



Hogeschool van Amsterdam
Amsterdam University of Applied Sciences

HONOURS PROGRAMME IN AVIATION MANAGEMENT

FOR EXCELLENCE IN AVIATION MANAGEMENT RESEARCH



CREATING TOMORROW

HONOURS PROGRAMME IN AVIATION MANAGEMENT

Are you an excellent third-year student with a strong interest in Aviation Management and technology, preparing for your final year? Do you love a challenge, do you want to know how to perform research and make organizations effective, and do you want to apply your skills in the complex world of the airline industry? Apply now for next year's Honours Programme in Aviation Management at the Amsterdam University of Applied Sciences.

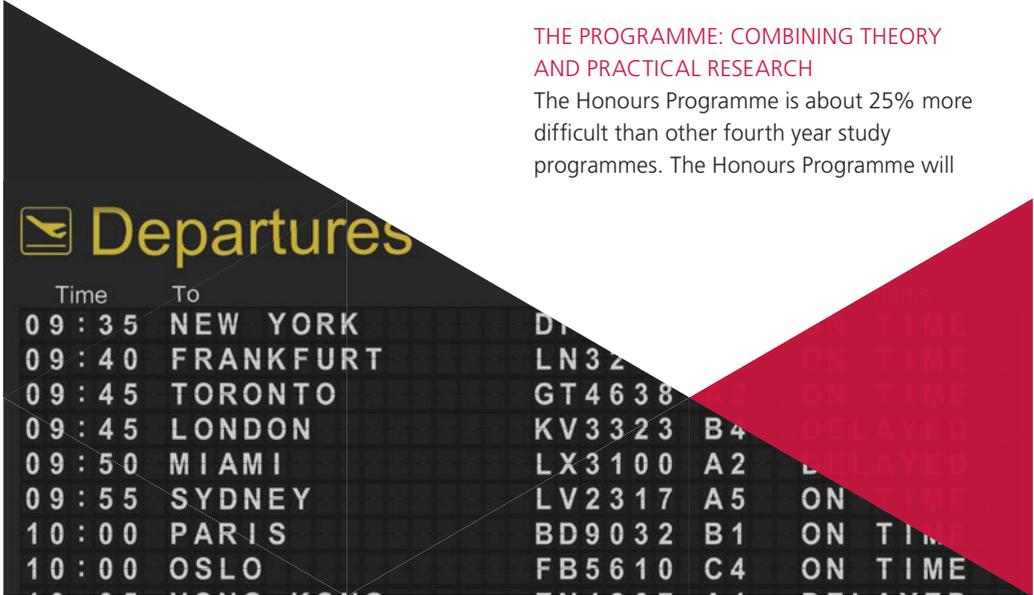
A CHALLENGING FINAL YEAR EXPERIENCE

The Honours Programme in Aviation Management offers students a well-rounded education in research, industry knowledge and personal management effectiveness, with a varied programme that is based on interactive lessons by renowned teachers, workshops where you get to put knowledge into practice yourself, and invaluable company internships. You'll join like-minded students – but from a variety of backgrounds and nationalities – and work together to create innovative solutions

for today's real-world problems. In the final six months, optional for exchange students, you will conduct your own research in one of our partner companies or at the university labs, and write up a final thesis. As such, this Honours Programme is clearly more challenging than regular fourth year courses. Once you have successfully completed the full year, you'll receive an Honours Certificate from the Hogeschool van Amsterdam – a great way to demonstrate your excellence to future employers.

THE PROGRAMME: COMBINING THEORY AND PRACTICAL RESEARCH

The Honours Programme is about 25% more difficult than other fourth year study programmes. The Honours Programme will



take up five days a week for your entire fourth year, if you choose to do your exchange for a year. In the first semester this will become apparent in the amount of work you are required to do. A number of regular subjects will be offered in blocks of half or full days. You'll learn research skills. You'll strengthen your theoretical knowledge base. And you'll interact with others as you attend workshops and enter the real world of university and business research laboratories. In the second semester, if applicable, the challenge will change: you will do a research project into one of the main focus areas of our programme (see below). You can do this at the HvA or through a company internship, depending on the subject you choose to investigate.

THE APPROACH: A COMMITMENT TO MOTIVATION AND EXPERTISE

The Honours Programme approach is heavily influenced by those of American universities. We have a dedicated, U-shaped room that emphasizes our commitment to motivating student discussions. We also use name cards right from the start so that the instructors can speak to you more personally. It's definitely hard work – we expect that you'll be prepared for every class. Usually, this means learning the theory at home and then applying it in the workshops/lessons. Our instructors will regularly call on you (cold calling), so you'll want to make sure your homework is done! Of course, we use electronic learning aids such as Smartboards and a Digital Learning and Working Environment (DLWO), but we will encourage you to stay away from your

smartphones and tablets during the lessons. You'll be present regularly and even help prepare some of the course material.

The programme's instructors and study coordinators come from a diverse set of backgrounds, including KLM, Schiphol, the University of Amsterdam and of course the Hogeschool van Amsterdam. All have been specially chosen for their didactic abilities and are experts in their fields. These are complemented by a large number of high-level guest lecturers from the Aviation Industry, who are every year keen to meet the new breed of Aviation Managers.

THE FOCUS AREAS: GROWING CAPACITY CHALLENGE FOR AVIATION

The Aviation Management research programme is focussed on the capacity challenge that Aviation is increasingly facing. The aviation branch is expected to grow for the next decades. Providing the necessary infrastructure is a major challenge for airports and ATC-organizations involved. This Aviation capacity challenge requires a broad mindset, applying perspectives such as: Business model Airline, Infrastructure, Air space and societal conditions. The capacity theme is the common denominator for the different focus areas of the research that is performed in Aviation Management. These are all linked to current relevant industry issues.

SPILL-OVER SCHIPHOL AIRPORT: FROM A SINGLE HUB AIRPORT TOWARDS AN AIRPORT SYSTEM

Schiphol Airport is the hub airport serving Amsterdam and the Netherlands. The airport



supports the competitive position of the Amsterdam region. Due to capacity constraints at Schiphol airport future growth cannot be handled here. The political solution is to divert the non-hub related traffic from Schiphol Airport to three regional airports in the Netherlands; this will be the start of an airport system serving the extended Amsterdam region (the so-called Randstad). The research focus is to understand the use of capacity and dynamics of an airport system and its impact on other regional airports, airlines and passengers. The outcome is expected to be a dynamic model that provides insights in the capacity use of airport systems.

MAINPORT VERSUS HUB: ECONOMIC BENEFITS OF THE REGION

Airport hubs play an important role in companies decisions to settle in a specific region. The airports contribution is mainly connectivity: how many destinations served at which (daily or weekly) frequencies. If the

airports capacity is constrained the control over the connections offered via the airport becomes a crucial issue. Is the airline the best party to decide where to fly to or should regional authorities be in control over the use of airport capacity? In the Dutch situation, municipalities in the airport region question if the airline is the best party to decide how scarce airport capacity should be used.

SIMULATION

Capacity optimization requires a better understanding of the different options and scenario's for airport capacity usage. Simulation is a crucial tool to gain this understanding. The Hogeschool van Amsterdam is developing a capacity lab with relevant hard and software for simulation of airport processes and usage of airport facilities like: check-in areas, runways, baggage handling systems, etc. This simulation research is executed by qualified researchers supported by lecturers, (honour) students and business representatives.

CORPORATE COOPERATION: STIMULATING REAL-WORLD CHANGE

We're pleased to say that our Honours Programme in Aviation Management is strongly linked to the Dutch and European aviation sector. We work together with a variety of companies and institutions both in and outside of aviation, including, KLM, NLR, Schiphol, The University of Amsterdam, ACI, IATA etc. We also organise congresses and networking events, and offer higher education courses for professionals in this sector.

THE FORMALITIES: HOW DOES THE PROGRAMME FIT WITH MY STUDIES?

The Honours Programme in Aviation management is run by the Aviation research programme and part of the Aviation Academy of the Amsterdam University of Applied Sciences / Hogeschool van Amsterdam. Your home institution, in cooperation with our international office will make sure that all regulations are observed. Your research project may qualify as a graduation project for the graduation requirements for your own home institution. Successful completion of a semester programme will provide you with the standard 30 ECTS for your field of study. For a whole

year programme, the standard 60 ECTS, as well as 15 Excellence Rating points are rewarded, giving you rights to an Honours Certificate.

ADMISSIONS AND SELECTION: HOW DO I GET IN?

There are only 15 places available within the Honours Programme, so we are looking for top-notch students in the fields of Aviation, Management, Design and Innovation, E-Technology and Technical Science. Your first, second and third years must be completed with no more than 5 ECTS remaining open. Please write a motivation letter (max two pages) and include a resume to apply. Once we have evaluated your application, you may be invited for a selection interview through Skype, which will help determine your admission. Before summer break, you will be notified whether you have gained admission.

HOW DO I APPLY?

If you think you are a good fit for our programme, please visit our website hva.nl/technology-exchange-programmes and follow our application procedure for exchange students.

CONTACT AND OTHER INFORMATION

For information about the application procedure for international students, please contact the International Office – School of Technology, Emmu Ahmed, e.ahmed@hva.nl

FOR MORE INFORMATION ABOUT THE PROGRAMME PLEASE CONTACT:

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