



Tilmann's Monthly Newsletter November 2014

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“A Smooth Sea Never Made A Skilled Sailor”

English Proverb

1. Master Program Aviation Management at London City University

Clayton Christensen, Harvard Professor, known for his theory on ‘Innovator’s Dilemma and Disruptive Innovation’, stated in an Business Insider interview (<http://www.businessinsider.com/clay-christensen-defends-disruption-theory-2014-10#ixzz3HTnvNSKS>) that Universities are in a crisis and many will cease to exist. It seems to be a new trend among the Generation Y (Millennials) to get their bachelors degree and get to work, enjoy life, and care less about further academia, a Masters degree or a PhD. The Masters programs of the University are seeing lower student numbers and the MBA programs need to adjust to a very competitive market.

We will have to adopt modern teachware in our masters program. Taking the average student’s available time into account along with many students’ need to stay in a paid job, the program must offer a complex availability of distant learning modules, as well as accessibility via webcasts, blogs and other social media. A new type of adult teachware is Coursera, which teaches academia via the web. Most PhDs are written outside the university now, the supervisor can be anywhere in the world. The universities have to adjust, the classroom is at home, new IT technology gives you all options.

At the City University London, we enjoy the best of both worlds, a lively undergraduate school paired with the traditional post-graduate studies, but new ways are looked at.

In the MSc programs for aviation professionals, you can improve your career opportunities by joining the 3 year part-time MSc program at the London City University, which is mostly studies at home or during the many hotel layovers constituent to pilots’ and other flying professionals lives’. A highly web-based interactivity is a key requirement to open the classroom to all students.

We offer 3 different degrees, a Master of Air Transport, a Master of Aircraft Maintenance and a Master of Air Safety. Each degree has 3 core modules and 5 electives out of a host of industry-focused subjects geared towards improving management skills and industry knowledge. All lectors are industry leaders with long standing experience in their field of teaching. The 3 day onsite days

for every module are taught both in London and Dubai, where we have a modern campus within the the fanatical center DIFC.

The degree is completed with an academic dissertation about a topic of choice, which requires a substantial effort but makes an important addition to any CV since it is a written presentation about an industry topic that leads to conclusions and recommendations for future industry developments.

For details regarding our MSc Air Transport Management programs, please visit the University website (<http://www.city.ac.uk/courses/postgraduate/air-transport-management>). Enrollment is possible year round; a bachelors degree is not required for industry specialists who hold a commercial license (Pilots, Engineers, ATC Controller, etc) and have a minimum of 2 years aviation experience.

2. Associations

How many associations are you part of?

It seems that most associations have only two functions, to publish a monthly magazine (who reads it?) and an annual convention (do you ever go there?). Too much printed material for your paper waste and too many conventions with boring content and bad catering. I remember when doctors were the focus group of convention tourism to islands or other beautiful vacation sites, all-the-while allowing tax deductions for professional training.

Conferences are important, as a venue for continuous exchange and networking. But a successful association does not rely on the once-a-year meeting, or the one-way service of emails and magazines. It needs a forum for interaction, blogs, webcasts, and web conferences, so continuous exchanges regarding the industry can take place. For the members it must become meaningful and important to stay active in the blog or other community activities. In the US, churches are widely successful as they offer a sense of belonging, a meaningful center for weeknight and weekend activities. For others, social media platforms or blogs become the communication center. Associations need to adjust to this trend.

Most Associations need counseling!

4. Saudi Airshow in Dammam 22-26 March 2015

tiansalo, in cooperation with hogrefe consult in Berlin, has been engaged by the organizer of the first airshow in Saudi Arabia to market the event and sell exhibition halls, chalets and aircraft stands, as well as all accompanying advertising opportunities. As Saudi Arabia is opening up for private investors, it has an urgent need to improve its air and space industry, including all related products and services. This first of a bi-annual airshow (next in 2016/17) is receiving great interest. For more details see www.saudiairshow.com and contact us for your personal information.

Contact us!

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