



Elevating Aviation Education: Introducing the GreyBird Pilot Academy BBS Degree in Collaboration with SETU Carlow.

At GreyBird Pilot Academy, we have always been committed to providing our students with the highest quality education, emphasizing safety, compliance, and excellence in aviation.

In our ongoing efforts to offer the best career opportunities for our students, we are thrilled to introduce a new and exciting extension to our pilot training program. Through a strategic partnership with South East Technological University (SETU), Ireland, we now offer our students the opportunity to earn a Bachelor of Business in Aviation Management (BBS) degree.

This program is designed to complement their aviation training and prepare them for leadership roles within the industry.

The BBS degree extension adds an additional year to the standard pilot education, integrating a robust curriculum that covers essential business management and aviation-specific topics.

This innovative program ensures that our graduates are not only highly skilled pilots but also possess the business acumen necessary to excel in various roles within the aviation sector. The additional year can be completed after finishing the pilot education, even if the student has already secured their first job as a First Officer. The degree awarded is a Bachelor of Business in Aviation Management.



Program Overview

The BBS program is carefully structured to provide a balanced mix of theoretical knowledge and practical application. The program spans three years, with each academic year requiring an investment of €4950.

Study Format

- **Physical Attendance in Carlow:** Each semester, students will attend one week of intensive, full-day classes at SETU Carlow campus. This immersive experience allows students to engage directly with expert faculty and peers, facilitating deep learning and valuable networking opportunities.
- **Video Lessons:** Following the week in Carlow, students will participate in scheduled video lessons from GreyBird's theory bases. These lessons, conducted in a classroom setting, are three hours each and are designed to reinforce the material covered during the physical sessions.

Comprehensive Curriculum

The BBS degree program offers a wide-ranging curriculum that covers key areas of business management, all tailored to the unique needs of the aviation industry. The topics include:

Semester 1:

Management: Students will gain a thorough understanding of management principles and practices applicable across various business environments.

Project Management & Communications: This course focuses on developing the skills needed to manage projects effectively and communicate professionally in the business world.

Introduction to Research Methods: Students will learn essential research techniques and methodologies applicable to both aviation and business contexts.

Semester 2:

Introduction to Health & Safety and Safety Management Systems: This course provides a solid foundation in health and safety protocols, crucial for maintaining high standards in aviation.

Introduction to Business Finance: Students will be introduced to the fundamentals of financial management, with a focus on aviation-related financial decisions.

Introduction to Marketing: This course covers the basics of marketing principles, preparing students to develop and implement effective marketing strategies.

Semester 3:

Logistics Management: Students will explore the complexities of logistics within the aviation industry, learning how to optimize supply chain operations.

Quality Management & Control: This course emphasizes the importance of maintaining high quality standards and implementing control mechanisms in business processes.

Business Law: Understanding legal frameworks and regulations is crucial in aviation. This course covers key legal principles relevant to business and aviation.

Semester 4:

Negotiations & Conflict Resolution: Students will develop critical skills in negotiation and conflict management, essential for resolving disputes in a professional setting.

Incident Command & Risk Management in Operational Environment: This course focuses on managing risks and commanding operations in high-pressure situations, particularly in aviation environments.

Semester 5:

Human Resource Management: Students will learn the fundamentals of managing human resources, including recruitment, training, and performance management.

Marketing Management: Building on the introductory marketing course, this class delves deeper into strategic marketing management, with a focus on aviation.

Aviation Case Studies: Students will analyze real-world case studies to apply their knowledge in practical aviation scenarios, enhancing their problem-solving skills.

Semester 6:

Organisational Behaviour: This course explores the dynamics of organizational behavior, helping students understand how to manage teams and improve organizational effectiveness.

EU Aviation Policy: Students will gain insights into the regulatory environment of the aviation industry within the European Union, a critical aspect for anyone pursuing a career in aviation.

Aircraft Acquisition & Finance: This course covers the financial and strategic aspects of acquiring aircraft, a significant investment decision for aviation businesses.

Business Continuity and Project Management: Students will learn how to ensure business continuity and effectively manage projects, preparing them for leadership roles in the aviation industry.

Benefits of the Program

Holistic Skill Development

The BBS program at GreyBird Pilot Academy equips students with both technical and business skills, making them versatile professionals ready to take on various roles within the aviation sector. Graduates will be well-prepared for positions in management, consultancy, and beyond, thanks to the comprehensive curriculum that bridges aviation and business education.

International Exposure

Our partnership with SETU provides students with an international perspective, enhancing their education through exposure to different cultures and approaches. This global experience will be invaluable as they embark on careers in the international aviation market.

Enhanced Career Opportunities

Graduates of this program will have a distinct advantage in the job market. The combination of a pilot's license and a BBS degree will open doors to leadership roles and positions that require both aviation expertise and business management skills.

Cost and Logistics

The total cost for the BBS program is €4950 per year, for three years. This fee covers all tuition, course materials, travel, and accommodation expenses for the weeks spent in Carlow, Ireland. GreyBird Pilot Academy handles all logistical arrangements, including airfare and accommodation.

