METASCOPE

A well recognised
& flexible programme suitable for

Sub-degree Holders

BSc (Hons)

Aviation Management

Full-time & Part-time 2023-2024

16th Intake
Course Code:
233-19420 (FT)
13nd Intake
Course Code:
233-29400 (PT)

Accredited by

The Chartered Institute of Logistics and Transport

Accredited Degree

Recognized by

soe
engineering success
soe hong kong region
營運工程師學會 香港分會

SCOPE
School of Continuing and Professional Education
專業進修學院
香港城市大學
City University of Hong Kong

資歷架構
Qualifications Framework

Coventry University

BSc (Hons) Aviation Management is recognised under the Qualifications Framework.

QF Level	:	5
QR Registration Number	:	17/000869/L5
Validity Period	:	01/09/2017 to 31/08/2024

CEF Modules

www.scope.edu/topup/bscam

Coventry University

Coventry University is a global, modern university with a mission of Creating Better Futures. We were founded by entrepreneurs and industrialists in 1843 as the Coventry School of Design and we continue to have strong links with the public and private sector, providing job-ready graduates with the skills and creative thinking to improve their communities.

With a proud tradition of innovative teaching and learning, Coventry University has world-class campus facilities, the UK's first standalone 5G network and a digital community of learning. Our students are part of a global network that has 50,000 learners studying Coventry University degrees in more than 40 different countries and partnerships with 150 higher education providers worldwide.

We have greatly increased our research capacity and ability with a focus on impactful research, delivered for and with partners, to address real-world challenges and support business and communities to develop and grow.

Over two centuries, we have flourished in Coventry and Coventry University Group now also delivers access to our range of high-quality services and partnerships through bases in London, Scarborough, Belgium, Poland, Egypt, Dubai, Singapore and Africa.

In recent years, we have won many awards and vastly improved our rankings in the league tables that matter to students – but what matters to us is delivering transformational change for our students, partners and communities around the world.

Programme Aims and Objectives

The aims of the programme are:

- To provide students with the knowledge and skills required to deal with management and operational problems in aviation-related industries through exploring the inter-dependence between air transport and logistics operations;
- To give particular emphasis to the use of analytical techniques in tackling current and future issues in the industry from an international perspective;
- To enhance students' lifelong learning skills for personal development and contribution to the aviation industry at large.

Career Prospects

Skills and knowledge equipped in this Aviation Management Programme is widely applicable in different career sectors within the aviation industry. Our graduates spread across different sectors in both governmental or commercial organisations with career options ranging from front-end customer services and operations to the back-end online marketing and business analysis works, both in Hong Kong or aboard.

Graduation Ceremony 2019 of BSc (Hons) Aviation Management

Student Support from CityU

Teaching will be delivered mainly by CityU full-time academic staff and experienced industry practitioners with input to teaching from Coventry University. The programme will be held at SCOPE Kowloon Tong Learning Centre and SCOPE Tsim Sha Tsui East Learning Centre.

Students will be provided with access to CityU's Library (including electronic resources) and Computing Services Centre located on campus. Students can also utilize the Resources Centre managed by CityU SCOPE at its Learning Centres.

Programme Structure*

The programme structure consists of core modules. In order to further benefit the students, one Add-vantage module focusing on key transferrable skills of English and communication is designed to improve students' employability.

To fulfill the learning outcomes of the programme, **tailor-made module combination** will be provided for students graduated from aviation/airport operations and from logistics disciplines.

Curriculum

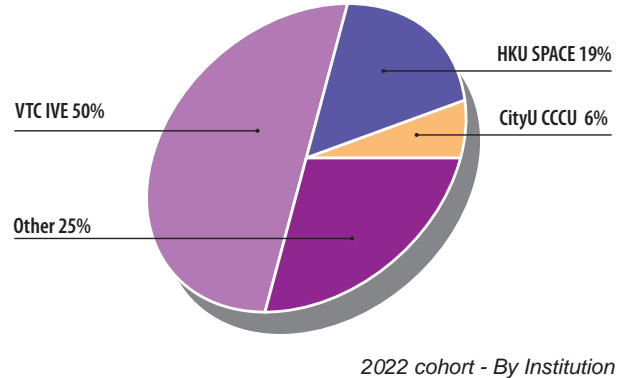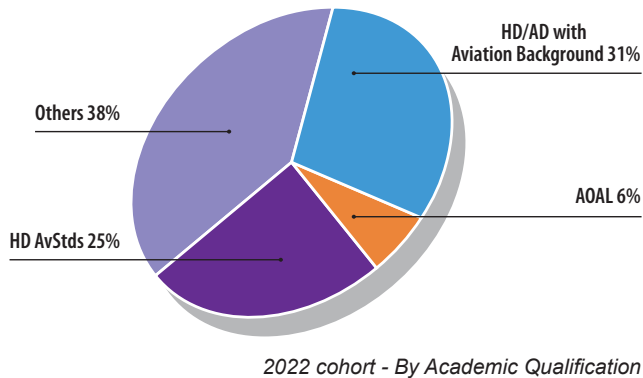| CODE	MODULES TITLE	Credit
5039MAA	Airport Operations	20
5040MAA	Aviation Safety, Security and Emergency Planning	20
5043MAA	Global Logistics and MRO Management	20
5044MAA	Aviation Safety and Operations Assessment	NA
6080MAA	Dissertation Development	10
6074MAA	Strategic People Management in Aviation	20
6081MAA	Aviation Strategy and Finance	30
6073MAA	Aviation Management Dissertation	30
6075MAA	Airline Scheduling and Operations	20
A301CES	Effective Communication Skills 3	10

CEF reimbursable course

* The curriculum is under review. Module details, module combination and teaching sequence are subject to revision by Coventry University.
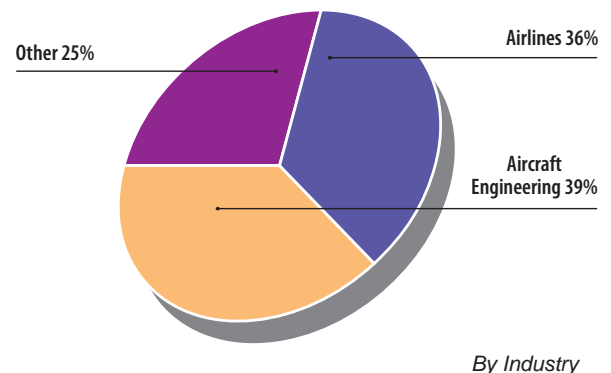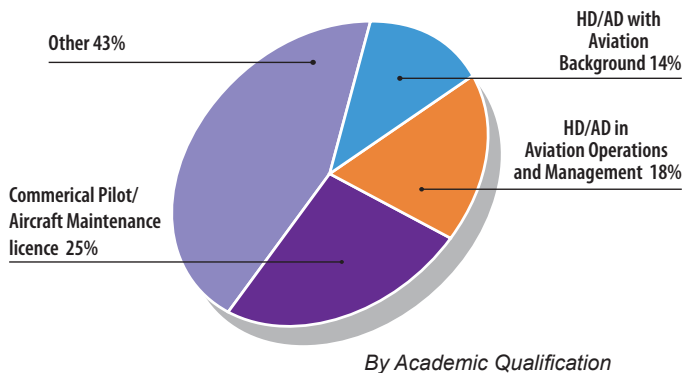
Full-time Students' Profiles

Students in recent cohort come from diverse backgrounds.

Others 38%
HD/AD with Aviation Background 31%
AOAL 6%
HD AvStds 25%

2022 cohort - By Academic Qualification

VTC IVE 50%
HKU SPACE 19%
CityU CCCU 6%
Other 25%

2022 cohort - By Institution

Part-time Students' Profiles

Students in recent cohort come from diverse backgrounds.

Other 43%
HD/AD with Aviation Background 14%
HD/AD in Aviation Operations and Management 18%
Commerical Pilot/ Aircraft Maintenance licence 25%

By Academic Qualification

Other 25%
Airlines 36%
Aircraft Engineering 39%

By Industry

Curriculum Outline

5039MAA   Airport Operations

This module conducts an in-depth analysis of the major components comprising an airport, and how each contributes to the efficient operation of the airport as a complex system. Via interaction in a group-based project, students will also have the opportunity to develop effective research, analytical and project management skills.

5040MAA   Aviation Safety, Security and Emergency Planning

This module introduces students to the critical operational functions of safety, security and emergency planning within the aviation industry. Students will be introduced to the safety and security regulatory requirements of the industry and explore how these requirements have evolved as the industry has developed and confronted new threats. The nature and causes of accidents will be examined, as will the significance of key frameworks - such as Safety Management Systems - and the application of new technology to improve safety and security. The relevance of Human Factors in aviation safety and security will also be considered. The module concludes by examining essential procedures for managing air and ground emergencies in an airport setting.

5043MAA   Global Logistics and MRO Management

This module considers the nature of Global Logistics and Maintenance Repair and Overhaul operations and investigates how they are managed. Drawing upon concepts of integrated logistic support, this module examines how strategic and tactical decisions of stakeholders (logistics and forwarding companies, suppliers, maintenance and engineering organisations, airlines, etc.) can be optimised to meet the current and future changing demands of the air transport industry. Students will learn how decisions are made regarding the transportation and storage of goods (including spare parts) and other logistics services, management of information and financial flows, inventory management, warehouses location. The module introduces the high-level legislation and framework that defines the responsibilities of aircraft manufacturers and maintenance organisations. Overhaul, base and line maintenance practices will be explored along with the challenges of safety management within the aircraft maintenance environment. Human factors and human error in maintenance will be integrated with the module delivery along with the use of incident and accident case studies. Students have the opportunity to conduct a maintenance task under supervision on an aircraft at the faculty workshop.

5044MAA Aviation Safety and Operations Assessment

This is an assessment only module which recognises the synergy and complementary nature of much of the material dealt with in modules 5039maa Airport Operations and 5040MAA Aviation Safety, Security and Emergency Planning. By means of a group assignment the module assesses students' command of the fundamentals common to both modules by applying this knowledge in a group based assignment which draws on teaching & learning from both modules.

6080MAA Dissertation Development

The aim of this module is to prepare the student for their dissertation module. They will need to demonstrate the ability to apply relevant academic research skills as well as those required of a professional practitioner such as problemsolving,creative and technical, whilst adhering to appropriate ethical codes of practice. The students will draw on their experience, knowledge and understanding to identify and select a relevant topic for their dissertation and develop a proposal to justify this. References must be made throughout to appropriate academic literature and successful completion will require methodical planning, record keeping, self-management as well as effective communication. Support and guidance will be provided by a project supervisor who will be the primary point of contact for a student on this module.

6074MAA Strategic People Management in Aviation

This module introduces students to the strategic challenges associated with the management of people in the aviation industry. The role of the Human Resource function within an organisation is considered and contextualised to address some of the issues posed by the global and regulatory frameworks that govern the nature of the aviation industry. This module provides an overview of some theoretical perspectives of Human Resource Management (HRM) and explores current areas of debate to demonstrate how the effective management of people is a crucial component in enabling airlines in particular, to seek sustained competitive advantage.

6081MAA Aviation Strategy and Finance

Aviation Strategy and Finance is a capstone module, designed with the aim of integrating students' learning across the degree course and serves as a culminating experience on critical evaluation and development of the long-term strategic direction of aviation businesses and civil aviation policies at different institutional and organisational levels in a complex aviation industry environment. Future of the aviation industry depends on sustainable strategic and policy decisions by all stakeholders in the industry to meet the contemporary challenges facing the global aviation industry. Within this theme, the students will be introduced to advanced strategic and financial management decision analysis tools that enable them to evaluate and develop sound and financially feasible corporate, business and functional level strategies. Students will also be introduced to the principles of sustainable aviation policy development to address contemporary issues in the ever-changing aviation industry at a global, regional or national level.

6073MAA Aviation Management Dissertation

This module aims to provide students with an opportunity to apply and develop their research skills and to extend their knowledge, understanding and critical thinking. The student will choose an appropriate academic topic or an applied aviation industry problem and utilise their independent learning skills to research this area in-depth and provide recommendations with relevance for practitioners. The dissertation produced by students should demonstrate knowledge of the subject area selected, critical analysis of the models, concepts and theories associated with the subject selected; some evaluation of the evidence available to provide pragmatic recommendations to help solve the research problem. Successful completion of the project will require methodical planning, record keeping and selfmanagement, effective communication, execution and delivery of a final dissertation. As part of this module students are required to submit an online ethics application and to obtain ethical approval for the research project that they are proposing to undertake. Support and guidance will be provided by a project supervisor who will be the primary point of contact for a student on this module.

6075MAA Airline Scheduling and Operations

This module introduces students to the strategic challenges associated with managing the complex and unpredictable airline operational environment. Maintaining the network schedule lies at the heart of all airline operations management decisions, alongside ensuring that service quality standards are maintained and revenue is retained and maximised. As well as examining how airline schedules are constructed and the operation maintained, the module introduces simulation to demonstrate how planning and logic can be tested to support optimised operational decision making.

A301CES Effective Communication Skills 3

This module offers students the opportunity to gain knowledge, understanding and practice of a variety of effective communications skills and techniques. Students will learn how to develop and hone their personal communication skills to enhance their own performance and the performance of others. Students will have the opportunity to practise these skills in a safe, informal learning environment.

Programme Delivery

The programme will normally span over 3 trimesters for Full-time and 5 trimesters for Part-time students. Each trimester follows a regular structure of 12 weeks. Lecturers from Coventry University play an important role in preparing the students for the Honours Degree. They work alongside academic staff from CityU so as to ensure the students' best chance of success.

Assessment

The assessment of students is by means of coursework, which may include written assignment, oral presentation and test.

Familiarization Visit to Macau International Airport

Admission Requirements

Each applicant must hold one of the following qualifications to be considered for admission:

a) Associate Degree, Higher Diploma or equivalent qualification in aviation discipline; OR

b) Associate Degree, Higher Diploma or equivalent qualification in logistics-related discipline with coverage in airport operations, air transportation, and business; OR

c) Either one of the following professional licences:

    i. Aircraft Maintenance Licence (AML) (HKAR-66 or equivalent),

    ii. Commercial Pilot's Licence (CPL)/Airline Transport Pilot's Licence (ATPL) issued by an ICAO Contracting State

    PLUS at least **two years** of aviation work experience.

d) Associate Degree, Higher Diploma or equivalent qualification in other disciplines PLUS at least **three years** of relevant work experience in aviation or logistics industry; OR

e) Students who do not possess the above qualifications but have a leadership role in aviation or logistics related disciplines will be considered on a case-by-case basis.

The requirement of English proficiency for admission is a minimum overall score of 6.5 in IELTS Academic Test. Graduates of HD/AD in which English is the medium of instruction are considered as meeting the English proficiency requirement.

Remark: Bridging module(s) may be required subject to individual applicant's qualifications and an additional fee will be charged accordingly.

Students visiting the new Headquarters of Civil Aviation Department

Students being briefed at the Airport Emergency Centre

Fees

Application Fee: HKD$160+ (non-refundable, to be paid on application)

+ *Application fee can be waived through online application.*

Tuition Fee:

Total : HKD 126,000

Full-time:

payable in 3 instalments

Part-time:

payable in 5 instalments

Additional fee will be charged in the case of retaking module(s).

Programme Commencement

September 2023

Orientation

HKCAAVQ Accreditation

This programme is:

● accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) to reach **HKQF Level 5**;

● equivalent to the standing of bachelor's degrees offered by **local universities in Hong Kong**; and

● recognised by the **Hong Kong Government** for employment purposes within the Civil Service.

Meet and Greet Session 2019

Students participating in an exercise for HKIA's disruption preparedness

Students being briefed on the operation of the Air Traffic Control Centre

Application

1. Application should be submitted online via **www.scope.edu/eapplication**.

2. Application form can also be obtained upon request from the reception counter of CityU SCOPE.

3. Applications are processed on a rolling basis, early application is encouraged.

4. Applicants will be selected on the basis of academic merits and relevant work experience. All applicants will be informed of the application results. Please contact CityU SCOPE if you do not receive our decision by late August 2023.

Online Enquiries of Application Status

An acknowledgement of your application will be sent to you via email. Enquiries about your application status can be made at our website: *www.cityu.edu.hk/ce/enrol/que* 7 working days after submission of your application.

A tour to the Integrated Airport Centre and the Airport Emergency Centre

Students showing interest on the operation of an air cargo terminal

Financial Assistance

Education Loan

Successful applicants are eligible to apply for the Non-means Tested Loan Scheme (NLS) administered by the Student Financial Assistance Agency (SFAA) of the HKSAR government. The maximum fnancial assistance under the NLS is equivalent to the total tuition fees payable of the programme. For more details and enquiries, please visit SFAA's website: www.wfsfaa.gov.hk/sfo or call 2150 6222.

Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS)

The Coventry AM programme is one of the eligible fulltime courses under FASP and NLSPS administrated by the Student Financial Assistance Agency (SFAA). Details about eligibility requirements can be found from the government's website: www.wfsfaa.gov.hk/sfo or call the 24-hour enquiry hotline 2802 2345.

*Continuing Education Fund (CEF)**

Some modules of this programme are in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). Eligible applicants will be reimbursed 80% of the course fee (for the 1st HK$10,000 subsidy) and 60% of the course fee (for the 2nd HK$15,000 subsidy), subject to a maximum sum of HK$25,000, on successful completion of a reimbursable course. For more information, please visit the government's website: www.wfsfaa.gov.hk/cef or call the government's 24-hour hotline at 3142 2277.

* Eligible students can apply for either FASP or CEF. Application must be made before commencement of the programme.

Enquiries

School of Continuing and Professional Education

Location: 2410, 2/F, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong

Tel: 3442 5803 / 3442 7423 (Admission and administration) 3442 8505 (Academic issues)

Fax: 3104 0514

Email: st@scope.edu

Website: **www.cityu.edu.hk/ce/bscam**