cargo Operations	4	1	C	15		100		S2
AI403	Air Transport – Security and Safety	4	1	C	15		100		S1
AI404	Airline and Airport Marketing	4	1	C	15			100	S2
AI405	Airport Operations	4	1	C	15		100		S1
AI406	Introduction to Finance and Economics	4	1	C	15	100			S2
AI407	Developments of the Air Transport Sector	4	1	C	15	100			S2
TM402	Professional Skills and Development	4	1	C	15		100		S1
Level 5									
AI501	Research Methods	5	2	C	15		100		S2
AI502	Airport Management	5	2	C	15		100		S1
AI503	Airline Management	5	2	C	15		100		S2
AI504	Ancillary Revenue Management	5	2	C	15		70	30	S1
AI507	Airline Crisis and Continuity Management	5	2	C	15		100		S2
AI506	Management, Leadership and Change	5	2	C	15		100		S2
TM504	Employment Research and Planning	5	2	C	15			100	S1
TM507	Human Resource Management	5	2	C	15		100		S1
Level 6									
AI601	Research Project	6	3	O	30		85	15	Both

AI602	Business and Enterprise	6	3	O	30		70	30	Both
AI608	The Future of the Air Transport Industry	6	3	C	15			100	S2
AI604	Aviation in the Global Context	6	3	C	15	100			S1
AI605	Aviation Finance and Economics	6	3	C	30		100		Both
AI606	Sustainability Management	6	3	C	15	100			S1
TM603	Strategic Management	6	3	C	15		100		S2

Course Title		BA (Hons) Airline and Airport Management with Foundation							
Course Code		BS2AMG4							
Mode of Study		Full-time Attendance							
Credit Value		UK	360 Credits			ECTS	180 Credits		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 0									
FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100%		S1/S2
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60%	40%	S1/S2
FY028	Inquiry Based Learning	0	1	C	n/a		100%		S1/S2
FY013	Introduction to Aviation, Tourism and Events	0	1	C	n/a		100%		S1/S2
Level 4									
AI408	Structure of the Air Transport Industry	4	1	C	15		100		S1
AI402	Air Cargo Operations	4	1	C	15		100		S2
AI403	Air Transport – Security and Safety	4	1	C	15		100		S1
AI404	Airline and Airport Marketing	4	1	C	15			100	S2
AI405	Airport Operations	4	1	C	15		100		S1
AI406	Introduction to Finance and Economics	4	1	C	15	100			S2
AI407	Developments in the Air Transport Sector	4	1	C	15	100			S2
TM402	Professional Skills and Development	4	1	C	15		100		S1
Level 5									
AI501	Research Methods	5	2	C	15		100		S2

AI502	Airport Management	5	2	C	15		100		S1
AI503	Airline Management	5	2	C	15		100		S2
AI504	Ancillary Revenue Management	5	2	C	15		70	30	S1
AI507	Airline Crisis and Continuity Management	5	2	C	15		100		S2
AI506	Management, Leadership and Change	5	2	C	15		100		S2
TM504	Employment Research and Planning	5	2	C	15			100	S1
TM507	Human Resource Management	5	2	C	15		100		S1
Level 6									
AI601	Research Project	6	3	O	30		85	15	Both
AI602	Business and Enterprise	6	3	O	30		70	30	Both
AI608	The Future of the Air Transport Industry	6	3	C	15			100	S2
AI604	Aviation in the Global Context	6	3	C	15	100			S1
AI605	Aviation Finance and Economics	6	3	C	30		100		Both
AI606	Sustainability Management	6	3	C	15	100			S1
TM603	Strategic Management	6	3	C	15		100		S2

Please note that all 15 credit modules are validated for delivery in either Semester 1 or Semester 2 to allow for flexibility and the most appropriate allocation of resources in terms of tutor expertise in relation to the modules/topics covered. The only two options in the programme are both year-long and both will be offered each year. The natural flow of topics within modules will also be taken into account. For example, Module AI604 is the logical forerunner to Module AI605.

Table 3.2: Programme Structure Table (AMC Malaysia)

Course Title		BA (Hons) Airline and Airport Management							
Course Code		BS2AMG1AC							
Mode of Study		Full-time Attendance							
Credit Value		UK	360 Credits		ECTS		180 Credits		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 4									
AI408AC	Structure of the Air Transport Industry	4	1	C	30		100		SB
AI402AC	Air Cargo Operations	4	1	C	15		100		SB

AI403AC	Air Transport – Security and Safety	4	1	C	15		100		SB
AI404AC	Airline and Airport Marketing	4	1	C	15			100	SB
AI405AC	Airport Operations	4	1	C	15		100		SB
AI406AC	Introduction to Finance and Economics	4	1	C	15	100			SB
AI407AC	Developments of the Air Transport Sector	4	1	C	15	100			SB
TM402AC	Professional Skills and Development	4	1	C	15		100		SB
Level 5									
AI501AC	Research Methods	5	2	C	15		100		SB
AI502AC	Airport Management	5	2	C	15		100		SB
AI503AC	Airline Management	5	2	C	15		100		SB
AI504AC	Ancillary Revenue Management	5	2	C	15		70	30	SB
AI507AC	Airline Crisis and Continuity Management	5	2	C	15		100		SB
AI506AC	Management, Leadership and Change	5	2	C	15		100		SB
TM504AC	Employment Research and Planning	5	2	C	15			100	SB
TM507AC	Human Resource Management	5	2	C	15		100		SB
Level 6									
AI601AC	Research Project	6	3	O	30		85	15	SB
AI602AC	Business and Enterprise	6	3	O	30		70	30	SB
AI608AC	The Future of the Air Transport Industry	6	3	C	15			100	SB
AI604AC	Aviation in the Global Context	6	3	C	15	100			SB
AI605AC	Aviation Finance and Economics	6	3	C	30		100		SB
AI606AC	Sustainability Management	6	3	C	15	100			SB
TM603AC	Strategic Management	6	3	C	15		100		SB

Table 3: Mapping of Programme Outcomes to Modules

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A. Knowledge and Understanding					
A1	AI408 AI407 AI403	AI502	AI608 AI604		
A2	AI404	AI504	AI602		
A3	AI403 AI405	AI502 AI503			

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A4	AI402 AI406	AI503 AI504 AI507 AI506 TM507	AI605 TM603		
B. Intellectual / Cognitive Skills					
B1	AI404	AI501 AI503 AI504 AI507	AI601 AI608 AI604 AI606 TM603		
B2		AI506 TM507			
B3		AI507	AI608 AI604 AI606 TM603		
B4			AI602 TM603		
B5	AI408 AI407 AI402		AI606 TM603		
B6		AI501	AI601 AI602		
B7	AI406	AI503 AI504 AI507	AI605		
C. Practical Skills					
C1	AI408 AI407 AI403 AI405	AI502 TM504	AI608 AI604 AI606 TM603		
D. Key / Transferable Skills					
D1		AI501 AI502 AI503 AI504 AI507 AI506 TM507	AI601 AI602 AI608 AI604 AI606 TM603		
D2			AI601 AI602		
D3		AI502 AI503 AI504 AI507	AI601 AI602 AI608 AI604 AI605 AI606 TM603		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
D4	TM402	TM504			

SECTION D: CONTACT HOURS

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year 1 (Level 4)	336	864		1,200 hours
Year 2 (Level 5)	312	888		1,200 hours
Year 3 (Level 6)**	278 or 297	922 or 903		1,200 hours
Total	926 or 945 (25.72%) or (26.25%)	2674 or 2655 (74.27%) or (73.75%)		3,600 hours

Note: **Hours listed above may, in L6, depend on module choice and therefore the particular average hours for an individual student may differ accordingly dependent on whether the student selects module AI601 Research Project or AI602 Business and Enterprise.

Students who study this programme with a Foundation Year will complete an additional 1200 hours during that year.

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website with no exceptions.

The calculation of this award will be as follows:

- Level 5: 33%
- Level 6: 67%

The following modules may not be condoned:

- AM601 Research Project or
- AM602 Business and Enterprise (students have an option of one of these modules). This module only runs dependant on sufficient student numbers electing to choose it.

No exit award is available for students who withdraw at the end of the Foundation Year.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

Other

Programme Review and Enhancement

The annual programme review and enhancement process conforms to university requirements. The course leader is responsible for the production of the evidence based Programme Report and Action Plan which in turn feeds into the Departmental Evidence Based Department Report and Action Plan.

Student Feedback

Student feedback in the UK is collected bi-annually at mid-year and year-end. Student feedback at AMC Malaysia is collected at the end of every module. Consolidated analysis of feedback is incorporated into the Programme Report and the Departmental Report and Action Plan.

Student Representatives

A student representative is elected to represent students at each level of each programme. Feedback is collected by student representatives from their respective student body prior to the bi-annual Programme Committees. Issues arising from the student representatives are fed back to the Student Experience Committee. Details of actions undertaken and the resolution of problems as a result of student feedback at Programme Committees are communicated to student representatives for dissemination to their student body. Student feedback and Programme Committee actions form an integral part of the annual Programme Review and Enhancement process.

Personal Tutoring

Buckinghamshire New University has the responsibility for ensuring that all students receive both pastoral care and academic tutoring as they progress through the programme. The Academic Head of Department has overall responsibility for ensuring the personal and academic tutoring system adopted provides students with the necessary academic and pastoral care. All students are required to communicate directly with the Module Lecturers in relation to issues they may have concerning the delivery and assessment of the programme. Module Lecturers communicate with the Course Leader regarding any matters in relation to the personal tutoring system.

Personal tutors are assigned to students at Level 4 and students maintain these academic tutors for the duration of their programmes. A one-hour timetabled slot is allocated on a weekly basis on student and tutor timetables. This may be used either as a group activity, in which the tutor schedules special sessions for the assistance of students, or may be used for one-to-one consultations between tutor and student which take place three times during the academic year. Where tutors are not qualified to assist students with personal problems they will refer them either to the disability unit or to the university counselling service. Students experiencing academic difficulty are referred to the Learning Development Unit for assistance.

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APPENDIX: OTHER AWARDS AVAILABLE

The following Exit Awards are available on this programme:

- Certificate of Higher Education (CertHE)
- Diploma of Higher Education (DipHE)
- Bachelor of Arts (Ordinary degree)

Exit Award Programme Learning Outcomes

Certificate of Higher Education

On successful completion of a **Certificate of Higher Education (CertHE)**, a graduate will be able to:

- Demonstrate knowledge and understanding of the structure, systems of regulation and business models adopted by airline and airport operators
- Demonstrate a sound knowledge of ground service processes and interactions at airports as applied by airline and airport operators
- Demonstrate understanding of the principles of marketing and product development within the airline and airport environment

A **Certificate of Higher Education (CertHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of 120 credits at Level 4. The following modules will count towards achievement of this award:

- AI408 Structure of the Air Transport Industry
- AI402 Air Cargo Operations
- AI403 Air Transport – Security and Safety
- AI404 Airline and Airport Marketing

- AI405 Airport Operations
- AI406 Introduction to Finance and Economics
- AI407 Developments of the Air Transport Sector
- TM402 Professional Skills and Development

Diploma of Higher Education

On successful completion of a **Diploma of Higher Education (DipHE)**, a graduate will be able to:

- Explain specialist knowledge of the management and commercial operations of the air transport industry
- Analyse and evaluate an airline operation's economic requirements and performance
- Evaluate and apply leadership and management theory in the context of the aviation industry
- Deploy accurately established techniques of analysis and enquiry within the aviation field

A **Diploma of Higher Education (DipHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 240 Credits comprising 120 credits at Level 4 **and** 120 Credits at Level 5. All modules at Level 4 and the following modules at Level 5 will count towards achievement of this award:

- AI501 Research Methods
- AI502 Airport Management
- AI503 Airline Management
- AI504 Ancillary Revenue Management
- AI507 Airline Crisis and Continuity Management
- AI506 Management, Leadership and Change
- TM504 Employment Research and Planning
- TM507 Human Resource Management

Ordinary degree

On successful completion of a **Bachelor of Arts (Ordinary degree)**, a graduate will be able to:

- Critically evaluate the challenges confronting the aviation industry in the global context and the regulatory framework and strategies deployed to overcome such challenges
- Critically analyse and evaluate the issues and principles of sustainability and social responsibility in the context of aviation

An **Ordinary degree** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 300 Credits comprising 120 credits at Level 4, 120 Credits at Level 5, **and** 60 Credits at Level 6. All modules at Levels 4 and 5 and the following modules at Level 6 will count towards achievement of this award:

- AI608 The Future of the Air Transport Industry
- AI604 Aviation in the Global Context
- AI606 Sustainability Management
- TM603 Strategic Management

APPENDIX 1: MAPPING TO THE UK QUALITY CODE OF HIGHER EDUCATION – CHAPTER B3

Chapter B3: Learning and Teaching (December 2011): Section 2 – Work-based and placement learning

Indicator	Indicator Explanation	Course Response
1	Where work-based or placement learning is part of a programme of study, awarding institutions ensure that its learning outcomes are: <ul style="list-style-type: none"> clearly identified contribute to the overall and coherent aims of their programme assessed appropriately. 	Students on the BA (Hons) Airline and Airport Management degree may undertake a summer period of seasonal employment or volunteering in the industry. This element is not assessed. Students who are unable to access employment are offered alternative courses, for example, airline cabin crew training
2	Awarding institutions are responsible for the academic standards of their awards and the quality of provision leading to them, and have in place policies and procedures to ensure that their responsibilities, and those of their partners involved in work-based and placement learning, are clearly identified and met.	Not applicable
3	Awarding institutions ensure that all partners providing work-based and placement learning opportunities are fully aware of their related and specific responsibilities, and that the learning opportunities provided by them are appropriate.	Not applicable
4	Awarding institutions inform students of their specific responsibilities and entitlements relating to their work-based and placement learning.	Students are all provided with the relevant seasonal employment handbook. This is work-shopped with all students in seminars
5	Awarding institutions provide students with appropriate and timely information, support and guidance prior to, throughout and following their work-based and placement learning.	Specific preparation for employment is encompassed in module TM504
6	Awarding institutions ensure that work-based and placement learning partners are provided with appropriate and timely information prior to, throughout and following the students' work-based and placement learning.	Not applicable.

Indicator	Indicator Explanation	Course Response
7	Awarding institutions ensure that: <ul style="list-style-type: none">• their staff involved in work-based and placement learning are appropriately qualified, resourced and competent to fulfil their role(s)• where applicable, other educational providers, work-based and placement learning partners have effective measures in place to monitor and assure the proficiency of their staff involved in the support of the relevant work-based and placement learning.	Not applicable
8	Awarding institutions have policies and procedures for securing, monitoring, administering and reviewing work-based and placement learning that are used effectively and reviewed regularly.	Not applicable