AVAT13020 *Aviation Strategic Management*
Term 1 - 2026

Profile information current as at 22/01/2025 08:47 pm

General Information

Overview

Aviation Strategic Management will provide you a comprehensive overview of current strategic challenges and measures required to meet those challenges in a dynamic aviation industry. It will also provide you with an opportunity to integrate various aspects of aviation management you have studied in your course into the process of developing a strategic plan for an aviation organisation such as alliance management and formation, strategic issues for air freight carriers and airport companies, as well as environmental analysis in the global aviation industry. You will learn the tools needed to perform a detailed strategic overview of an aviation-related business including strategic positioning, developing competitive strategy and managing strategy execution.

Details

Career Level: *Undergraduate*
Unit Level: *Level 3*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Students must meet all requisites: 1. AVAT11008 Introduction to Aviation Management, AVAT12018 Air Freight Transportation, AVAT12022 Airport Management; AND 2. AVAT11013 Introduction to Aviation OR AVAT11002 BasicAeronautical Knowledge.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 1 - 2026

- Cairns
- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.
This information will be available on Monday 12 January 2026

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 12 January 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.