



**TURKISH  
AIRLINES**



# MSc in Air Transport Management



IBN HALDUN  
UNIVERSITY

**AIRBUS**

**AirBusiness**  
ACADEMY



TURKISH AIRLINES

**AVIATION ACADEMY**



### ISTANBUL

- Global Metropolis
- Financial Capital of the Region
- Need for High Profile Graduates
- Cultural and Historic Importance

### TURKEY

- Growing Economy / G20 Member
- EU Candidate • Energy Crossroad
- Geopolitical Spot • R&D for Competitive Economy • Multicultural Society • Historic Importance

### THE WORLD

- Technology and HR Needs
- Environmental and Energy Issues
- Scientific Progression
- Sustainable Growth



# A UNIQUE PROGRAM

Turkish Airlines Aviation Academy has been providing training and consultancy services to Turkish Airlines and other domestic and foreign aviation companies since 1982. It is one of the pioneering academies that offers a wide range of training programs approved by national and international authorities.

The Air Transport Management Master Program is a unique program delivered by instructors from the most prominent institutions in the field of aviation such as Airbus, Air Business Academy and Ibn Haldun University.

## Motivation of the Program

- To educate and guide high potential students in their road to becoming the future executives and managers of airlines and MROs within the region
- To become the regional leader in Aviation MBA focusing on
  - Air Transport Management

## Prospective Students of the Program

- Aviation professionals
- BSc, BA or LLB degree holders in engineering, management, liberal arts or law
- Prospective students are required

to comply with GRE and TOEFL requirements.

## Industrial and Academic Partners of the Program

- Turkish Airlines (Main stakeholder)
- Airbus (Main industrial partner)
- Air Business Academy (Academic Partner)
- Ibn Haldun University (Main Academic Partner)
- Embry Riddle University
- Imperial College London





# MSc in Air Transport Management

## Courses and Degree Requirements

The courses are administrated in their respective autumn and spring semesters.

COURSE	
COMPULSORY	<ul style="list-style-type: none"><li>• AIR 502 Fundamentals of Airline Management</li><li>• AIR 505 Airlines Marketing Strategies</li><li>• AIR 515 Info Systems and Business Analytics in Air Transportation</li><li>• AIR 503 Aviation Economics and Financial Analysis</li><li>• AIR 506 Airline Business Models and Strategic Management</li><li>• AIR 513 Network, Fleet and Schedule Planning</li><li>• AIR 523 Revenue Management in Aviation</li><li>• AIR 501 Research Methods and Publication Ethics</li><li>• AIR 500 Seminar</li><li>• AIR 599 Master Thesis (in thesis program)/ Project (w.o. thesis)</li></ul>
ELECTIVE	<ul style="list-style-type: none"><li>• AIR 514 Airport Planning and Management</li><li>• AIR 522 International Strategic Management</li><li>• AIR 526 International Human Resources Management</li><li>• AIR 517 Aviation Safety, Security and Crisis Management</li></ul>

Degree candidates are required to successfully complete:

- All compulsory 8 courses
- 2 Elective courses for thesis program students
- 4 Elective courses for non-thesis program students
- Thesis preparation
- Project completion for non-thesis students

The typical duration of the program is 3 full semesters for non-thesis, 4 full semesters for thesis option.

**Thesis and Graduate Project** is tailored for solving real life problems stemming from airlines' management and operations.

### Course Format

Each course includes thirty two hours of classes administered in four full days, starting on Thursday morning at 08:00. The on-site exams are administered one day before the next modules starting day. In some modules, take home assignments are also given to the students as a final exam.

# LECTURERS

## From AirBusiness Academy



### Nicolas Cedras

Engineering Degree, ENAC - Ecole Nationale de l'Aéronautique Civile (France) Nicolas has a range of experience throughout the industry both business and customer facing. He has been highly involved in developing a

solid Serious Gaming approach to training for AirBusiness Academy. The architect of AirManager digitalisation in 2014 and mathematical model redesign in 2015, Nicolas is also the creator of AirBusiness Academy's latest Serious Game Network Manager. Both products have been presented at EATS, one of the largest Aviation professional training conference, where he delivered lectures on the latest training trends. He is also currently responsible for developing airport related topics.



### Jérôme Allouche

SUPELEC With a wide range of professional experiences in management, consultancy, finance, supply chain and aircraft operations, Jérôme has held several leadership positions within Airbus. Whether in the

Airbus Customer Services area or the Business Transformation team, Jérôme has always been deeply involved in the development of services for airlines (maintenance services, e-solutions, training...), and in the improvement of the operational efficiency of the aircraft manufacturer.

## From Embry-Riddle Aeronautical University



### Prof. Bijan Vasigh

Bijan Vasigh is professor of Economics and Finance in the College of Business at Embry-Riddle Aeronautical University, and a Managing Director at Aviation Consulting Group, LLC.

He is the author of North America's

leading aviation textbook entitled, An Introduction to Air Transport Economics: From Theory to Application, Foundation of Airline Finance: Methodology and Practices, and Aircraft Finance: Strategies for Managing Capital Costs in a Turbulent Industry. He was a consultant with the International Civil Aviation Organization (ICAO) and provided assistance on the evolution of aeronautical charge structure for the Brazilian Institute of Civil Aviation (IAC).

## From Florida International University in Miami



### Prof. Hossein "Zane" Tavana

Dr. Tavana has more than 20 years' experience in revenue management operations research, and pricing science in the airline and cruise line industries. He is a research professor in the Department of Logistics and

Engineering Management at Florida International University in Miami, FL.

## From Miami Dade College



### John Wensveen

Vice Rector at Miami Dade College; instructor at the International Air Transport Association (IATA); the author of "Air Transportation: A Management Perspective" and Wheels Up: Airline Business Plan Development)

## From Cranfield University



### Dr Frankie O'Connell

PhD. Cranfield University, MBA(A) Embry Riddle Aeronautical University, Member of Royal Aeronautical Society. Analyst at Boeing, Lecturer at Embry Riddle Aeronautical University, Consultant at Arab Air Carriers Organization and IATA, He is currently

working at Surrey university. Airline Strategy, Airline Marketing, Middle East Aviation, Ancillary Revenues, Deregulation

# LECTURERS

## From Ibn Haldun University



### Prof. Dr. Ekrem Tatoğlu

Ph.D., International Management, University of Leeds; Professor of International Business; Vice-President, Faculty of School of Business at Ibn Haldun University; Member of Turkish Academy of Sciences.



### Dr. Sümeyye Kuşakcı

Ph.D. in Management, International University of Sarajevo BA & MA in Business Administration, Vienna University of Economics Assistant Professor at Ibn Haldun University.

Area of Interest: Leadership, Organizational Behavior, Business Ethics and Qualitative Methods



### Assoc. Prof. Dr. Ali Osman Kuşakcı

Ph.D. in Industrial Engineering, International University of Sarajevo; Assist. Prof. of Operations Management; Vice Dean of School of Graduate Studies; Coordinator

of Project Office; Expert of operations research and heuristics algorithms.



### Dr. Ahmet Kaplan

Ph.D. in Electronic Engineering, Erciyes University; B.Sc., Bilkent University; Assistant Professor of Information Technologies at Ibn Haldun University; previously held managerial positions at TÜRKSAT,

TÜBİTAK, and Civil Aviation School, Erciyes University.

## From Istanbul Şehir University



### Prof. Selim Zaim

Ph.D. in Production and Operations Management, Istanbul University; Professor of Industrial Engineering at Istanbul Şehir University; Member of Industrial Management and Development Association and Quality

Association; Expert in Business Analytics.





# AVIATION ACADEMY

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