**Dersler ve İçerikleri**

**AVM501 Aviation Management (3-0)3 ECTS: 8**

Management, management of the enterprise, management of decision making and planning, management of organizational structure and culture, management of individuals and groups, analysis of current market structure, airline strategies and business models, aircraft financing, aircraft performance, network and fleet planning, aircraft value analysis.

**AVM502 Aviation Economics and Politics (3-0)3 ECTS: 8**

Fundamental elements of airline finance and economic dynamics of the airline sector, sources of funding available to the sector, analysis techniques used to demonstrate the financial performance of companies and long-term financial planning approach; the economic gains of cooperation with the sector, transport companies, airport operators, ground handling companies, cargo agents and international organizations; analysis of the differences in the economy of various carrier business models (full-service carriers, low-cost carriers, ultra-low-cost carriers and charter companies).

**AVM503 Supply Chain Management in Aviation (3-0)3 ECTS: 8**

Supply chain analysis, supply chain network design, supply-demand planning, stock management, pricing and cash management.

**AVM504 Airlines Marketing Strategies (3-0)3 ECTS: 8**

Understanding the basic concepts of service marketing, the elements of service marketing, explaining what to do about customer complaints and customer retention; airline marketing strategies, distribution of airline products, customer loyalty schemes and brand management, air transportation marketing principles and applications.

**AVM505 Safety and Security in Aviation (3-0)3 ECTS: 8**

Safety management systems, safety surveillance and inspection, accident research, human factors and aviation medicine programs; risk assessment, airline companies and airport security.

**AVM506 Quality Management in Aviation (3-0)3 ECTS: 8**

The role of quality in the management of aviation organizations, quality management concepts, total quality management evolution stages and prerequisites, total quality management experts, business excellence models, the responsibility of the organization to meet customer needs, quality function spread, planning and leadership for quality success, quality management methods, improving the performance of the organization, culture and change of the organization, employee participation in quality improvement processes, team work, quality circles, training for quality success, the principles of continuous improvement, benchmarking, the role of partnership for total quality management, total quality management practice.

**AVM507 Airline Management Strategies (3-0)3 ECTS: 8**

Basic management and strategic management concepts, strategic management in airline management, new management approaches, strategic alliances, mergers and acquisitions, fleet planning, flight network planning, route and tariff planning, airlines revenue and costs, pricing and revenue management, airline-airport vertical cooperations, corporate governance practices.

**AVM508 Current Approaches in Airport Management (3-0)3 ECTS: 8**

Airport ownership and management forms, airport revenue and expense structures, airport marketing, airport service quality, airport performance criteria, airport capacity and delays, airport demand management, airport privatization, terminal buildings management, social and economic contributions of airports, environmental impact of airports, airports quality management, airport-airline cooperations.

**AVM509 Sustainable Aviation Management (3-0)3 ECTS: 8**

Sustainability concept and history, sustainable management, sustainability studies in aviation sector, sustainability studies of airline companies, social responsibility applications, green airport, green establishment certificates, green enterprise and green airport certificate advantages for enterprises, unimpeded airport applications.

**AVM510 Strategic Management Practices in Aviation Businesses (3-0)3 ECTS: 8**

Strategic management concept, strategy development process, external environment analysis-swot analysis, internal environmental analysis-swot analysis, strategic management techniques, strategic cooperations in airline companies, strategic leadership, crisis management, communication, case studies, aviation examination of new borders, security and terrorism, geopolitical transitions and IATA.

**AVM511 Basic and New Approaches in Management (3-0)3 ECTS: 8**

The concept of management, the emergence of management science, the properties of management science, management theories, management processes, paradigm change in management 2. system approach, organizational culture, restructuring, crisis management, total quality management, team work and organization, emotional and multiple intelligence theories in management, learning organization, information management, e-business.

**AVM512 Economics of Management (3-0)3 ECTS: 8**

Basic concepts, market analysis, market structures, full competition, monopoly, monopolistic competition, oligopoly, natural monopoly, monopson, uncertainty and institutional decision-making under optimal decision making, profit measurement, planning and control, pricing and production under various market conditions to determine the amount of production decisions, institutional / managerial processes, asymmetric information, moral risk and adverse selection problems.

**AVM513 Qualitative Research Methods (3-0)3 ECTS: 8**

Comparison of qualitative and quantitative research methods, data collection techniques in qualitative research, detailed observation, interview, ethical rules in qualitative research, qualitative research problems, qualitative research designs, researcher's role, data collection process, qualitative data analysis methods, examination of qualitative research articles, computer supported qualitative data analysis, introduction of Nvivo package program, introduction of Maxqda package program, analysis of interview texts (application).

**AVM514 Structural Equation Modeling (3-0)3 ECTS: 8**

Variance, covariance, correlation, regression analysis, explanatory factor analysis, introduction to structural equation modeling, why / when smartpls should be applied, introduction smartpls, path analysis with smartpls, model specification and data understanding, structural model and measurement models, model fit and parameter compliance tests, problem based application, moderator variable tests, discriminant validity test, multi-group analyzes, application.

**AVM515 National and International Aviation Organizations (3-0)3 ECTS: 8**

Technical and economic regulatory institutions, rules and applications.

**AVM516 Revenue Management in Aviation (3-0)3 ECTS: 8**

Liberalization in the airline sector, implementation and basic principles of revenue management in airline operations; supply, demand, demand forecast, passenger demand management, seat capacity and demand changes, airline and passenger costs, pricing strategies, factors affecting pricing decisions in airline companies.

**AVM517 Aviation Sector and Development (3-0)3 ECTS: 8**

Importance of aviation sector, characteristics of aviation sector, development of cities and aviation sector, regional development and aviation sector, economic development and aviation sector.

**AVM599 Master Thesis (0-1)0 ECTS: 20**

Program of research leading to MSc. degree arranged between the student and a faculty member. Students register to this course in all semesters starting from the beginning of their second semester while the research program or write-up of thesis is in progress.

**AVM700 Seminar (0-2)0 ECTS: 6**

Presentation involving current research given by graduate students and invited speakers.

**AVM899 Professional (4-0)0 ECTS: 10**

M.S. students choose and study a topic under the guidance of a faculty member normally his/her advisor.

**SBE501 Research Methods in Social Sciences and Ethics (0-0) ECTS: 6**

What should be done in an academic study, how to follow a path, how to identify the problem, how to determine the right method for the research, how to develop the test materials, how to transfer the references, how to discuss the findings and how the results will be discussed, and the analysis of various articles, publication ethics, education and ethics, ethical justification and basics.