

B.S. in Aviation Business Administration

The Bachelor of Science degree in Aviation Business Administration requires successful completion of a minimum of 120 credit hours and is normally completed in eight semesters. Designed for students interested in obtaining a strong aviation business foundation, the degree lets the students select a major in Air Transportation or Aviation and Aerospace Marketing or Supply Chain Management in Aviation and Aerospace. Students should declare their major at the beginning of their sophomore year. Students who participate in the Cooperative Education program may substitute up to 6 credit hours, if approved, toward the specified courses required in their major.

This program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP) and the Aviation Accreditation Board International (AABI).

Students enrolled in the Air Force, Army, or Naval ROTC programs may substitute AF, MY, or NSC courses for the open elective courses.

Students should be aware that several courses in each academic year may require prerequisite subject knowledge and/or class standing. Check the course descriptions before registering for classes to ensure appropriate placement.

Students will:

- Analyze current societal trends and their impact on the aviation/aerospace industry.
- Apply business and leadership principles to lead teams ethically and effectively across business functions.
- Prepare business communications to effectively engage diverse audiences.
- Use research and data to develop reasoned, defensible solutions to business problems.
- Demonstrate they possess critical business knowledge in accounting, economics, management, quantitative business analysis, finance, marketing, legal and social, information systems, and international issues.
- Analyze air transportation practices using aviation and aerospace benchmarking methodologies.
- Demonstrate they possess critical business knowledge related to the air transportation industry.
- Analyze aviation-aerospace marketing practices using aviation and aerospace benchmarking methodologies.
- Demonstrate they possess critical business knowledge related to marketing in the aviation industry.
- Recommend best practices to optimize the supply chain and add value to the organization.
- Demonstrate they possess critical business knowledge related to the supply chain in the aviation/aerospace industry.

General Education Requirements

For a full description of Embry-Riddle General Education guidelines, please see the General Education section of this catalog. These minimum requirements are applicable to all degree programs.

General Education	36
Program Support	12
Business Core	36
Major	21
Open Electives	15
Total Credits	120

General Education*

Communication Theory and Skills	9
Lower-Level Humanities	3
Lower-Level Social Sciences (EC 210)	3
Lower or Upper-Level Humanities or Social Sciences (EC 211)	3
Upper-Level Humanities or Social Sciences	3
Computer Science (BA 125)	3
Mathematics	6
Physical and Life Sciences	6
Total Credits	36

* Embry-Riddle courses in the general education categories of Communication Theory and Skills, Mathematics, Computer Science, Physical and Life Sciences, Humanities, and Social Sciences may be chosen from approved list of General Education courses, assuming prerequisite requirements are met and with the permission of the advisor. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified above in the Aviation Business Administration vertical outline. Other courses may also be used with the permission of a department chair.

Program Support

AS 120	Principles of Aeronautical Science	3
BA 232	Techniques in Business Analytics	3
BA 352	Business Analytics for Decision Making	3
MA 222	Business Statistics	3
Total Credits		12

Business Core

ACC 210	Financial Accounting	3
ACC 312	Managerial Accounting	3
BA 201	Principles of Management	3
BA 225	Business Law	3
BA 317	Organizational Behavior	3
BA 320	Business Information Systems	3
BA 325	Social Responsibility and Ethics in Management	3
BA 335	International Business	3
BA 420	Management of Production and Operations	3
BA 490	Strategic Management	3
FIN 332	Corporate Finance I	3
MK 220	Marketing	3
Total Credits		36

Open Electives

Students select a minor or complete open electives of their choice.	15
Total Credits	15

Air Transportation Major

BA 215	Transportation Principles	3
BA 310	Airport Management	3
BA 315	Airline Management	3
BA 426	International Aviation Management	3
EC 420	Economics of Air Transportation	3
Specified Electives **		6
Total Credits		21

** If pursuing the Project Management minor, BA 424 can not be used as a Specified Elective for the Supply Chain Management major. If not

pursuing the Project Management minor, select any ACC/BA/EC/FIN/
MK Upper-level course not required in the Business Core or major.

Aviation and Aerospace Marketing Major

Required courses		
MK 330	Professional Selling	3
MK 355	Data Driven Decision Making	3
MK 400	Social Media Marketing	3
Choose 4 courses from the following		12
MK 402	Creative Content	
MK 405	Corporate Aviation Marketing	
MK 415	Aerospace Marketing	
MK 425	Airline Marketing	
MK 435	Airport Marketing	
MK 445	Government as Customer: Aerospace Business Development	
Total Credits		21

Supply Chain Management in Aviation and Aerospace Major

BA 215	Transportation Principles	3
BA 363	Supply Chain Management	3
BA 410	Management of Air Cargo	3
BA 411	Logistics Management for Aviation/Aerospace	3
Select three from the following:		9
BA 336	Electronic Commerce	
BA 424	Project Management in Aviation Operations	
BA 452	Lean Six-Sigma in Aviation and Aerospace	
MK 326	Marketing Management	
Total Credits		21

Note: Students may select two of the above mentioned courses in combination with a relevant and COB approved internship (CEBA) to satisfy the elective course requirement for the major.

Total Degree Requirements 120

Suggested Plan of Study - Common Year One and Year Two

Year One		Credits
ACC 210	Financial Accounting	3
AS 120	Principles of Aeronautical Science	3
BA 125	Foundations in Business Data Analytics	3
BA 201	Principles of Management	3
MK 220	Marketing	3
COM 122	English Composition	3
COM 219	Speech	3
EC 210	Microeconomics	3
MA 120	Quantitative Methods I	3
MA 220	Quantitative Methods II	3
Credits Subtotal		30.0
Year Two		Credits
	BA XXX Major Required course	3
BA 225	Business Law	3
BA 232	Techniques in Business Analytics	3
BA 317	Organizational Behavior	3
BA 352	Business Analytics for Decision Making	3
COM 222	Business Communication	3

EC 211	Macroeconomics	3
MA 222	Business Statistics	3
	HU 14X Elective	3
	Physical Science Lecture	3
	Physical Science Lab	0
Credits Subtotal		30.0
Credits Total:		60.0

Air Transportation Major

Year Three		Credits
ACC 312	Managerial Accounting	3
BA 320	Business Information Systems	3
BA 325	Social Responsibility and Ethics in Management	3
FIN 332	Corporate Finance I	3
	Major Required Course	9
	Humanities Upper Level Elective	3
	Physical Science Lecture	3
	Open Elective	3
Credits Subtotal		30.0
Year Four		Credits
BA 335	International Business	3
BA 420	Management of Production and Operations	3
BA 490	Strategic Management	3
	Major Required Course	3
	Specified Elective	6
	Open Elective	12
Credits Subtotal		30.0
Credits Total:		60.0

Aviation and Aerospace Marketing Major

Year Three		Credits
ACC 312	Managerial Accounting	3
BA 320	Business Information Systems	3
BA 325	Social Responsibility and Ethics in Management	3
FIN 332	Corporate Finance I	3
MK 355	Data Driven Decision Making	3
MK 400	Social Media Marketing	3
	Physical Science Lecture	3
	Humanities Upper Level Elective	3
	Open Elective	3
	AOC Specified Elective	3
Credits Subtotal		30.0
Year Four		Credits
BA 335	International Business	3
BA 420	Management of Production and Operations	3
MK 490	Strategic Marketing Analytics and Data Visualization	3
	AOC Specified Electives	9
	Open Electives	12
Credits Subtotal		30.0
Credits Total:		60.0

Supply Chain Management in Aviation/Aerospace Major

Year Three

		Credits
ACC 312	Managerial Accounting	3
BA 215	Transportation Principles	3
BA 320	Business Information Systems	3
BA 325	Social Responsibility and Ethics in Management	3
BA 363	Supply Chain Management	3
BA 410	Management of Air Cargo	3
FIN 332	Corporate Finance I	3
	Humanities Upper Level Elective	3
	Physical Science Lecture	3
	Open Elective	3
Credits Subtotal		30.0

Year Four

BA 335	International Business	3
BA 420	Management of Production and Operations	3
BA 490	Strategic Management	3
BA 411	Logistics Management for Aviation/Aerospace	3
	Major Specified Elective (Choose TWO): BA 336 or BA 424 or BA 452 or MK 326	6
	Open Electives	12
Credits Subtotal		30.0
Credits Total:		60.0