

AVIATION MBA

6TH EDITION

2014 • 2015

ROME

LUISS BUSINESS SCHOOL AVIATION MBA REPRESENTS EXCELLENCE IN UNITING MANAGERIAL EDUCATION, INDUSTRY EXPERTISE AND KNOWLEDGE OF THE AVIATION FIELD. OUR GOAL IS TO PROVIDE PARTICIPANTS WITH THE SKILLS AND CONCEPTS TO BECOME LEADERS IN THE GLOBAL AVIATION INDUSTRY. THE AVIATION MBA IS THE RIGHT CHOICE FOR THOSE WHO WISH TO TURN THEIR PASSION FOR AIRCRAFTS AND AIRPLANES INTO A CONCRETE PROFESSION AND COMPETITIVELY ENTER THE AVIATION SECTOR.



WELCOME TO
LUISS BUSINESS
SCHOOL:
A WORLD CLASS
CAMPUS IN THE
HEART OF
Rome





AVIATION MBA

6TH EDITION

2014 • 2015

ROME

WELCOME TO LUISS BUSINESS SCHOOL: A WORLD CLASS CAMPUS IN THE HEART OF ROME.

Attracting visitors from all over the world, Rome is not only a world-renowned cultural centre, but also an economic and commercial hub linking the North and South of Italy and connecting the Mediterranean area with the rest of the world. LUISS Business School is located in the heart of Rome and a stone's throw away from one of the city's most beautiful parks. The high environmental quality of the setting corresponds to the services offered. Designed to host world-class events, and equipped with state of the art teaching facilities, this is the ideal place for a once in a lifetime learning experience.

LUISS Business School has continued to meet the ever-changing needs of its students, it is at the forefront of the economic development and takes pride in its strong relationship with the Italian and international business community. The courses benefit from the input of a network of over 2000 firms, actively involved through workshops, conferences, meetings and field projects. LUISS Business School has a worldwide recognition as a knowledge hub for postgraduate studies. It offers a number of education programmes for executive, professional and adult learners. Our goal is to make our students become leaders in the dynamic and evolving business community.

FRANCO FONTANA
LUISS Business School Director

LUISS BUSINESS SCHOOL AVIATION MBA: YOUR RUNWAY TO SUCCESS

INTERNATIONAL OUTLOOK, TEAM WORKING, REALITY BASED LEARNING, ACTION LEARNING, AND SIMULATIONS.

In addition to traditional teaching methods, the Aviation MBA programme fosters classroom participation and cooperation. The strong partnerships established between LUISS and more than 2000 firms enriches the course and allows to develop a practical approach. Workshops, conferences and a field project are organised as part of the study programme.

MISSION

In the last decades, as a response to the evolution of the economic environment, which is now at the peak of its Globalisation process, the Aviation field has not only expanded but also experienced a radical change.

In this international context the LUISS Business School Aviation



MBA aims to provide candidates with a complete education and training experience through the acquisition of managerial tools and techniques, and a concrete knowledge and understanding of the Aviation Industry.

The Aviation MBA is the best choice for those seeking a career development within institutions and companies related to the aviation field such as aeronautical companies and their suppliers, manufacturers, aircraft management companies, airlines and airports.

Thanks to the combination of academic lessons and direct experiences provided by managers and professionals from the aviation industry, at the end of the course students will be more than just specialists.

PROBLEM BASED LEARNING

The teaching methods are tailored to reach the course goals. Professors take a pragmatic teaching approach aiming at fostering peer-to-peer involvement and interaction through seminars, role-playing, case studies, business games, team exercises, conferences and projects.

The LUISS teaching method enhances the students' professional knowledge, as well as the ability to plan and effectively solve problems, and make decisions developing both a strategic and methodological approach.



LUCA PIROLO
AVIATION MBA
Director



LEONARDO CORBO
AVIATION MBA
Coordinator

« **Aviation is a highly dynamic business.** *Globalisation has radically reshaped the business world with immediate effect on airlines, airports, manufacturers suppliers and other actors involved in aviation field. In such an uncertain and competitive landscape, the Aviation MBA is designed to provide the necessary skills to face the new challenges that the future managers of the industry will need to tackle. In order to provide Aviation MBA students with the most up-to-date tools, the Aviation MBA faculty is composed by a balanced mix of professionals and academic professors coming from leading aviation companies and internationally recognized Universities.* »

LOCATION

There is no place like Rome. The city is a cultural melting pot. Its historic centre is listed by UNESCO as a World Heritage Site, welcoming about 12 million visitors per year from all over the world. Rome is the capital of the Country and seat of the Government, plus an inspiring city and a business hub open to networking.

POWER OF DIVERSITY

We embrace and encourage diversity in teaching and learning. A multicultural classroom gives a great value to the Programme and represents the unique chance to learn through the continuous exchange of heterogeneous experience and diversified skills.



BUSINESS COMMUNITY

Thanks to the connections with Confindustria – the main organisation representing Italian manufacturing and services companies – the course benefits from a network of over 2000 firms and high qualified professionals who take part into the course through workshops, conferences, meeting and topclass testimonials.

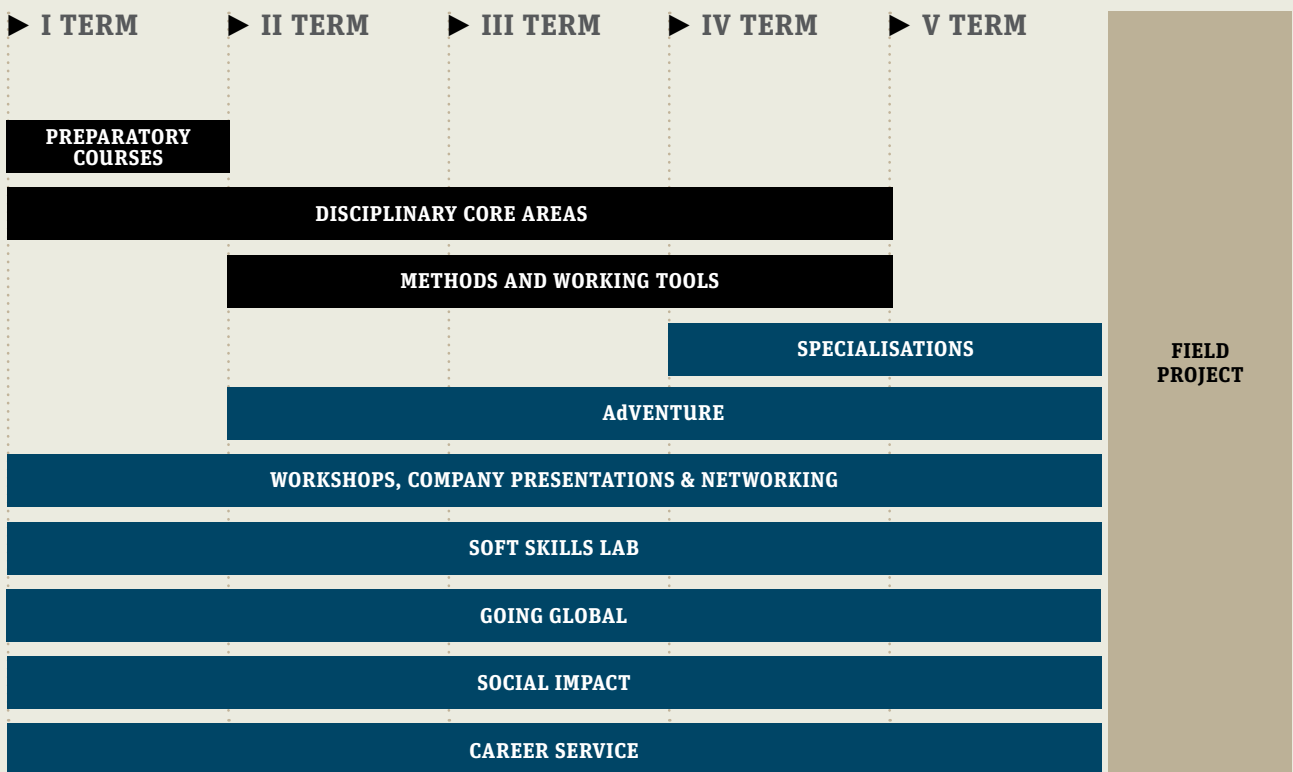
Moreover, the MBA Alumni Association is a lifelong network driven by an entrepreneurial mind-set that organises a series of initiatives to build up contacts, maintain relationships with alumni, create professional relationships and propose career opportunities.



CURRICULUM

STARTING IN NOVEMBER, THE PROGRAMME HAS BEEN DESIGNED TO PROVIDE STUDENTS WITH A COMPLETE MANAGERIAL EDUCATION EXPERIENCE THROUGH MANAGEMENT TOOLS AND USEFUL TECHNIQUES TO COMPETE IN THE INTERNATIONAL AVIATION INDUSTRY.

- ▶ **PREPARATORY COURSES**
- ▶ **DISCIPLINARY CORE AREAS**
- ▶ **METHODS AND WORKING TOOLS**
- ▶ **SPECIALISATIONS**
- ▶ **GOING GLOBAL**
- ▶ **AdVENTURE**
- ▶ **SOFT SKILLS LAB**
- ▶ **WORKSHOPS, COMPANY PRESENTATIONS & NETWORKING**
- ▶ **SOCIAL IMPACT**
- ▶ **FIELD PROJECT**
- ▶ **CAREER SERVICE**





CURRICULUM

PREPARATORY COURSES

Designed to provide the fundamental tools for the comprehension of the entire programme, these courses cover the following areas:

- **Basics of Accounting**
- **Basics of Business Statistics**
- **Basic Aeronautics**

DISCIPLINARY CORE AREAS

The core areas include courses designed to develop conceptual, analytical and planning tools, as well as techniques and methodologies needed to take a systematic approach in order to understand and solve complex business and management problems.

- **Accounting and Control**
- **Business Law**
- **Corporate and Investment Banking**
- **Economics**
- **Finance**
- **Human Resources Management**
- **Innovation**
- **Marketing**
- **Organisational Design**
- **Operations Management Strategy**

SPECIALISATIONS

Students, in this last phase, will attend lectures strictly linked with the aviation industry and market.

- **Air Law and Regulations**
- **Aviation Strategies**
- **Alliances and Mergers**
- **Aviation Marketing**
- **Aircraft Financing & Risk Management**
- **Reservation Systems for Airlines & Airports**
- **Airport Management**
- **Airline Operations & Maintenance**
- **International Joint Ventures & Partnerships**
- **Aviation Logistic Management**



METHODS AND WORKING TOOLS

Good decision-making requires high-quality information and effective methods. Students will focus on quantitative methods for finance, marketing research and data analysis, project management techniques, and business English. They will be involved in seminars, role-playing, business games, team exercises, conferences and projects.

WORKSHOPS, COMPANY PRESENTATIONS AND NETWORKING

International leading managers and qualified academics hold conferences and seminars to integrate course content through their experience and best practices.

ADVENTURE

AdVENTURE is a lab that inspires new business ideas. Students will be exposed to training sessions, live case studies, and knowledge-sharing events to design a new business.

Participants will face real problems and work in teams to propose their solutions. The most promising ideas could receive the support of business angels, venture capitalists and companies interested in high-potential business projects.

SOFT SKILLS LAB

During the whole Aviation MBA programme, students are involved in activities to develop their managerial, relational, and entrepreneurial skills.

FIELD PROJECT

The field project represents the moment in which students put their knowledge into practice in an out-of-class experience, and in real working context.

GOING GLOBAL

Aviation MBA students participate in internationally oriented activities throughout the year that provide insight into global markets and trends.

The students seeking academic, cultural, and social experiences overseas can study abroad through our international exchange programme, spending a term abroad at one of our partner schools.

SOCIAL IMPACT

This course provides students with cultural background knowledge and social awareness through a teamwork competition to find the best solution to a real ethical and social issue. Students will collaborate with social entrepreneurs and NGOs and learn from them.



AVIATION MBA STUDENTS PARTICIPATE IN INTERNATIONALLY ORIENTED ACTIVITIES THROUGHOUT THE YEAR

that provide insight into global markets and trends. The students seeking academic, cultural, and social experiences overseas can study abroad through our international exchange programme, spending a term abroad at one of our partner schools.

BUSINESS CASE COMPETITION THESE COMPETITIONS ALLOW AVIATION MBA STUDENTS TO THINK AND ACT AS ENTREPRENEURS

and to learn more about the complexity of running a business and manage teamwork. Business Case Competitions are unique opportunities to foster learning and networking as students face teams composed by students of other business schools.

DOING BUSINESS IN EUROPE CROSS-MBA EXPERIENCE LUISS MBA WELCOMES STUDENTS FROM OTHER INTERNATIONAL BUSINESS SCHOOLS

for a learning module on Management in Europe to deepen their knowledge of the European Business Environment. This learning experience allows sharing different practices and points of view and offers the opportunity to network with international students.

COUNTRY FOCUSES IN AN EVER CHANGING AND GLOBALISED BUSINESS ENVIRONMENT IT IS ESSENTIAL TO UNDERSTAND THE CHALLENGES OF "DOING BUSINESS"

in the main geographical areas of the world. Knowing the differences between cultures and habits is needed to learn how to deal with diversity and do business with and within the European Union, the BRIC, the MENA, and the NAFTA countries.

eHRM EUROPEAN MASTER IN HUMAN RESOURCE MANAGEMENT SELECTED STUDENTS WITH A PARTICULAR INTEREST IN HR MANAGEMENT

can participate in this three-month long European Master in Human Resources Management. A project work is carried out over these three months in cross-cultural teams for a multinational company in a foreign country.



The eHRM is delivered in collaboration with:

.....
Vlerick Business School, **BELGIUM**

.....
EMLyon Business School, **FRANCE**

.....
Radboud University Nijmegen,
NETHERLANDS

.....
Copenhagen Business School,
DENMARK

.....
University of Bamberg & Helmut
Schmidt University, **GERMANY**
.....

INTERNATIONAL EXCHANGE PROGRAMME

LUISS BUSINESS SCHOOL OFFERS to its students the opportunity to complete the MBA programme in a qualified International Business School

abroad. Through Exchange Programme set up between LUISS Business School and leading International Universities including:



1 Krannert Business School, Purdue University, **WEST LAFAYETTE, INDIANA, USA**

2 Kenan-Flager Business School, University of North Carolina, **CHAPELL HILL, NORTH CAROLINA, USA**

3 University of San Diego, **SAN DIEGO, CALIFORNIA, USA**

4 IPADE Business School, **MEXICO CITY, MEXICO**

5 Universidad de Belgrano, **BUENOS AIRES, ARGENTINA**

6 Copenhagen Business School, **COPENHAGEN, DENMARK**

7 ESSEC Business School, **PARIS, FRANCE**

8 NOVANCIA Business School, **PARIS, FRANCE**

9 EMLYON Business School, **LYON, FRANCE**

10 Zagreb School of Economics and Management, **ZAGREB, CROATIA**

11 Nagoya University of Commerce and Business, **NAGOYA, JAPAN**

12 FUDAN Business School, **SHANGHAI, CHINA**

13 Hong Kong Baptist University, **HONG KONG, CHINA**

SOFT SKILLS LAB

DURING THE WHOLE AVIATION MBA PROGRAMME,

students are involved in activities to develop their managerial, relational, and entrepreneurial skills.

LEARNING TOURS

AVIATION MBA STUDENTS PARTICIPATE TO GUIDED TOURS IN NATIONAL AND INTERNATIONAL COMPANIES,

in order to discover and understand managerial best practices, innovative methodologies and styles.

TEAM BUILDING

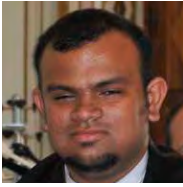
BEING AN EFFECTIVE TEAM MEMBER IS ONE OF THE KEY ISSUES IN TODAY'S BUSINESS WORLD.

A number of extracurricular activities in unusual and funny contexts are organised by the MBA staff in order to develop teambuilding, project solving, and networking abilities.

SOFT SKILLS FOR MANAGERS

THIS SET OF ACTIVITIES PROVIDES STUDENTS WITH A "TOOLKIT" TO DEAL WITH THE CHALLENGES OF MULTICULTURALISM.

Furthermore, participants learn how to tackle interviews and negotiations as well as to enhance their ability of presenting and speaking in public.



«LUISS truly gave me the well-rounded experience I needed to make a career transition. The combination of the industry expertise, international culture, and the many resources I had at my fingertips will be invaluable to my future career. I gained mentors and built relationships with peers, faculty, administrators and others in the business community through a myriad of presentations and courses. My network and resources grew exponential and I am really amazed at how many of the people that I met during my master have continued to give me guidance».
VINAY RAJAN, Director Aviation APAC - AVIAREPS AG

CAREER SERVICE

THE CAREER SERVICE OFFERS PLANNING, COUNSELLING AND TRAINING.

WORKSHOPS AND MEETINGS WITH COMPANIES **THESE ACTIVITIES OFFER STUDENTS THE OPPORTUNITY TO MEET COMPANIES**

to learn about the industries in which they operate, with particular references to their corporate culture, values, languages and needs.

INDIVIDUAL COUNSELING **CAREER COACHES PROVIDE A RANGE OF PERSONALISED SERVICES TO OUR STUDENTS**

to increase their knowledge of the job market, and become familiar with job interviews. Coaches will give advice on:

- **CV and Cover Letter** writing
- **Interview** preparation and techniques
- **Employment offers** and contract negotiation.

eCAREERBOOK **CONTAINING THE CURRICULA VITAE OF MBA STUDENTS,**

this book is uploaded on the online platform and is available to companies and to institutions.

MBA INSIDE **IT IS AN IMPORTANT ON-CAMPUS EVENT ALLOWING MBA STUDENTS**

to meet some of the leading multinational and Italian companies through one-to-one interviews. It is a key moment for Aviation MBA students and companies to evaluate Project Work (Field Project) opportunities.

FIELD PROJECT **THE STUDENTS PUT THEIR KNOWLEDGE INTO PRACTICE THROUGH THE FIELD PROJECT.**

It can be carried out as one of the following options:

- **Entrepreneurial project.** Students develop their ideas into a business plan supported by the Aviation MBA Faculty. The most interesting projects are presented to business angels, seed financiers, and venture capitalists
- **Project work within a company.** During this on-field experience students, deal with issues on specific business and managerial topics supervised by a company tutor
- **Research project on specific subjects.**

CLASS PROFILE

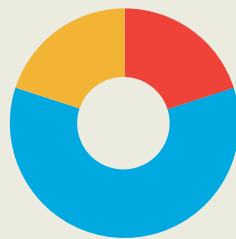
DIVERSITY OF BACKGROUNDS, NATIONALITIES AND INTERESTS, ALL IN ONE CLASSROOM.

Diversity is one of the strengths of the programme. Students bring different perspectives and life experiences to the classroom.



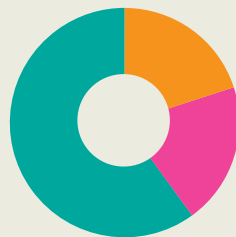
NATIONALITY

- 60% European
- 40% Rest of the world



AGE

- 20% < 26
- 60% 26 - 30
- 20% > 30



BACKGROUND

- 20% Engineering
- 20% Literature and philosophy
- 60% Economics & Business Administration

COMPANIES WHICH HAVE RECRUITED LUISS MBA & AVIATION MBA GRADUATES IN RECENT YEARS

A.T. KEARNEY	BOEINGER INGELHEIM ITALIA	FENDI
ABBOTT	BOOZ & CO.	FERRARI
ABI – ASSOCIAZIONE BANCARIA ITALIANA	BRITISH AMERICAN TOBACCO	FIAT AUTO
ACCENTURE	BULGARI	FINMECCANICA
ACEA	CARREFOUR	GAMBERO ROSSO
AEROPORTI DI ROMA	CASE NEW HOLLAND ITALIA	GENERAL ELECTRIC
ALENIA AERONAUTICA	CASSA DEPOSITI E PRESTITI	GENERAL MOTORS
AMERICAN EXPRESS	CB RICHARD ELLIS	GRANDI STAZIONI
ANAS	CEMENTIR	GRUPPO LOCCIONI
ANSALDOBREDA	CHIESI FARMACEUTICI	GRUPPO TOSCANO
ANSALDO STS	CISCO SYSTEMS	HEWLETT PACKARD
APRILIA	CITIGROUP	IBM
ARTHUR D. LITTLE INTERNATIONAL	COFIB	ICE – ISTITUTO NAZIONALE PER IL COMMERCIO ESTERO
ASTALDI	COLGATE PALMOLIVE ITALIA	IDI FARMACEUTICI
ASTRAZENECA	CONFINDUSTRIA	IL SOLE 24 ORE
AUCHAN	DAIMLER AG	ILLY CAFFÈ
AUTOGRILL	DAVIDE CAMPARI	IMPERIAL TOBACCO
AUTOSTRADE PER L'ITALIA	DELOITTE CONSULTING	INDESIT COMPANY
BAIN & COMPANY ITALIA	DELOITTE FINANCIAL ADVISORY SERVICES	INTESA SANPAOLO
BANCA FINNAT EURAMERICA	ELSAG BAILEY PROCESS AUTOMATION	ISTITUTO POLIGRAFICO E ZECCA DELLO STATO
BANCA MONTE DEI PASCHI DI SIENA	ELI LILLY	ITTIERRE HOLDING
BANCO DESIO LAZIO	ENEL	KPMG CONSULTING
BAXTER ITALIA	ENEL GREEN POWER	KUWAIT PETROLEUM ITALIA
BIC LAZIO	ENI	LA RINASCENTE
BIP - BUSINESS INTEGRATION PARTNERS	ERG PETROLI	LINKEM
BIRRA PERONI	ERICSSON TELECOMUNICAZIONI	IVMH
BNL – GRUPPO BNP PARIBAS	ERNST & YOUNG	MAGNETI MARELLI
	FASTWEB	MAIA

MBDA
MERCER
MERCK SHARP & DOHME ITALIA
MONDADORI
NEOMOBILE
NEOPOST
NISSAN ITALIA
NOLAN NORTON
OLIVER WYMAN
PFIZER ITALIA
PIAGGIO
PILKINGTON ITALIA
POSTE ITALIANE
PRICEWATERHOUSECOOPERS
PROCTER & GAMBLE
RAI
RAI CINEMA
REAG – REAL ESTATE
ADVISORY GROUP
RECONTA ERNST & YOUNG
RENAULT ITALIA
RENAULT FRANCE
ROYAL CARIBBEAN
INTERNATIONAL
SAB MILLER
SALVATORE FERRAGAMO
SDA EXPRESS COURIER
SEAT PAGINE GIALLE
SIEMENS ITALIA
SIMEST

SORGENTE GROUP
TECHNIP ITALY
TELECOM ITALIA
TELESPAZIO
TERNA
TOD'S
TOSHIBA MEDICAL SYSTEMS
TRENITALIA
UNICREDIT GROUP
UNIONE FIDUCIARIA
VALUE PARTNERS
VODAFONE ITALIA
WIND TELECOMUNICAZIONI



JOIN THE TEAM

WHAT WE ARE LOOKING FOR

- Outstanding academic background
- Leadership skills
- Inter-cultural and global mindset
- Managerial potential for key positions
- Passion and strong interest towards the world of aviation
- Ability to contribute to the Aviation MBA class experience.

ADMISSION REQUIREMENTS

- **Undergraduate degree**
- **Admission test (mandatory)**
The admission test evaluates the applicants' skills, personal motivation and potential.

The admission test consists of:

- English test (applicants with high TOEFL/IELTS scores may be exempted from the English test)
- Logics Test (applicants with high GMAT/GRE scores may be exempted from the logics test)
- Personal Interviews

Participants are admitted to the Aviation MBA programme based on the admission test outcome, academic record and professional experience.

HOW TO APPLY

To apply for the admission test the following documents are required:

- Fully-completed application form
- Copy of degree certificate (Sworn translations should be provided along with degree certificates that are not in English or Italian)*
- ID photo
- Curriculum Vitae
- Copy of passport or ID document
- Any Proof of employment or internships
- Admission Fee Receipt € 105 admission fee (nonrefundable)
- TOEFL/IELTS certificate (optional)
- GMAT/GRE certificate (optional)

*Alternatively, students can write a self-certification and provide the documents at a later stage.

PROGRAMME TUITION

Tuition fees for the LUISS Aviation MBA amount to € 16,000.

Payment is made in four installments of € 4,000 each. Tuition includes materials and access to all LUISS facilities.

PAYMENTS

All fees are payable via bank transfer or by non-transferable bank draft. Alternately, via postal current account.

Proof of payments must be sent by email to: aviation@luiss.it

BANK ACCOUNT DETAILS

Account holder: LUISS Guido Carli - Divisione LUISS Business School

Bank: Unicredit S.p.A.
Agenzia n. 274 – Viale Gorizia, 21 – 00198 Rome

Account n°: 000400000917

IBAN: IT 17 H020 0805 0770 0040 0000917

BIC/SWIFT: uncritmic27

ABI: 02008

CAB: 05077

ENTE: 9001974

Acronimo cliente: 86015854

Dipendenza: 31449

POSTAL ACCOUNT DETAILS

Account holder: LUISS Guido Carli - Divisione LUISS Business School

Account n°: 57861007



«One of the goals of a business school is to create an international and diverse environment, where students can bring different personal and professional experiences. The continuous interchange among individuals with different backgrounds encourages everyone to refine analytical abilities and promote personal and professional contact with different personalities and cultures. In 2003 I graduated in Aerospace Engineering and in 2008 I attended the Aviation MBA at LUISS Business School after a work experience of five years. The Aviation MBA allowed me to join the passion in aerospace technology with the will to consolidate my management skills and to enter in the working environment with a more conscious managerial role. The Aviation MBA offers a comprehensive programme. I appreciated the careful selection of professors and professionals in lessons and lectures and the educational opportunity abroad at the ENAC of Toulouse. The international environment and the contact with Italian and foreign airlines and manufacturing industries has been very fruitful».
FRANCESCA AUDINO, Business Developer - EADS

FINANCIAL AID AND FUNDING

Companies enrolling students benefit from a reduction in tuition fees:

- 10% Reduction for single enrollment;
 - 20% Reduction for two or more enrollments.
- Reductions may not be combined. Should two or more conditions overlap, the highest reduction will be applied.

Candidates may independently:

- Seek funding from their current or future employer.
- Apply for regional scholarships.
- Apply for loans with favourable interest rates granted by certain Italian Credit Institutions within the framework of the agreements established with LUISS Guido Carli.

Partner companies and institutions offer scholarships to brilliant candidates, which cover the tuition fees based on both the results of the selection process and the criteria established by the companies themselves.

For detailed information please write to: aviation@luiss.it

Companies which granted scholarships in the past editions:

- Alenia Aeronautica
- Alitalia
- Amadeus
- Banca delle Marche
- BNL - Gruppo BNP Paribas
- Cofib
- Colavene
- Enel
- Energee3
- Ericsson
- Finmeccanica
- Fondazione Banco di Sicilia
- Grandi Stazioni
- Intesa Sanpaolo
- Merck Sharp & Dohme Italia
- Poste Italiane
- Superjet International
- Telecom Italia
- Unione Fiduciaria
- Vodafone
- Wind Telecomunicazioni

Progetto editoriale, design e realizzazione:

lola / www.lolaetlabora.com

©2014 LUISS / III edizione

Carta Ecologica:

La carta che hai in mano è Elementary Chlorine Free, cioè prodotta senza l'uso di cloro.

Il rispetto per l'ambiente significa qualità della vita.

CERTIFICATES & CERTIFICATIONS

AZIENDA CON SISTEMA
DI GESTIONE QUALITÀ
CERTIFICATO DA DNV
= ISO 9001 =

LUISS Business School is certified UNI EN ISO 9001 - Sector EA:37 - 35 education and Business Consulting.



LUISS Business School is member of ASFOR (Associazione per la Formazione alla Direzione Aziendale).



LUISS Business School is REP - Registered Education Provided PMI, Project Management Institute.



LUISS Business School is recognized by Regione Lazio for education activity.

espansione
L'ESSENZA DELLE COSE

LUISS Business School is mentioned as one of the top three Italian business schools in the yearly report of Espansione.



CONTACTS

LUISS Business School

International Area

Viale Pola, 12 • 00198 Rome • Italy

t +39 06 85 225 046

t +39 06 85 222 306

f +39 06 85 222 308

aviation@luiss.it

www.mba.luiss.it/amba