

**VOCATIONAL SCHOOL  
COURSE DESCRIPTIONS OF  
GROUND HANDLING SERVICES MANAGEMENT IN AVIATION PROGRAMME**

**ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I**

The Developments Leading to the Convening of the TBMM / Political and Military Developments in the year 1920 / Political and Military Developments in the year 1921 and the Political Consequences of "Büyük Taarruz" / The Foundation of the Republic of Turkey / Turkish Foreign Policy in the period 1923-1938 / Foreign and Domestic Policies in the period 1938-2006.

**ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION II**

The Place and Importance of State in Atatürkçülük / Atatürk and Intellectual Life (Rationalism, Science, and Technology) / Atatürk and Intellectual Life 2 (Tolerance, Conscience, Freedom of Thinking, Peace) Atatürk and Intellectual Life 2 (The aims of Atatürkçü National Education, Principles, Targets) /Atatürk and the State 1 (Main features of the Turkish State, Republicanism, Nationalism) /Atatürk and the State 2 (Populism, Statism) / Atatürk and the State 3 (Secularism and Reformism) / Atatürk and Economy 1 (Economic Ideas and Policies) / Atatürk and Economics 2 (Foundational Features of His Economic Development Model) / Secularism, Religion and Atatürk.

**TURKISH LANGUAGE AND SPELLING RULES I**

The categorization of the languages which live and the place of Turkish language through other world languages/ The borrowing words in Turkish/ The contemporary problems of Turkish. The history of Turkish language, the alphabets used by Turks/ The borrowing words in Turkish/The rules about writing paragraph and kinds of paragraph/ The general goal and principles of teaching / Turkish Language lesson, the introduction of subjects, methods that used at the time of giving lesson, / The problems of Turkish language, giving information about language-culture, language-communication and language- thought relationship/ Kinds of language: Spoken and written language, dialect, accent etc. / The rules about writing composition and finding keynote/ Spelling and punctuation/ vowel harmonies and consonant mutation in Turkish/ Semantics in Turkish, The wrong usages in expression I/ The wrong usages in expression II.


**TURKISH LANGUAGE AND SPELLING RULES II**

Spoken and written expressions, the importance of speech/ The principles of effective and correct speech/ The components that are necessary making a speech: Stress accent, intonation, body language/ Kinds of speech: Daily speech and group speech/ The rules and special features of spoken literary kinds I: Tongue twister, folksong, riddle, proverb, idiom, epic poem, legend/ The rules and special features of spoken literary kinds II: Novel, story, poem.../ The rules and special features of written literary kinds I: Article, essay, biography, memoir/ The rules and special features of formal writings/ Formal writings I: Petition: Writing rules, practical expression/ Formal writings II: Report, letter, minutes and curriculum vitae/ Scientific research methods/ To prepare a scientific report and the rules of writing bibliography and footnotes/ An evaluation of term studies.

**AVIATION MANAGEMENT**

A study of the administration, staffing, ethics, and control techniques of modern business. Objectives, policies, functions, problems, and interpersonal relationships are studied to provide the student with an understanding of the nature of managerial work and the role of managers in today's business enterprise. An evaluation will be done of historical and modern day theories to help the student formulate his or her most effective management style.

  
Prof. Dr. Abdül Halim ZAIM  
Meslek Yüksekokulu Müdürü

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İSTANBUL TİCARET ÜNİVERSİTESİ  
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**AVIATION ECONOMICS**

A study of application of economic theory to the aviation and air transportation industry. Students will analyse the evolution of market forces in the industry with particular emphasis on airlines, airports, and manufacturing. Concepts of air passenger demand, revenue management, price and cost study, airline global alliances, market structure, international air transportation issues, bilateral agreements and freedoms, and other relevant industry issues are examined. The course is designed to provide the student with an in-depth knowledge of the various economic issues faced by air transport industry. Real world economic problems and issues are analysed and discussed. Exams, projects, and presentations are analytical in nature, requiring the student to bring together a variety of economic concepts. Students will have a thorough understanding of commercial aviation upon satisfactory completion of the course.

**COMMERCIAL MATHEMATICS**

Commercial Mathematics presents math skills and knowledge that you can apply to solve financial problems. The course provides step-by-step guidance through sample problems and solutions.

**COMPUTER SKILLS**

Students are given an introduction to computers and PC applications. Computer literacy is presented through lectures on the computer process, the impact of computers on society, emerging technologies, and hardware and software purchasing decisions. A hands-on overview of the most popular computer applications such as word processing software, spreadsheet, database, electronic mail, and Internet is provided.

**INTRODUCTION TO STATISTICS**

Data and statistics, Descriptive statistics I, Descriptive statistics II, Introduction to probability, Probability density function, Continuous Probability Distributions, Sampling distributions, Interval estimation, Hypothesis testing, Type I and II Error, One tailed tests

**CULTURE AND ISTANBUL**

Being a Student in Istanbul / The Re-discovery of Istanbul as an Ancient City / Places of Culture in Istanbul / Boat Tour in Istanbul / Istanbul Myths / History of Settlement in Istanbul – From Prehistory onwards / Mimar Sinan and the Silhouette of Istanbul / Boat Tour in the Bosphorus / Istanbul as the Administrative Center of the Ottoman Empire / History, Space, Culture / Traditional Turkish Arts and Istanbul/ Istanbul Restaurants in History / Literature, Arts and Istanbul.

**INTRODUCTION TO GROUND SERVICES MANAGEMENT**

This course gives a brief description of Ground Handling Operation at airport. Main functions Passenger Services, Cargo and Mail Handling and Load Control are presented and the link among them emphasized so the student will be able to understand the importance of coordination and cooperation among the units for operation purposes. The content covers definition and application of Passenger Services, Passenger Check-in, Baggage concept, Boarding, Passenger Types, Special Service Requirements, Handicapped Passengers, Cargo and Mail operation terminology, Load Control terminology.



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**AIRSIDE SAFETY MANAGEMENT AND SECURITY ISSUES**

Learning of Security Studies develops the problem-solving and critical-thinking skills needed for dealing with important issues: terrorism, information warfare, transportation security, illicit trafficking networks, corporate security, population dislocations, natural disasters, widespread epidemics, international crime, and homeland security. This course will survey various aspects of aviation flight and ground safety program management. The comprehensive curriculum covers technical, political, and economic security concerns, as well as giving attention to international justice systems and law enforcement.

**REVENUE MANAGEMENT FOR AVIATION**

This course is designed to teach students general concept of revenue and finance management in the hospitality sector. Financial Performance of the Airline Industry briefly discusses the factors affecting results, asset utilization & financial issues. Airline Financial Statements and Financial Ratios lecture familiarizes the student with the aviation industry performance evaluation criteria. Foreign Currency & Fuel exposure chapter shows how the international funds flow nature of the industry is different and explains how the important cost item; fuel is dealt with. Sources of Finance lecture introduce the external & internal sources of financing in the airline industry. Pricing and Yield chapters pave the path to the understanding of the reasoning behind the maximization of revenue under the demand curve concept with sales and marketing methods.

**CIVILIZATION AND SOCIETY**

To put forth concept of Civilization and its importance, to express the essential influence of a civilization on an individual and a society, to comprehend the understandings and philosophies on which the constitutions of civilizations based, To express the roles of cultures, believes and traditions in the constitution of an civilization, To establish a connection between the comprehensions of civilizations and the solutions of social problems. Agricultural revolution, rise of the first civilizations in Near East and Asia, birth and development of Greek and Hellenistic civilization, Roman civilization, birth and development of Islamic civilization, Middle age, Renaissance and Reformation in the West, political, social and economic changes during the Enlightenment and afterwards modern civilizations.

**E-TICKETING I**

Electronic ticketing allows computerized storage of a passenger's flight coupons by an airline. Instead of printing flight coupons the information is sent to the airline and stored in a database until the passenger checks in for his flight. This course is designed to give a comprehensive understanding of electronic ticketing, including guidelines for electronic ticketing, e ticket itinerary receipts, and recent enhancements.

**E-TICKETING II**

Informing students on the implementation of aviation information systems and gaining system experience to adapt to the business life. Aviation fundamental concepts, terms and definitions, integrating the business processes by supporting with examples in AMADEUS system.

**GROUND OPERATION MANAGEMENT**

This course gives a brief description of general weight and balance awareness covering terminology, definitions of terms, operational codes, abbreviations, aircraft balance principles, consequences of improper aircraft loading, aircraft structural load limitations, unit load devices, bulk hold loading, load sheet, NOTOC (Notification To Captain), Loading Instruction Report and Loading messages.



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**AVIATION LAW AND REGULATION**

The course emphasizes the branch of law and regulation that concerns aviation operations. Beginning with regulatory authority and source, the course develops an understanding and awareness of both the direct operational aspects of regulations and the commercial considerations that they demand. The implications of the Civil Aviation Act, Civil Aviation regulations and orders on such operations are described.

**CATERING MANAGEMENT**

This course emphasizes industry standards, practices, and terminology as they apply to off-premises and banquet catering. It provides comprehensive coverage of all essential aspects of contemporary in-flight food service operations, including: contract management, airline/caterer interface, passenger behaviour and appetite, onboard equipment and facilities, quality assurance, food safety and sanitation.

**AIR PASSENGER HANDLING MANAGEMENT**

This course gives a brief description of passenger check-in policies and procedures. The contents covers passengers requiring special handling, passenger ticket, free baggage allowances, Dangerous Goods Regulations, cabin seating considerations, security regulations, handling and boarding of weapons, Load Control consequences, coordination, and procedures about Departure Control System.

**DANGEROUS GOODS & SERVICES**

The aim of this course is to teach the general philosophy of dangerous goods transportation and identify and classify Dangerous Goods. With these course students will be aware of provisions for DG in baggage of passengers and crew and be familiar with Dangerous Goods emergency response procedures. Basis and Philosophy of Dangerous Goods Regulations; Responsibilities; Limitations; Limitations for Passenger and Crew; Limitations for Passenger and Crew; Classification; List of Dangerous Goods; Packaging; Marking and Labelling; Loading and Storage.

**TERMINAL MANAGEMENT**

The training modules for this programme are as follows: Introduction to International Trade Logistics, The Role of Ports and Terminals, Terminal Operations, Health, Safety, Security and environmental Management, Terminal Labour and Human Resource Management, Management of Terminals, Economics of Terminal Operations, Managing and Motivating People, Legal issues for Terminals, Negotiating, Drafting and Managing Contracts, Managing Projects.

**RAMP MANAGEMENT**

The aim of this course is to teach ramp operation environment. With this course student will be able to understand how different airport departments work interdependently and they will learn aircraft ground servicing procedures: from loading, cabin cleaning and presentation to aircraft push back. The function of Airport Ramp Services; How an airport works; other airport functions; Introduction to Aircraft; Traffic Load; Aircraft Turnaround Ground Handling/Service Plan; Turn Round Coordination; Aircraft Catering, Cleaning, De-icing; Introduction to Dangerous Goods and Hazardous Materials; Narrow and Wide-bodied Aircraft Handling and Loading; Documentation of Ramp Operation; Aviation Security measures related to ramp services.



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**AIR CARGO MANAGEMENT**

The purpose of this course is to teach students the scope and the importance of air transportation systems by introducing the basics of transportation. Introduction to Air Cargo; Use of Air Cargo Guides; Aircraft Characteristics and Loading Limitations; Aircraft Structure; Cargo Acceptance; Types of Cargo; Handling Facilities; Cargo Automation; Air Cargo rates and Charges; The Airway Bill- Completion; Acceptance procedures for general and special cargo; Charges Collect and Disbursement; Competition Fees of Airways Bill.

**INTERNATIONAL AVIATION CONFLICTS**

The aim of this course is to enable students to understand the nature of conflict and effectively handle conflict situations through deploying appropriate methods. The units in the course do this through the definition and explanation of varying techniques, schools of thought, and a thorough exploration of the concepts involved.

**SUPPLY CHAIN MANAGEMENT**

The aim of this course is to understand supply chain policy and strategy development and theoretical explanation perspective.

**INTRODUCTION TO BUSINESS ADMINISTRATION**

The main aim of the course is to define the basics of Business Administration and to give clue to students about the factors of business life. Content of the Lesson is the basic Business and Organization subjects will be taught to the students.

**AVIATION REGULATION & LEGISLATION**

The course emphasizes the branch of law and regulation that concerns aviation operations. Beginning with regulatory authority and source, the course develops an understanding and awareness of both the direct operational aspects of regulations and the commercial considerations that they demand. The implications of the Civil Aviation Act, Civil Aviation regulations and orders on such operations are described.

**AIR CARGO HANDLING**

Air Cargo Handling training provides students with a solid foundation in accepting, handling, and shipping all types of goods. Course focus on best practices and change management to help you adapt to the increasingly complex air transport environment. They help you enhance students' skills and knowledge in a wide range of relevant topics, such as: regulations, safety, special cargo, strategic management and finance.

**AIRCRAFT WEIGHT & BALANCE I**

Learn the theories and principles of weight and balance. This course prepares students for the Load Controller certification. Understand the basic principles of flight related to aircraft weight and balance become familiar with terms used in the field Understand and identify the various weights used in the compilation of a load-sheet Construct indexes and understand their use. Become familiar with the design of trim charts. Review the standard IATA manual load-sheet and drop line.

**AIRCRAFT TURNAROUND COORDINATION**

This course aims to learn the essential technical aspects of aircraft handling to optimize usage of ground service equipment and manpower. Ensure safe aircraft and ground operations by cultivating a safety culture within apron. Manage the full turnaround of aircraft, coordinating resources and processes.



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**WAREHOUSE MANAGEMENT**

This course aims to learn the concepts necessary to address modern warehouse trade-offs between space and time in optimizing and managing your warehouse. Management of warehouse fundamentals: Space and time (labor hours) Storage policies, dedicated and shared, and their use Warehouse analytics, how to discover opportunities for improvement through data-mining. It also provides a base to understand pallet operations and the layout. How to size and stock a forward area for split-pallet picks.

**COMMUNICATION & DIALOGUES IN AVIATION**

English Language Training designed specifically for the aviation industry

**ARABIC IN BUSINESS LIFE**

The aim of this course is to give a basic skills of speaking, writing and understanding Arabic Language in aviation business life.

**PRINCIPLES OF MARKETING**

This course centres on an analysis of the movement of goods from producers to consumers stressing an understanding of channels of distribution, the various marketing functions, marketing management, and the solution of marketing problems. Students will gain an understanding of not only the role of marketing in the firm, but also the function that marketing serves for society in general.

**STOCK CONTROL & INVENTORY MANAGEMENT**

Inventory Management & Stock Control represent key components of the total operations management of a company or organization, as well as a major area for potential cost reductions. This course examines how inventory management, stock control, as well as warehousing, handling, and information systems are integrated within the supply chain management process, and how they can be better integrated with other areas of a company - production, marketing, finance - in order to deliver significant results.

**INFORMATION SYSTEMS AND APPLICATIONS IN AVIATION**

The overview of management information systems (MIS) within a business context is the primary approach of the course. The essential topics: MIS theory and practice as they relate to management and organization theories; current trends in MIS; managerial usage of information systems; computer hardware, software, and telecommunications; functional information systems; systems development process; the role of microcomputers and the inherent management problems involved in the implementation and control of such systems.

**OPERATION MANAGEMENT IN AVIATION**

This course focuses on management and operation of public use airports. Topics covered include traffic forecasting, sources of revenues and expenses, management of passenger and cargo terminal buildings, ground handling of passengers and baggage, ground access systems, and the regulations dealing with airport operations. Current problems with environmental impact, land-use planning and control, airport capacity and delay, public relations, airport finance, airport privatization, liability, and economic impact are discussed.



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**CURRENT ISSUES IN AVIATION**

The course emphasizes rather than focusing narrowly on a particular function of an aviation enterprise, it will be built on analysing every aspects of aviation sector together throughout to observe and evaluate the big-picture for success. To achieve these purposes, the course will evolve around theoretical and practical base simultaneously. The course will be supported by academic researches, media and aviation websites... The practical part is all about acquiring deep insights into the determinants of business success from specific cases; Consolidation in Europe, The impact of hub buster new generation aircraft on business models, EU-US aviation trade confrontation issues, Problems in the Aviation service value chain and recent developments in the aviation field of Turkey.

**CORPORATE COMMUNICATION**

This course provides students with a broad understanding of all the disciplines that may fall within the corporate communications functions. To course specifically teaches how to strategically use a wide range of channels and tools to analyse and define the distinctiveness of the business, to help shape, promote and protect a company or organization's message, stakeholders and reputation within the perspective of theoretical and practical approaches.

**AIR PASSENGER BEHAVIOR AND COMPLAINT MANAGEMENT**

An analysis of the socio-psychological foundations of consumer behaviour including personality differences, needs and wants, status symbols, social change and mobility, and fads and fashions. Consumer spending and saving habits, product preferences, leisure-time patterns, shopping behaviour, and motivation research also are examined for their impact on advertising, selling, and marketing management. The course also concentrates on managing the expressed articulations of dissatisfaction of consumers; solve and convert aroused dissatisfactions to build a strong bond.

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**E-COMMERCE**

The course provides the tools to design and implement a comprehensive e-business strategy that strives to fully integrate information technology applications. The course also aims to create a top level of business plan for an online business and to learn how to attract investors and launch a business in Internet. The focus is primarily on management issues rather than the technical side of business.

**FOREIGN LANGUAGE**

The course is determined with selective foreign languages such as Spanish, German, Italian, French, Russian, etc...Students will practice pronunciation of sounds that are difficult for foreign speakers. Students will work on improving their hearing and understanding of spoken and written languages. Students will study conversational techniques and practice these techniques through structured dialogs.

**ENTREPRENEURSHIP**

Basic concepts in entrepreneurship, types of entrepreneurship, how to integrate constituents of entrepreneurship with marketing strategies, business plan creation, investor processes, legal regulations, business models, entrepreneurship strategies, the art of brand positioning, analysis of global and national case studies will be covered in detail.

**CONTEMPORARY ISSUES IN FINANCE AND ECONOMICS**

This course provides an introduction to the theory, the methods, and the concerns of business finance. The main topics include; operation of financial system, the time value of money, financial statement analysis, and effective policy decisions in terms of financing, investment and dividend.

**SOCIAL RESPONSIBILITY AND ETHICS IN MANAGEMENT**

The course provides a comprehensive inquiry into the major components of social responsibility and study of moral and ethical issues that relate to problems in business. Focus will be on the economic, legal, political, ethical, and societal issues involving the interaction of business, government, and society. A part of the course will proceed mainly on theoretical discussion of practical issues, dilemmas, and case studies.

**ORGANIZATIONAL BEHAVIOUR**

Organizational behaviour is the scientific study of the behavioural processes that occur in work settings and how individuals relate in the workplace, how group and organizational structures affect individual behaviour. The course will provide students with a foundation of fundamental skills they will need for understanding/diagnosing and managing organizational behaviour. Topics include employee perception, motivation, satisfaction, understanding management of teams, managing conflict, and negotiation, analysis of the dynamics of organizational culture, change, and stress.



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**TOTAL QUALITY MANAGEMENT**

This course will provide the student with the underlying principles and techniques of Total Quality Management (TQM) with emphasis on applications to the organizations. The course will develop a working knowledge of the best practices in Quality and Process Management. Students will learn to view quality from a variety of functional perspectives and in the process, gain a better understanding of the problems associated with improving quality, also quality tools utilized in service and environment. The course aims to impart knowledge on the quality management process and key quality management activities. Specifically, it aims to: Compare and contrast the tools used in quality management, understand the concepts of customer's value, discuss the emerging tendencies toward global competitiveness, to review and develop six-sigma management and its tools. Demonstrate how to design quality into product and services, describe the importance of developing a strategic plan for Total Quality Management and discuss the importance of "benchmarking", as a means of identifying the choice of markets.

**INTERNATIONAL BUSINESS**

Overview of the unique problems faced by firms engaging in international activities; the importance of understanding the foreign economic, social, political, cultural, and legal environment; the mechanics of importing and exporting; joint venture, franchising, and subsidiaries, international dimensions of management, marketing and accounting, international financial management; the special problems of multi-national corporations; recent problems of the international economic system; country-risk analysis; the increasing use of counter trade.



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