

BACHELOR OF BUSINESS ADMINISTRATION in AVIATION AND GROUND HANDLING (BBA)

BISHOP HEBER COLLEGE (Autonomous)

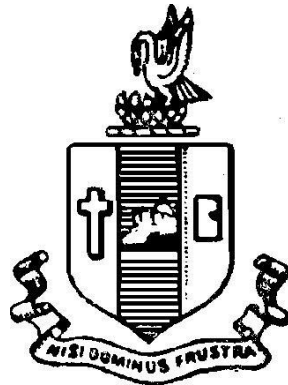
Affiliated to Bharathidasan University

Nationally Reaccredited with 'A' Grade by NAAC with a CGPA of 3.58 out of 4

Recognized by UGC as "College of Excellence"

Tiruchirappalli– 620017

South India



SYLLABUS

2023 - 2024

(Admitted Students)

PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

VISION

World class business school with satellite campuses across the globe and to cater to all who strive to become management professionals.

MISSION

- Provide quality management education to students who aspire to become future managers and entrepreneurs.
- Bring total transformation in their personality to perform effectively and efficiently in corporate world.

B.B.A., AVIATION AND GROUND HANDLING

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., <u>AVIATION AND GROUND HANDLING</u>
Programme Code:	B.B.A., <u>AVIATION AND GROUND HANDLING</u>
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one’s views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan,</p>

execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for

	participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations.

The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.

- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – CC IX	4	5	6.1 Cour CC X
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Cour CC X
1.3 Core Course – CC I	5	5	2.3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Cour CC X
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 E -VII Disci Speci
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 E VIII Disci Speci
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Exter Activ
1.7 Skill Enhancement –(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Profe Comp Skill
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2		
	23	30		23	30		22	30		25	30		26	30	
Total – 140 Credits															

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2

	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	26
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	140

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Sem.	Part	Course	Course Title	Course Code	Hours / week	Credits	Marks		
							CIA	ESE	Total
I	I	Language I	பொதுத் தந்தை I	U23TM1L1	6	3	25	75	100
	II	English I	Prose and Short Stories	U23EG1L1	6	3	25	75	100
	III	Core I	Introduction to Airport Management		5	5	25	75	100
		Core II	Business Management Theory		5	5	25	75	100
		Elective I	Introduction to Accounting		4	3	25	75	100
	IV	SEC I	Introduction to Airline		2	2	25	75	100
		FC	Familiarization of Airport and Aircraft		2	2	100	--	100
					30	23			
II	I	Language II	பொதுத் தந்தை II	U23TM2L2	6	3	25	75	100
	II	English II	Poetry and Shakespeare	U23EG2L2	6	3	25	75	100
	III	Core III	Airport Ground Handling Management Practical		4	2	40	60	100
		Core IV	Organizational Behavior		5	5	25	75	100
		Elective II	Flight Operations Management		5	5	25	75	100
	IV	SEC II	Introduction to Aircraft		2	2	25	75	100
		SEC III	Air Hostess And Hospitality Management		2	2	25	75	100
					30	22			
III	I	Language III	பொதுத் தந்தை III	U23TM3L3	6	3	25	75	100
	II	English III	One Act Plays and Abridged Novel	U23EG3L3	6	3	25	75	100
	III	Core V	Radio Communication		5	5	25	75	100
		Core VI	Air Regulation and Air Traffic Management		5	5	25	75	100
		Elective III	Principles of Management		4	3	25	75	100
	IV	SEC IV	Entrepreneurial Skills		1	1	25	75	100
		SEC V	Principle of Travel and Tourism Operations		2	2	25	75	100
EVS				1	--	--	--	--	
					30	22			
IV	I	Language IV	பொதுத் தந்தை IV	U23TM4L4	6	3	25	75	100
	II	English IV	Language through Literature	U23EG4L4	6	3	25	75	100
	III	Core VII	Aviation Meteorology		5	5	25	75	100
		Core VIII	Aircraft Maintenance and Crew Management		5	5	25	75	100
		Elective IV	Financial Management		3	3	25	75	100
	IV	SEC VI	Life Skills		2	2	100	--	100
		SEC VII	Service Learning		2	2	100	--	100
EVS				1	2	25	75	100	
					30	25			
V	III	Core IX	Dangerous Goods and Cargo Management		5	4	25	75	100
		Core X	General Air Navigation Management		5	4	25	75	100
		Core XI	Customer Service Management		5	4	25	75	100

		Core XII	Airport Infra structure Management		5	4	25	75	100
		Elective V	Entrepreneurship Management		4	3	25	75	100
		Elective VI	Business Statistics		4	3	25	75	100
	IV	VLO	Value Education		2	2	25	75	100
		Core Internship	Internship/Industrial Training Programme		--	2	100	--	100
					30	26			
VI	III	Core XIII	Aviation Logistics and Cargo		6	4	25	75	100
		Core XIV	Airline Marketing Management		6	4	25	75	100
		Core XV	Customer Relationship Management		6	4	25	75	100
		Elective VII	Service Marketing		5	3	25	75	100
		Elective VIII	Travel Agency Operation		5	3	25	75	100
	IV	PCS	Professional Competency Skill		2	2	25	75	100
		Extension Activity	Extension Activities		--	1	--	--	--
					30	21			
					Total Credits :		140		

*Second year Vacation Internship -45 hours - 2 credits

Semester - I

Part	Course	Course Title	Course Code
I	Language I	□□□ □ □ □□ □□ □□□ I	U23TM1L1
II	English I	Prose and Short Stories	U23EG1L1
III	Core I	Introduction to Airport Management	U23AG101
	Core II	Business Management	U23AG102
	Elective I	Introduction to Accounting	U23AG1:A
IV	SEC I (NMEC)	Introduction to Airlines	U23AG1E1
	FC	Familiarization of Airport and Aircraft	U23AG1N1

CORE PAPER – I INTRODUCTION TO AIRPORT MANAGEMENT

Semester-I

Credit: 5

Course code : U23AG101

Hours : 5

Course Objective:

- To acquire basic understanding of the layout of an Airport; its buildings, facilities, installations and their functioning.
- Understand the basic about the markings and signage within an airport and their meaning
- Classify the different organization works together for safe conduct of flight

COURSE OUTCOMES

- Understand about aviation history and terminologies
- Have good idea about buildings and installation.
- Study the importance of Air Traffic Control.
- Understand about various Organisations in aviation.
- Explain the basic about RADAR principle

UNIT -I BUILDINGS & INSTALLATIONS:

Terminals, Security, Apron, Hangar, Taxiway, Runway, Fire Station, Airport Vehicles, Fuel depot.

UNIT- II MARKINGS & LIGHTINGS:

RWY & TWY markings, Lightings, Signboards, Declared distances, PCN, Lighting system, Aerodrome Beacon, Obstacle Lighting & Marking

UNIT -III FACILITIES & EQUIPMENTS:

Navigational facilities: VOR, NDB, DME; Surveillance equipment: Primary Radar, SSR, Surface Movement Radar, ADS; GPS, VHF antennae, ILS

UNIT -IV AIR TRAFFIC CONTROL:

ATC Units, Concept of FIR, Role of FIC, Roles of Tower & SMC Controllers, Flight Plan, Flight Dispatch, ATC briefing

UNIT -V IMPORTANT ORGANIZATIONS:

Ministry of Civil Aviation, ICAO, DGCA, AAI & its wings, BCAS, CISF, MLU

TEXT BOOK:

1. ICAO Annex 14 Volume 1 Aerodrome Design and Operations
2. Civil Aviation Requirements Section-4, Aerodrome Standards; Air Traffic Services.

REFERENCE BOOK:

1. Airport planning and design
2. Airline and airport operation
3. Planning and designing of airport

E- REFERENCE:

1. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf&ved=2ahUKEwivm7-ihb74AhVJt1YBHbpOA-MOFnoECAOOAO&usg=AOvVaw0jfVZoueHvonyoUnSNV9wl>

CORE PAPER - II BUSINESS MANAGEMENT (Theory)

Semester - I

Credit: 5

Course Code: U23AG102

Hours : 5

Course Objectives:

- On successful completion of this course, the students should understand the basic concepts...
- Understand basics about a business organization and its various forms
- Understand the nature and principles and functions of management process

COURSE OUTCOMES:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical force on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved business situation and logically articulate own position on such issues
- Explain how organization adopts to an uncertain environment and identify techniques managers' use to influence and control the present scenario.
- Practice the process of management functions.

Course Content:

UNIT-I:

Business - Meaning - Business and profession, requirements of a successful business - Organisation - meaning - importance of business organisation. Forms of business Organisation -Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies – Cooperative Organisations – Public Utilities and Public Enterprises.

UNIT-II:

Nature and Scope of Management process – Definitions of Management – Management: A science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT-III:

Planning: Meaning and purpose of planning- Steps in planning - types of planning – Objectives and Policies –Decision making - Process of Decision making –Types of Decisions.

UNIT-IV:

Organizing: Types of organisation –Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and Centralisation - Line and Staff relationship Staffing: Sources of recruitment-Selection process-training.

UNIT- V:

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination -meaning and importance of controls - control process - Budgetary and non-Budgetary controls – Modern trends in Management Process-case studies.

TEXT BOOKS:

1. Dinkar Pagare, Principles of Management, Sultan Chand & Sons, 23 Daryaganj, New Delhi, (fifth thoroughly Revised Edition 2013).
2. L.M.Prasad, Principles and Practice of Management, Sultan Chand & Sons, 23Daryaganj, New Delhi, edition

REFERENCE BOOKS:

1. P.C.Tripathi&P.N.Reddy, Principles of Management, Tata McGraw – Hill Publishing Company Ltd, 7West Patel Nagar, New Delhi.(2008)/
2. C.B Gupta, Business Organisation, Sultan Chand & Sons, 23 Daryaganj, New Delhi,(Thoroughly Revised Edition) (2008).
3. Mitra, J.K, 2017, Principles of Management, Oxford University Press, New Delhi.

E - RESOURCES:

1. <https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/>
2. <https://www.lucidchart.com/blog/types-of-organizational-structures>
3. <https://theinvestorsbook.com/techniques-of-controlling.html/>

ELECTIVE I - INTRODUCTION TO ACCOUNTING

Semester - I

Credit: 3

Course Code: U23AG1: A

Hours: 4

COURSE OBJECTIVES:

- Explain the concept and role of accounting and financial reporting.
- Explain the regulatory framework for the operation of accounting activities.
- Understanding of basic accounting concepts, principles and techniques of posting the transactions.

COURSE OUTCOMES:

- The students should have understood The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts
- The students develop conceptual understanding of the basic accounts system through book-keeping mechanism and to prepare financial statement
- The student will be able to recollect the meaning of various accounting concepts and prepare Ledgers, Trial Balance, and Balance Sheets.
- Recognize circumstances providing for increased exposure to errors and frauds.
- To make the students to acquire the skill to prepare the trial balance and final accounts.

UNIT- I:

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems -Subsidiary books - cash book – types of cash book - problems - purchase book - sales book – sales return and purchase return books.

UNIT-II:

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement– problems.

UNIT-III:

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT-IV:

Accounting for non-trading institutions-Income &Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation –problems(straight line method and written down value method only)

UNIT-V:

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20%and 80% respectively).

TEXT BOOKS:

1. Shukla, M.C., Grewal, T.S., & Gupta, S.C., 2014, Advanced accounts Volume I, Revised Edition, S.Chand, New Delhi.
2. Reddy, T.S., Murthy, A., 2012, Financial Accounting, Seventh Edition, Margham Publications, Chennai.

REFERENCE:

1. Jain, S.P., Narang, K.L., 2014, Financial Accounting, Twelfth Edition, Kalyani Publishers, Ludhiana.
2. Maheswari S.N., &Maheswari S.K., 2012, Financial Accounting, Fifth Edition, Vikas Publishing House Pvt Ltd., New Delhi.
3. Financial accounting - R.L Gupta and V.K Gupta, Sultan chand & Sons, New Delhi.

E - RESOURCES:

1. https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm
2. <https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf>
3. <http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf>

SEC – I - INTRODUCTION TO AIRLINE

Semester - I

Corse Code: U23AG1E1

Credit: 2

Hours: 2

COURSE OBJECTIVES:

- Explain roles, functional components, and competitive strategies of major US airlines, regional carriers and cargo operators.
- Identify roles and functions of airline ground, flight, maintenance, and management departments.
- Evaluate the impact of irregular operations (IrOps) on the national air transportation system

COURSE OUTCOME:

- Understand about the commercial foundation of the airline industry
- Apply key trends in today's industry environment, including: economic, political, demand and supply, revenue and cost
- Analyze the airline market and understand how to achieve profitability
- Understand how successful airline executives develop broad strategic plans using real-life examples
- Understand how leaders are developed and the tools they use to measure and improve performance

COURSE CONTENT

UNIT-I:

History and Evolution of flying-Basic principles of Flying-Atmosphere and its properties, Standard atmosphere

UNIT-II:

Classification of Aircraft/Airlines-Narrow Body- Wide body- Propeller Aircraft- Jet Aircraft-Supersonic-Scheduled -Non-Scheduled-Charter Flights

UNIT-III:

Major Components of an Aircraft-Engine-Propeller-Fuselage Tail-Rudder-Landing Gear

UNIT-IV:

Airline Organizational structure – Corporate Office – Regional Office- City office-Ticketing Agents

UNIT-V:

Airline Functional Structures - Engineering- Operation – Finance –Administration - Marketing- Customer relation

TEXT BOOKS:

1. Airline Operations and Scheduling 2nd Edition by Massoud Bazargan
2. Airline Operations and Management: A Management Textbook 1st Edition by Gerald N. Cook, Bruce Billig.

REFERENCE BOOK:

1. Airline Operations: A Practical Guide 1st Edition by Peter J. Bruce, Yi Gao, John M. C. King
2. Airline and Airport Operations – 1 January 2016 by EdissaUwayo
3. Airline Operations And Management A Management Textbook by Gerald N. Cook, Bruce G Billig

E- REFERENCE:

<https://www.himpub.com/documents/Chapter4975.pdf>

Foundation Course - Familiarization Airport and Aircraft

Semester - I
Course Code: U23AG1N1

Credit: 2
Hours: 2

Course Objective:

On Completion of this course, the student will be able to,

Course Out come

- Distinguish the different structure of aircraft according to its construction
- Compare the Aerofoil structure and explain the working principle of carburetor
- Interpret the working principle of landing gear and its associated system
- Explain piston engine and its related system
- Identify the various parts with in a Jet engine
- Define various terms related with piston engine

Course Content:

UNIT I – AIRCRAFT MODELS

Types of Airplane - Classification of Aircraft - Narrow Body - Wide body - Propeller Aircraft - Jet Aircraft - Supersonic - Scheduled - Non-Scheduled - Charter Flights

UNITII – AIRFRAME

Types of Fuselage- Various Wing Structures – Control Surfaces - Airframe

UNITIII – LANDING GEAR, WHEEL BRAKES

Main Landing Gears and different types of Shock Strut - Brake System.

UNIT I V – AIRCRAFT ENGINE (PISTON)

Piston engine components - Crankcase, Crankshaft, Camshaft, Bearings, Connecting Rod, Piston, Piston Rings, Turbo charging, Supercharging.

UNIT V – AIRCRAFT ENGINE (JET)

Propeller, Parts of Propeller, Types of Compressors - Axial, Centrifugal; Types of Combustion Chambers, gas turbine engine.

Text BOOKS:

1. Airframe and Power plant Mechanics Airframe Handbook (AC65 – 15A) by Shroff Publishers
2. Airframe and Power plant Mechanics Airframe Handbook (AC65 – 9A) by Shroff Publishers

Reference Book

1. Aeroplane Technical by Trevor Thom

E-Reference :

<https://www.howacarworks.com/basics/how-fuel-injection-s>

<https://www.thoughtco.com/different-types-of-jetengines-1992>

[https://en.wikipedia.org/wiki/Flap_\(aeronautics\)](https://en.wikipedia.org/wiki/Flap_(aeronautics))

Semester - II

Part	Course	Course Title	Course Code
I	Language II	□ □ □ □ □ □ □ □ □ □ □ □ I	U23TM2L2
II	English II	Poetry and Shakespeare	U23EG2L2
III	Core III	Airport Ground Handling Management Practical	U23AG2P3
	Core IV	Organisational Behaviour	U23AG204
	Elective II	Flight Operation Management	U23AG2:A
IV	SEC II	Introduction to Airport	U23AG2E2
	SEC III	Airhostess And Hospitality Management	U23AG2S3

Core III – Airport Ground handling Management (Practical)

Semester - II
Course Code: U23AG2P3

Credit: 5
Hours: 5

COURSE Objective:

On Completion of this course, the student will be able to

Course Outcome:

- Apply the previous knowledge in different scenario
- Experiment with manual flight planning & flight dispatch exercise
- Adapt to irregularity and handle the situation
- Take part in written and oral exam conducted by airline company
- Function as simulated flight dispatch operation
- Plan for diversion & rerouting

Course Content:

PRACTICAL EXERCISES – 1

10 Hours

- Integration of previously acquired knowledge and practical application in different scenarios
- Manual flight planning and flight dispatch exercises

PRACTICAL EXERCISES – 2 10 Hours

- Operational control and irregularity handling exercises
- Written and Oral exam preparation

PRACTICAL EXERCISES – 3 10 Hours

- Operations control and flight dispatch simulation
- Handling diversions and rerouting.

Text BOOKS:

ICAO Annex 14 Volume 1 Aerodrome Design and Operations.

E –Reference:

https://en.wikipedia.org/wiki/Flight_dispatcher

<https://www.firstflight.com/private-pilot-course/diversions-and-lost-procedures/>

https://www.skybrary.aero/index.php/Flight_Plan_Completion

Core IV – Organisational Behavior

Semester - II
Course Code: U23AG204

Credit: 5
Hours: 5

OBJECTIVES:

- Organizational behavior Specialists need a fundamental understanding of the interactions that occur among people in the work place.
- Organizational behavior provides the student with the tools to understand and evaluate individual, group and organizational processes.
- The student will also gain an appreciation of the relevance of the study of organizational behavior to the practice of human resource management.
- On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.
- To know Organizational Behavior, Nature, Contributing Disciplines of Organizational Behavior.

COURSE OUTCOMES:

- Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
- Assess the potential effects of organizational-level factors (such as structure, culture and change) on organizational behavior.
- Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior.
- Analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.

COURSE CONTENT:

UNIT-I:

Importance and scope of organizational psychology – Individual differences – Intelligence tests – Measurement of intelligence – Personality tests -nature, types and uses.

UNIT- II:

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation- techniques of motivation-Transactional Analysis-Brainstorming.

UNIT-III:

Job satisfaction - meaning - factors – theories - Management of job satisfaction -Morale-importance- Employee attitude and behavior and their significance to employee productivity-job enrichment-job enlargement.

UNIT– IV:

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation competition - conflict
- Types of Conflict – Resolution of conflict - Sociometry - Group norms -Role-Status – supervision style – Training for supervisions.

UNIT-V:

Leadership-types-theories - Trait, Managerial Grid, Fiedler contingency – Organisational culture, Organisational change-organisational effectiveness – Organisational development - Counselling and guidance Importance of counsellor- Types of counselling – Merits of counselling.

TEXT BOOKS:

1. Organizational Behavior – L.M. PRASAD, 5th Edition, SULTAN CHAND & SONS.
2. Organization Theory and Behavior – V.S.P. RAO & D.S. Narayana, 2nd Edition, Konark PublishersPrivate Limited

REFERENCES BOOKS:

1. Elements of Organizational Behavior – S.S. KHANKA, 2006 Edition, S.Chand & Company Ltd.
2. Organizational Behavior – Gupta CB, 2014, S.Chand
3. Organizational Behavior - K.ASWATHAPPA, 12th Edition, Himalaya Publishing House

Elective II – Flight Operation Management

Semester - II
Course Code: U23AG204

Credit: 3
Hours: 4

OBJECTIVES:

- Familiarise the student about flight operations officer, company structure and flight operational process.
- To know about the various duties and responsibilities of flight operations officer.
- Learn about the aircraft performance.

COURSE OUTCOME:

- Understand the basic roles and responsibilities of flight operations officer.
- Recognize duties of flight operations officer
- Understand about the aircraft performance.
- Perceive the idea of take-off and landing of aircraft.

COURSE CONTENT

UNIT-I FLIGHT OPERATIONS OFFICER:

Flight Operations Officer - Operations Control Office - Associated Duties and Responsibilities- Airline Company Structure - Operations Department - Flight Operational process description.

UNIT – II TAKEOFF & LANDING:

Take off performance and Limitations - Take off distance available - Take off run available - Accelerated stop distance available - Take off segments - Climb - Obstacle - Use of Runway Take off tables - Determination of maximum allowed take off mass - Landing performance and limitation - Landing Distance - Approach - Climb Limits - Phases of flight (climb, cruise, descent, effects of airplane mass on performance in different phases of flight) - Brake energy - Tire Speed limits - Drift down.

UNIT – III BASIC AERODYNAMICS:

Aerodynamic laws - Forces acting on an Aircraft - Bernoulli's Theorem - Primary Flight Controls - Secondary Flight Controls - Principles of Flight - Drag - Lift - L/D relation - Stability- Longitudinal Stability - Lateral Stability- Directional Stability - Centre of Gravity -C.G movement effects.

UNIT – IV BASIC FLIGHT PLANNING:

Introduction to flight planning - Route and profile planning - Time, Speed and Fuel calculations - Weather considerations - Aircraft technical status considerations.

UNIT – V DISPATCH RESOURCE MANAGEMENT:

Dispatch Resources – Error Management Techniques in dispatch environment- Communication, Leadership and conflict resolution -Decision making - Workload and stress management - Automation in FlightDispatch Environment.

TEXT BOOK:

1. R.K. Bali – Regulation
2. Groud studies for pilots - flight planning

REFERENCE BOOK:

1. Oxford - Flight performance and planning
2. Oxford – Aircraft General Knowledge
3. Oxford – Flight performance and planning

E- REFERENCE:

1. <https://www.rainierflightservice.com/businessdocs/flight-operations-manual.pdf>

SEC II – Introduction to Airport

Semester - II
Corse Code: U23AG2E2

Credit: 2
Hours: 2

OBJECTIVE:-

- To Introduce to the history of Airports
- students will be able to obtain the basic knowledge of airport planning and management
- develop technical skills for managing airport

COURSE OUTCOME:

- Basic knowledge of Airports and Aerodromes.
- To learn all Signals, Markings and Lightings.
- To understand the basic knowledge of Navigational aids.
- To learn the basic knowledge of Aeronautical Information Publication.
- To understand International Aviation Organization.

COURSE CONTENT:

UNIT-I:

History and Evolution of Airports. Airports and Aerodromes-Major Differences-Operational and Commercial activities

UNIT-II:

Classification of Airports-Military-Civil-Domestic-International-Cargo Airports-Private Airports **UNIT-III:**

Airports Infra Structures-Runway-Taxiway-Apron-Control Tower-Fire and Rescue-Radar

UNIT-IV:

Airport Organisation Chart-Corporate Office-Administration-Human Resource-Finance- Engineering Public Relation

UNIT-V:

Airport Economics – Airport Revenue – Airport Expenditure.

TEXT BOOK:

1. Air Regulations by R. K. Bali
2. Civil Aviation Requirements Section-4, Aerodrome Standards; Air Traffic Services.

REFERENCE BOOK:

1. Airport Planning and Management– 16 May 2011 by Alexander Wells, Seth Young
2. Airport Systems: Planning, Design, And Management 1st Edition by Richard de Neufville ,Amedeo Odoni
3. Airport Operations, Third Edition Hardcover – 1 Dec 2012 by Norman J Ashford, Pierre Coutu, John R. Beasley

E- REFERENCE:

1. <https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf>

Semester - II
Course Code: U23AG2S3

Credit: 2
Hours: 2

OBJECTIVE:

- Have basic knowledge about the cabin crew profession.
- Learn the roles and responsibilities of cabin crew.
- Have adequate knowledge about aircraft rules and regulations.

COURSE OUTCOME:

- Complete Knowledge of Cabin Crew & their Lifestyle
- Handle the Situation with calmness.
- Maintain the Comfort of Air Passengers.
- Rules and regulations to be followed as Crew Member
- Gain basic and adequate knowledge about aircraft rules and regulations.

COURSE CONTENT

UNIT-I CABIN CREW PROFESSION:

History & Origin of Cabin Crew Profession - Qualification and Training required- Key skills for Cabin Crew - Benefits & Challenges of working as Cabin Crew - Contents of Night kit.

UNIT- II CABIN CREW LIFESTYLE:

Cabin Crew makeup- Jewelry & Hygiene – Uniforms & Presentation - Personal Presentation when working as Cabin Crew- Living style - The work and Life balance.

UNIT-III HOW TO STAY HEALTHY:

Tips for Diet - Tips to keep fabulous hair styles - Tips to chose right skin care product - Best ways to Tackle Cabin crew tiredness.

UNIT-IV ROLE AND RESPONSIBILITIES AS CABIN CREW:

Overview Responsibilities - Senior cabin crew briefing - Documents to be collected before closing the aircraft doors - Galley checks - Pre Flight Safety Checks - Pre Flight Safety Demonstration - Role of Cabin Crew in various emergency - Cabin management.

UNIT-V RULES AND REGULATIONS:

Aircraft Rules 1937 - Duties of Pilot in Command -Aircraft rules 38(B) 1937 - Carriage of Cabin Crew- Flight Time- FDTL- CAR Sections- Succession of Command.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:** (i) Uniform (ii) Emergency practice (iii) Airport Visit (iv) Practice about Cabin Signal.

TEXT BOOK:

1. R.K.Bali – Navigation
2. Emmy arsonal – Airline cabin crew training manual

REFERENCE BOOK:

1. Ground Studies for Pilots - Navigation
2. Oxford – General Navigation
3. Airline Cabin Crew Training Manual by EmmyArsonvalManiriho

E- REFERENCE:

1. http://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/flight_attendant_-_lesson_1.pdf

Semester - III

Part	Course	Course Title	Course Code
I	Language III	□ □ □ □ □ □ □ □ □ □ I	U23TM3I3
II	English III	One act plays and fiction	U23EG3I3
III	Core V	Radio Communication	U23AG305
	Core VI	Air Regulation and Air Traffic Management	U23AG306
	Elective III	Principals of management	U23AG3:A
IV	SEC IV	Entrepreneurial skill	U23AG3S4
	SEC V	Principle of travel and tourism operation	U23AG3S5
	EVS	Environmental studies	U23AGT41

Core V – Radio Communication

Semester – III
Course Code: U23AG305

Credit: 5
Hours: 5

OBJECTIVE:

- To understand various aviation terminologies used in aviation telecommunication.
- Standard Universal Communication Procedures followed by different departments of Aviation.
- Understand different regulatory bodies responsible for Radio communication

UNIT-I **REGULATION:**

Duties of ITU, ICAO, AAI, WPC, ICAO Annexure, Spelling of Alphabets and Transmission of numerical, Aircraft Identification, Location Indicators, Flight Information Regions, Identification of Ground Services.

UNIT-II **RADIO PROPAGATION:**

- a. Relationship between wavelength, frequency and speed of light
- b. Frequency bands and ranges
- c. Ionosphere layers during day and night
- d. Mode of Propagation MF, HF and VHF & above
- e. Operation of Geostationary Satellites
- f. Operation of Polar orbiting Satellites
- g. Diving
- h. Skip Distance
- i. Choice of Frequencies during Day & Night

UNIT -III **PHRASEOLOGY:**

Phraseology used in Aeronautical Communication Services, Abbreviations used in Aeronautical Communication Services.

- (a) Distress
- (b) Distress Relay
- (c) Wrench
- (d) Direction Finding
- (e) Flight Safety
- (f) Metrological
- (g) Flight regulatory

UNIT –IV ‘Q’ CODES:

‘Q’ Codes used in Aeronautical Communication Services, QNH, QFE, Height, Elevation, Altitude, Flight Level

UNIT -V COMMUNICATION :

Terminal Communication & En-route Communication, NOTAM and SNOWTAM, Need of Primary and Secondary Frequencies.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned.

Practical: (i) Practical Code words practice (ii) Two way communication practice (iii) Case Studies about Contingency Plan. (iv) Viva.

TEXT BOOKS:

1. Radio telephony, K.D. Tuli
2. Radio telephony manual by R.K. Bali

REFERENCE BOOK:

1. Air Regulation by R.K Bali
2. Radio telephony for everyone; The wireless
3. Aviation Communication by TAVLIN, Routledge

E- REFERENCE:

1. [https://www.ealts.com/documents/ICAO%20Doc%209432%20Manual%20of%20Radiotelephony%20\(4th%20ed.%202007\).pdf](https://www.ealts.com/documents/ICAO%20Doc%209432%20Manual%20of%20Radiotelephony%20(4th%20ed.%202007).pdf)
2. http://files.fpz.hr/Djelatnici/ifrancetic/Radiotelephony-communications-1-handbook.pdf?fbclid=IwAR0lk3SbCL_Dr0RxtqFTGyCSsEq89LJL-4X1m3DxcgzGMSN17hMb4TQ7BU

COURSE OUTCOME:

- To learn basic regulations of Radio communications.
- To understand the basic knowledge of Radio waves and its Propagation.
- To learn Phraseologies used in Aviation sector.
- To learn about Aviation Code communications.
- To understand the Notices to Airmen.

Core VI – Air Regulation and Air Traffic Management

Semester – III
Course Code: U23AG306

Credit: 5
Hours: 5

OBJECTIVES:

- Know about the various Air Laws.
- Impart about the important documents and operations manual required.
- Understand about air traffic control and its services.

UNIT-I AIR LAW:

General- International Bodies - ICAO - FAA- EASA- IATA- DGCA- CAA- CHICAGO Convention and establishment of ICAO - WARSAW Convention - Freedom of the Air

UNIT-II AIR TRAFFIC CONTROL:

ATC Services (ATC, AIS/ARO, Segments and MODULEs, CLR, GRD, TWR, APP/DEP, ACC), Airspaces (airways, special use of airspace, airspace classification, flight rules) – ICAO -ATS flight plan- NOTAMS- Euro Control.

UNIT-III AIR TRAFFIC MANAGEMENT:

Air Traffic Management -ATC slots - Capacity Management -Airports - RVSM - Oceanic Control.

UNIT-IV IMPORTANT DOCUMENTS:

ICAO Annexes - Controlling States Roles, Regulations, Sovereignty, Power of Authority - European Union EASA - Operations and Standard - EU- OPSI- 1045 - OPERATIONS MANNUALPARTS A, B, C, D.

UNIT-V EMERGENCY PROCEDURES:

Introduction - Definitions of occurrence, incident and accident - Occurrence of Reporting - Operation procedures related to handling of emergencies - Role of flight dispatch/operations control handling of emergencies, incidents and accidents.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:** (i) ATC visit (ii) Different Signals sign practice (iii) Case studies about Air Laws (iv) Internship.

TEXT BOOK:

1. Understanding Air Traffic Control by DieudonneNdayizera
2. R.K.Bali – Air Regulations

REFERENCE BOOK:

1. ICAO Annex 11
2. A Study About Aviation Paperback by Rishiraj Singh Rathore – 18 August 2021
3. Indian Aviation Act 1934 by Ministry of Civil Aviation, Govt. of India

E- REFERENCE:

1. <https://apcae.files.wordpress.com/2009/05/doc-4444.pdf>
- a. <https://www.researchgate.net/publication/356715116> **DOMESTIC AIR LAWS IN INDIA**

COURSE OUTCOME:

- Gain knowledge about the various Air Laws.
- Know the important documents and operations manual required.
- Learn about air traffic control and its services.
- Have clear idea about air traffic management.
- Gain knowledge how Air Traffic are managed.

Elective III – Principals of management

Semester – III

Credit: 3

Corse Code: U23AG3:A

Hours: 4

Objectives

- To impart knowledge about evolution of management
- To provide understanding on planning process and importance of decision making in organization
- To learn the application of principles in organization
- To study the process of effective controlling in organization
- To familiarize students about significance of ethics in business and its implications.

UNIT I:

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches

UNIT II:

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III:

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT IV:

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V:

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Text Books:

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

E – Reference

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

SEC IV – Principles of Management

Semester – III

Credit: 1

Corse Code: U23AG3S4

Hours: 1

Objectives

- To impart knowledge about evolution of management
- To provide understanding on planning process and importance of decision making in organization
- To learn the application of principles in organization
- To study the process of effective controlling in organization
- To familiarize students about significance of ethics in business and its implications.

UNIT I:

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches

UNIT II:

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III:

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT IV:

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V:

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Text Books:

6. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
7. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
8. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
9. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
10. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

E – Reference

6. <https://www.toolshero.com/management/14-principles-of-management/>
7. <https://open.umn.edu/opentextbooks/textbooks/693>
8. <https://open.umn.edu/opentextbooks/textbooks/34>

9. <https://openstax.org/subjects/business>
10. <https://blog.hubspot.com/marketing/management-principles>

SEC V – PRINCIPLES OF TRAVEL AND TOURISM OPERATIONS

Semester – III2

Course Code: U23AG3S5

Credit: 2

Hours: 2

OBJECTIVES:

- To enable the students to learn the basics of Air travel and Tourism Aspects.
- The course also highlights the role of tourism as an economic intervention and its significance in economy.
- Course discusses the global nature of tourism and government support to it.

UNIT-I:

Travels and tourism-Principles–Scope and Operations-Perception of Travel world wide - Perception of Tourism world wide - India a tourist destination - Indian States, Capitals , Public holidays , Banks - Important Festivals and Tourist attractions - State Tourist Organizations - Important Travel Agents & Tour Operators

UNIT-II:

World Tourism - Important Countries/ Capitals / Currencies / Exchange - World Tourism Attractions-Indian Tourism–Types–Transportation Commercial Aviation-Air Taxi Operations-- Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. -IATA Geography and Global indicators Travel Agent Management-Travel Partners -

UNIT-III:

Hotels and Star Ratings, Resorts , Boarding and Lodging houses - Rating Systems and Classifications -Hotel Products , Facilities, Services, Room types, Bedding Types, Meal Plans - Cancellations, Currency Fluctuations and Commission Policies IATA Approved Travel Agency- Appointment and Control -Bank guarantee.

UNIT-IV:

A National security asset: importance of Air transportation –Airways–Development of the- IATA Billing and Settlement Plan- Credit Period - Customer Service-Service Provider- Training and Development of Travel agent-GDS. Aviation industry – Deregulation – Consequences of 9/11 to the industry–Emergency Funding– Protecting Public Air transportation. Hijacking– Security Measures–International Prospective–Trend begins–Diplomatic Conference on Air Law–Ministerial Conference on Terrorism – Financing of Terrorism – United Nations – ICAO/ECAC

UNIT –V:

Aircraft as Missiles: Early Hijackings – Terrorist Hijackings Spread – Initial Public response –Cockpit Doors – Profile of a Hijacker – Sky Marshal Program/Federal Air Marshal Program – History of Significant Air hijackings since 1972. Terrorism – Middle East – Rival Claims – Palestinian Liberation Organization – Abu Nidal– Hamas –Iranian Support of Terrorism – Hezbollah – Afghanistan: Osama Bin Laden – Europe – Japan – Peru – Russia – US – Domestic Terrorism – Nuclear Terrorism.

TEXT BOOK:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

REFERENCE BOOK:

1. An Introduction To Travel And Tourism Paperback – 1 January 2003 by Sushma Seth Bhat, PranNath Seth
2. TOURISM OPERATIONS AND MANAGEMENT–, 25 March 2009
3. Airline Airport & Tourism Management by Dr.SumeetSuseelan

E- REFERENCE:

<https://gacbe.ac.in/pdf/ematerial/18MTT12C-U1.pdf>

COURSE OUTCOMES:

- Appraise the positive and negative impacts of tourism destination development
 - Analyse a range of tourist needs and motivations to travel
 - Discuss the development of Tourism industry
 - Describe the role played by Government
- student can explain the importance to appreciate the socioeconomic, ecological impacts of tourism

ethods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	

Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	L	L	L	L	S	M	M
CO 2	M	S	L	M	M	S	S	M
CO 3	L	M	S	L	M	M	M	M
CO 4	S	L	S	M	M	M	M	M
CO 5	S	M	M	L	M	S	S	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Semester - IV

Part	Course	Course Title	Course Code
I	Language I	□□□ □ □ □□ □□ □□□ I	U23TM1L1
II	English I	Prose and Short Stories	U23EG1L1
III	Core VII	Aviation Meteorology	
	Core VIII	Aircraft Maintenance and Crew Management	
	Elective IV	Financial Management	
IV	SEC VI	Life Skills	
	SEC VII	Service Learning	
	EVS	Environment studies	

Core VIII – AVIATION METEOROLOGY

Semester – IV

Credit: 5

Course Code: U23AG407

Hours: 5

OBJECTIVE:

- To understand the various aspects of weather in aviation.
- To decode the aviation weather report
- To understand and expect the changes occurs in the surrounding atmosphere

UNIT-I THE ATMOSPHERE:

Composition, extent, vertical division, physical properties of air, atmosphere, pressure, temperature, density, humidity, Newton law of motion, Bernoulli's principles.

UNIT-II TEMPERATURE:

Vertical distribution of temperature, Transfer of heat, solar and terrestrial Radiation, Conduction, convection, Advection and Turbulence, Lapse rate, stability and instability, Development of inversions, type of inversions, temperature near the earth's surface, Surface effects, Diurnal variation, Effect of clouds, Effect of wind.

UNIT-III WEATHER:

Types of weather, Types of clouds, the danger of thunderstorm, The dangers of icing, the formation of ice, super-cooled water drops, clear ice, Rime ice, cloudy ice, hoar frost, structural icing.

UNIT-IV WEATHER FORECAST AND REPORTS:

Dissemination of weather information, AIR MET service, types of weather information, meteorological forecast, special forecast, aerodrome forecast, TAF, METAR, TRENDS, Cloud base, VFR- in flight weather report, ATIS.

UNIT-V SYMBOLS AND ABBREVIATIONS:

Symbols for significant weather on MET charts, weather abbreviations (Cloud Type), Cloud amount, CB amount, common MET abbreviations, CAVOK, TEMPO, lasting change, Synoptic charts, wind symbols, visibility.

TEXT BOOK:

1. Aviation meteorology by I.C Joshi
2. Ground studies for pilots – Aviation Meteorology

REFERENCE BOOK:

1. Oxford - Meteorology
2. The Air Pilot's Manual, Vol 2, Peter. D. Godwin
3. From the Ground up.

E- REFERENCE:

1. https://mausam.imd.gov.in/imd_latest/contents/pdf/aviation_sop.pdf
2. <https://groundschool.weebly.com/uploads/2/3/6/7/2367787/2-aviationweather.pdf>

COURSE OUTCOME:

- Student will understand the importance of weather conditions in Aviation.
- Student can identify the best and worst situations to fly.
- Students can be able to figure out the best plans during certain weather conditions
- Students can understand the influencing factors of density and how it affects the performance of aircraft
- Students can understand the basic flow pattern of winds

**Core VIII – AIR CRAFT MAINTENANCE AND CREW
MANAGEMENT
Semester – IV**

**Credit: 5
Course Code: U23AG408**

Hours: 5

OBJECTIVES:

- Evolution and Impact of Crew Resource Management
- Need of CRM and training bench marks.
- Scope for improvement in CRM

UNIT-I:

Maintenance :Role of the Engineer & Mechanic–Two Types of Maintenance- Reliability Redesign – Failure Rate Patterns – Establishing a Maintenance Program. Development of Maintenance Programs :Introduction–Maintenance Steering Group(MSG) approach – Process & Tasks – Oriented Maintenance– Maintenance Program Documents – Maintenance Intervals defined

UNIT-II

ProductionPlanningandControl:Introduction–Forecasting–ProductionPlanning& Control – Feedback for Planning – Organization of PP & C. Technical Publications: Introduction – Functions of Technical Publications – Airline Libraries – Control of Publications – Document Distribution. Technical Training: Computer Support:– Airline uses of Computers – Computer Program Modules – Selecting a computer System

UNIT-III

CRM: Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management- Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills-Performance Standards for Instructors in CRM -CRM Standards and Training - CRIMs (CRM Instructors) and CRIMEs (CRM Instructor Examiners)

UNIT-IV

Data on Incidents/Accidents: Human Performance Analysis-Evaluation of Flight Crew CRM Skills - Communication: A Relevant factor in Aviation Safety - Line Operations-Safety Audit (LOSA)

and CRM: Relationship

UNIT-V:

Individual Performance: Relevant Factors - Automation and Upgradation of Skills - CRM: Training Methods and Standardization-Competency Profile for Instructors of CRM - Maintenance Crew Skill Requirements – Morning Meeting. Hanger Maintenance (On – Aircraft) – Introduction – Organization of Hanger Maintenance.

TEXT BOOK:

1. Aviation Maintenance Technician: General by Dale Crane
2. Heavy Airframe and Light Aircraft by KhwajaHasanNafis – Third edition

REFERENCE BOOKS:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.

E- REFERENCE:

1. <https://notionpress.com/pdfviewer/fundamentals-of-aircraft-maintenance-management>

COURSE OUTCOME:

- A sound understanding for the national and international regulatory and commercial business environment and the ability to prepare a sound business case
- Knowledge of aspects of accident and incident investigation, human factors, safety risk management
- A proven ability to research and write a substantial analytical report.
- A good understanding of business analysis, crisis, human motivation
- Understands the principle of management of the aircraft maintenance industry.

ELECTIVE IV – Financial Management
Semester – IV

Credit: 5
Course Code:U23AG4:A
Hours: 5

Course outcome :

- Understand the basics of finance and roles of finance manager
- Evaluate Capital structure & Cost of capital
- Evaluate Capital budgeting
- Assess dividends
- Appraise Working Capital

Course content

Unit I :

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

Unit II :

Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.
Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

Unit III:

Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

Unit IV :

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)

Unit V :

Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Text Book :

1. DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M Himalaya

Reference book :

1. Dr. K. Ganesan &S.Ushena Begam, Financial Management, Charulatha Publications , Chennai
2. Financial Management - I.M.Pandey, 2009 Vikas Publishing
3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
4. Financial Management – S.N.Maheswari
5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6. Financial Management – A. Murthy

E-Reference :

<https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf

Journal of Financial Management (esciencepress.net)

Financial Management on JSTOR

Financial Management Wiley online library

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong M-Medium L-Low

**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Semester - V

Part	Course	Course Title	Course Code
III	Core IX	Dangerous Goods And Cargo Management	U23AG509
	Core X	General Air Navigation Management	U23AG510
	Core XI	Customer Service Management	U23AG511
	Core XII	Airport Infrastructure management	U23AG512
	Elective V	Entrepreneurship Management	U23AG5:A
	Elective VI	Business Statistic	U23AG5:B
IV	VLO	Abundant Life	U23VLO51
		Human Values	U23VLO52
	Core Interns	Summer Internship / Industrial Training	U23AG5I1

Core IX Dangerous Goods and Cargo Management

Semester – IV

Credit: 5

Course Code: U23AG509

Hours: 5

OBJECTIVES:

- Understand the ICAO requirements, government of India requirements and Aircraft Act 1934, the Aircraft Rules 2003.
- Have basic understanding about the definitions on dangerous goods.
- Acquire good knowledge in divisions in dangerous goods.

UNIT- I CARRIAGE OF DANGEROUS GOODS:

ICAO requirements – Government of India requirements – Aircraft Act 1934 – The aircraft (Carriage of dangerous goods) Rules, 2003.

UNIT- II DANGEROUS GOODS DEFINITIONS:

Definition of dangerous goods – Dangerous goods categories.

UNIT- III CLASSIFICATION OF DANGEROUS GOODS:

Name of the class – Divisions – Identification – Packing – Marking and labeling.

UNIT-IV AIRCARGO CONCEPT:

Introduction–OperationsandIndustryRegulations–ServiceFunction,Organisation and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo.-Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement-Airway Bill, Function, Purpose and Validation

UNIT-V HANDLING FACILITY:

Airport Cargo Activity & Cargo Zone.-Aircraft Handling with Cargo.-Cargo Terminals and Facilities .-Emerging trend in Cargo & Cargo Carriers.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:** (i) Group Discussion about different types of Dangerous Goods (ii) Case Studies fire (iii) Cargo Loading (iv) Cargo Visit.

TEXT BOOK:

1. R.K.Bali – Regulation
2. The handling of dangerous goods – Phillips H Joshua

REFERENCE BOOK:

1. Annex 19
2. Oxford – Air Law
3. John F Magee & William C Copalino, — Modern Logistics Managementl, John Wiley & Sons

E- REFERENCE:

1. <https://www.icao.int/safety/dangerousgoods/working%20group%20of%20the%20who/le/wp.50.appb.pdf>
2. <https://skybrary.aero/sites/default/files/bookshelf/1178.pdf>

COURSE OUTCOME:

- Learn the ICAO requirements, government of India requirements and Aircraft Act 1934, the aircraft Rules 2003.
- Understand about the various definitions regarding dangerous goods.
- Perceive good knowledge in divisions in dangerous goods.
- Know how to tackle dangerous goods and to proceed with precautionary actions.
- Maintain emergency response drills in aircrafts

Core X General Air Navigation Management

Semester – IV

Credit: 5

Course Code: U23AG510

Hours: 5

OBJECTIVES:

- To learn the art of navigating an aircraft from any given points, understand the geographical positions, their relation and effects in navigation.
- To learn how to read maps and chart
- To learn the calculations to be made before, during and after every flight.

UNIT – I THE EARTH:

The cardinal Points, The Earth Graticule, Great Circles, Meridians and Anti Meridians, Small Circles, The Equator, Latitude, Longitude, The Prime Meridian, Difference in Latitude and Longitude, Great Circle Tracks, Rhumb Line Tracks.,360 degree notation, True Direction, Magnetic Direction and Variation, Isogonals, Magnetic Direction, Compass Direction and Deviation, Convergency, Grid Direction and Grivation ,Isogrivs.

UNIT – II SPEED CONVERSIONS:

Statute Mile, Nautical Mile, Kilometre, Conversion between Units, Departure, Metres and Feet, Basic principles of Circular Slide Rule., units of Speed, Knots, Miles per Hour, Kilometers per Hour, Indicated Airspeed, Rectified Airspeed, True Airspeed, Equivalent Airspeed, Ground Speed, Mach Number, Calibrated Airspeed, Correct Outside Air Temperature, Conversion of Rectified Airspeed to True Airspeed, Conversion of Mach number to True Airspeed, Speed, Distance and Time; Relationships and Calculations.

UNIT- III TRIANGLE OF VELOCITIES:

The Three basic velocity vectors- Drift- The Basic Vector Triangle Problems, Geometrical Solution and Solutions on the Navigation Computer, Finding the wind Velocity at a turning point, Head and Crosswind on a Runway, 1 in 60 Rule.

UNIT-IV MAPS AND CHARTS:

Mercator projection, Lambert Conical, Polar stereographic projection, Orthomorphism, Scale, The Reduced Earth, Topographical Maps

UNIT- V FUEL AND NAVIGATIONAL EMERGENCY DATA:

Imperial Gallons and US Gall, Conversion factors, specific gravity, fuel flow and fuel consumption, selecting the most economical cruising level, Payload.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:** (i) Practice on Slide Rules, (ii) Navigation computer, (iii) Case studies on Flight Levels, (iv) Calculation of Fuel requirements practice.

TEXT BOOK:

1. Ground Studies for Pilots(General Navigation)
2. General navigation by R.K. Bali

REFERENCE BOOKS:

1. Aviations Mathematics, Oxford Publications
2. Oxford General navigation.
3. Navigation for pilots by J. E. Hitchcock.

E- REFERENCE:

1. <https://www.pilot18.com/wp-content/uploads/2018/01/Air-Navigation-textbook.pdf>
2. <https://www.mcgill.ca/iasl/files/iasl/ASPL633-Air-Navigation.pdf>

COURSE OUTCOME:

- Understand the basic composition and arrangements of layers of earth's atmosphere
- To familiarize with the heating of earth's surface and atmosphere
- To understand the influencing factors of density and how it affects the performance of aircraft
- To understand the basic flow pattern of winds
- To understand the importance of visibility in aviation and factors which affects

Core XI CUSTOMER SERVICE MANAGEMENT

Semester – IV

5

Course Code: U23AG511

Credit:

Hours: 5

OBJECTIVES:

- Baggage Handling.
- Customer Service.
- Security Protocols

UNIT- I ROLES OF CSA:

Passenger reception at check in desk – luggage at ticket check in – delay and irregularity management – airline services management – passenger boarding and disembark at the gate – management of passenger with difficulty – escort service for unaccompanied minors.

UNIT- II CHECK IN PROCEDURE:

Why passenger has to check in? – Where to check in? – Passenger identity registration – Baggage registration – Seating arrangements.

UNIT – III IMMIGRATION:

Understanding of immigration – purpose of immigration – laws and ethics – impact of undocumented immigrants – impact on the sending countries

UNIT – IV BAGGAGE AND TICKETING:

Responsibilities – Duties of ticketing officer – How does ticketing work? – checking baggage inside airport – baggage sorting – oversize baggage.

UNIT – V DEFENITIONS, OBJECTIVES AND THREATS:

Aviation security and Airport security – Terminologies related to aviation security – Objectives of Aviation security – Nature of threats – Types / Characteristics of offenders.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned.

Practical: (i) Practice well on Check-in Procedures (ii) Case Studies about immigration (iii) Practice on Baggage & Ticketing (iv) Case Studies on Airport Security & Threats.

TEXT BOOKS:

1. Art of Customer Service by Eddy Merrick
2. Define and deliver exceptional customer service by Kelly Hendry

REFERENCE BOOK:

1. Customer service by cliff Robison
2. Exceptional customer service by Lisa Ford
3. Customer service by Anne M. Bacal

E- REFERENCE:

1. http://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/unit_19_lo_1_2_handling_a_ir_passengers_score_sheet.pdf
2. https://www.icao.int/SAM/Documents/2018-USAPCMA/Global_Aviation_Security_Plan_November_2017_en.pdf

COURSE OUTCOME:

- Student know how to handle Passengers better.
- Student knows the Security Alerts and to notice offenders
- Students know the procedure to deal with misbehaving passengers
- Student know to handle any abnormal situation
- Students know to handle baggage security check

Core XII AIRPORT INFRASTRUCTURE MANAGEMENT

Semester – IV

5

Course Code: U23AG512

Credit:

Hours: 5

OBJECTIVES:

- Demonstrate a clear understanding of the process of airport capacity planning within the context of changing airline industry structure, national airport policy goals and planning constraints.
- Identify the key components involved in approving airport development projects and be able to appraise the arguments for and against expansion.
- Compare, analyze and assess different location options for new airports and understanding the interaction of key variables in the decision-making process.

UNIT–I:

Introduction – Growth of Air Transport,-Airport Organization and Associations, Classification of Airports Airfield Components,- Air Traffic Zones and Approach Areas. Context of Airport System Planning–Development of Airport Planning Process–Ultimate Consumers – Airline Decision – Other Airport Operations.

UNIT–II:

AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN- Components Size, Turning Radius, Speed, Airport Characteristics.-CAPACITY AND DELAY: Factors Affecting Capacity,- Determination of Runway Capacity related to Delay,-Gate Capacity,and Taxiway Capacity.

UNIT–III:

AIRPORT PLANNING AND SURVEYS:-Runway Length and Width, Sight Distances, Longitudinal And Transverse, Runway Intersections,-Taxiways, Clearances, Aprons, Numbering,

Holding Apron.

UNIT-IV

PLANNING AND DESIGN OF THE TERMINAL AREA:- operational Concepts, Space Relationships and Area Requirements,-Noise Control, Vehicular Traffic and Parking at Airports.

UNIT-V:

AIRTRAFFICCONTROLANDAIDS:-Runways and Taxiways markings, Day& Night Landing Aids, Airport Lighting and other Associated Aids.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:**

(i)Case Sties on Airport Infrastructure(ii) Geometry of Airport Practical (iii) Discussion on Airport Runway, Taxiway and etc (iv) ATC & Aids Practicals.

TEXT BOOK:

- Strategic Airport Planning –Robert E.Caves& Geoffrey D.Gosling-Elsevier Science Ltd
- Airport Marketing –David Jarach –Ashgate Publishing Limited

REFERENCE BOOK:

- Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
- Marketing Management – RAJAN SAXENA –Tata McGraw Hill
- International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

E- REFERENCE:

https://www.collectionscanada.gc.ca/obj/s4/f2/dsk1/tape4/PQDD_0028/MQ51698.pdf

COURSEOUTCOMES:

- Demonstrate broad and coherent knowledge of Aviation Human Factors, Aviation Management and Aviation Technology
- Work autonomously and in teams within organisations with a focus on safety, quality, legality and profitability applying ethical standards with professional accountability
- Demonstrate effective oral and written communication skills in a professional aviation context.

- To enable Students to learn the International standards in Airport System Planning and Airport Planning
- Will have a clear idea about the layout of airport.

Elective V : Entrepreneurship Management

Semester – IV

Credit:

5

Corse Code: U23AG5:A

Hours: 5

OBJECTIVES:

- On successful completion of this course, the students should have understood EDP, Project management Institutional support to entrepreneurial development
- En able to apply problem solving approaches to work challenges and make decisions using sound engineering methodologies
- Be able to apply a systematic design approach to engineering projects and have strong design and research skills in the chosen discipline specialization.
- Communicate effectively across all modes: listen, speak, write and draw
- Apply the principles of lifelong learning to any new challenge
- Balance the technical, economic, social and ethical demands of a problem in sustainable and culturally sensitive ways.

UNIT –I:

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT –II:

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development

programmes - need - objectives – course contents - phases - evaluation.
Institutional support to entrepreneurs.

UNIT –III:

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT –IV:

Project identification - Selection - Project formulation – Contents of a project report - Planning commission guidelines for formulating a project - Specimen of a project report.

UNIT –V:

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments related to this Course

Demonstrate extemporaneous speaking skills developed through in-class discussion of text materials, case study analysis and current entrepreneurship – related issues

TEXT BOOKS:

1. C.B. GUPTA & SRINIVASAN, Entrepreneurial Development, Sultan Chand & Sons
2. GORDAN & NATARAJAN, Entrepreneurship Development, Himalaya Publishing House

REFERENCE BOOKS:

1. VASANT DESAI, Dynamics of Entrepreneurial Development, Himalaya Publishing House
2. S.S. KHANKA, Entrepreneurship Development S.Chand & Company Limited
3. JAYASHREE SURESH, Entrepreneurial Development, Margham Publications

E - RESOURCES:

1. <https://www.investopedia.com/terms/e/entrepreneur.asp>
2. <https://www.economicdiscussion.net/entrepreneurship/women-entrepreneurs-in-india/32337>

3. <https://www.businessmanagementideas.com/entrepreneurship-2/entrepreneurship-developmentprogramme/21011>

COURSE OUTCOMES:

- Critically evaluate and utilise relevant theories and concepts underpinning resolution of innovation management problems;
- Demonstrate capacity for dealing with complex real world innovation problems, including through effective project management;
- Evaluate a range of leadership skills critical for sustainable, responsible innovation problem solving and project implementation;
- Demonstrate an advanced ability to create, implement and evaluate management consulting practices within a major work-based innovation project.

Elective VI: Business Statistic

Semester – IV

Credit: 5

Course Code: U23AG5:B

Hours: 5

OBJECTIVES:

- On successful completion of this course, the students should understand the basic concepts..
- Understand basics about a business organization and its various forms
- Understand the nature and principles and functions of management process

UNIT-I:

Business - Meaning - Business and profession, requirements of a successful business - Organisation - meaning - importance of business organisation. Forms of business Organisation -Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies – Cooperative Organisations – Public Utilities and Public Enterprises.

UNIT-II:

Nature and Scope of Management process – Definitions of Management – Management: A science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT-III:

Planning: Meaning and purpose of planning- Steps in planning - types of planning – Objectives and Policies – Decision making - Process of Decision making – Types of Decisions.

UNIT-IV:

Organising: Types of organisation – Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and Centralisation - Line and Staff relationship Staffing: Sources of recruitment-Selection process-training.

UNIT- V:

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls – Modern trends in Management Process-case studies.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

The students will get an opportunity to examine and apply appropriate theories / concepts about managing the business effectively.

TEXT BOOKS:

1. Dinkar Pagare, Principles of Management, Sultan Chand & Sons, 23 Daryaganj, New Delhi, (fifth thoroughly Revised Edition 2013).
2. L.M.Prasad, Principles and Practice of Management, Sultan Chand & Sons, 23 Daryaganj, New Delhi, edition

REFERENCE BOOKS:

1. P.C.Tripathi&P.N.Reddy, Principles of Management, Tata McGraw – Hill Publishing Company Ltd, 7 West Patel Nagar, New Delhi.(2008)/
2. C.B Gupta, Business Organisation, Sultan Chand & Sons, 23 Daryaganj, New Delhi,(Thoroughly Revised Edition) (2008).
3. Mitra, J.K, 2017, Principles of Management, Oxford University Press, New Delhi.

E - RESOURCES:

1. <https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/>
2. <https://www.lucidchart.com/blog/types-of-organizational-structures>
3. <https://theinvestorsbook.com/techniques-of-controlling.html/>

COURSE OUTCOMES:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical force on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved business situation and logically articulate own position on such issues
- Explain how organization adopts to an uncertain environment and identify techniques managers use to influence and control the present scenario.
- Practice the process of management functions.

Semester - VI

Part	Course	Course Title	Course Code
	Core XII	Aviation Logistic and Cargo	U23AG612

III	Core XIII	Airline marketing management	U23AG613
	Core XIV	Customer Relationship Management	U23AG614
	Elective VII	Service Marketing	U23AG6:A
	Elective VIII	Travel Agency Operation	U23AG6:A
IV	Extension activities	Extension Activities	U23ETA61
	PCS	Quantitative Aptitude	U23AG6G1

Core XII – Aviation Logistic and Cargo

Semester – IV

Credit: 5

Course Code: U23AG612

Hours: 5

OBJECTIVES:

- To understand of the current competitive landscape of the air cargo industry.
- To Participants will gain valuable insights into the industry's best practices and develop skills to strategically manage air cargo related challenges.
- To understand the study of business models from other industries adapted for air cargo management.

UNIT-I:

Concept of Logistics-Introduction–Components, Advantage &Growth-Logistics in Global Organisation Marketing and Logistics Channel–Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management

UNIT-II:

Transport System Mode land Warehousing – Deregulation and Government Rule– Transport Security Product Packaging and Pricing–Role of Warehouse–Alternative Warehousing-Trend in Material Handling – Inbound Logistics and Purchasing

UNIT- III:

Global Environment & Strategy-Global Supply Chain–International Documentation- Improving Logistics Performance

UNIT- IV:

Air Cargo Concept-Introduction – Operations and Industry Regulations –Service Function, Organisation. Types of cargo-Handling of Perishable, Valuable Cargo and Special-Cargo.-Air cargo Tariff, Rates & Charges – Airway Bill, Function, Purpose and Validation

UNIT-V:

Handling Facility-Airport Cargo Activity & Cargo Zone –Aircraft Handling with Cargo- Cargo

Terminals and Facilities-Emerging trend in Cargo & Cargo Carriers.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned. **Practical:**(i) Cargo Visit (ii) Coding/Decoding of Luggage (iii) Loading of Cargo Practical (iv) Case studies about Cargo Logistics.

TEXT BOOK:

1. Kent Gourdin, —Global Logistics Management by Wiley Blackwell
2. Lambert, — Strategic Logistic Management, Academic Int Publisher

REFERENCE BOOK:

1. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution, Kogan Page
2. John F Magee & William C Copalino, — Modern Logistics Management, John Wiley & Sons
3. Paul R. Murphy, Jr and Donald F. Wood, — Contemporary Logistics, Prentice Hall, 9th edition, 2008

E- REFERENCE:

1. https://www.civilaviation.gov.in/sites/default/files/moca_001669.pdf

COURSE OUTCOME:

- To understand the airline operations, type of aircrafts and their limitations
- Explain the basics of air cargo industry
- Analyze and accept cargo, prepare the air cargo for loading onto the aircraft,
- Complete the documentation with respect to the cargo acceptance
- Can handle dangerous goods

Core XII – Airline Marketing Management

Semester – IV

Credit: 5

Course Code: U23AG613

Hours: 5

OBJECTIVES:

- To enable the students understand the principles of Marketing and the ways in which these principles can be applied in today's airline industry, the air transport market and its environment.
- Understand the scope, principles, norms, accountabilities and bounds of contemporary industry practice in the specific discipline
- Communicate in a variety of different ways to collaborate with other people, including accurate listening, reading and comprehension, based on dialogue when appropriate, taking into account the knowledge, expectations, requirements, interests, terminology and language of the intended audience

UNIT-I INTRODUCTION:

Marketing conceptual frame work - marketing environment - customer oriented organization-marketing interface with other functional areas marketing in a globalised environment Marketing Mix - Stages in the Application of Marketing Principles to Airline Management.

UNIT-II MARKET OF AIR TRANSPORT SERVICES:

Customer- Definition - Apparent and True Needs - Industrial Buying Behaviour – Customer in the Business Air Travel Market-Customer in Leisure Air Travel Market - Customer in the Air Freight Market - Market Segmentation in Air Passenger & Air Freight Market - Marketing Environment - Theoretical Basis of PESTE Analysis - Building Customer Satisfaction.

UNIT-III PRODUCT ANALYSIS IN AIRLINE MARKETING:

Product-definition-Product Life Cycle-Product Life Cycles in Aviation Industry- Managing Product Portfolio - Balancing Risk and Opportunity - Fleet & Schedules related Product Features - Customer Service Related Product Features - Pricing Decisions - Building Blocks in the Airline Pricing Policy Uniform and Differential Pricing-Distribution Channel Strategies-Travel Agency Distribution System Global Distribution System-promotion methods. Advertisement and personal selling, public relations.

UNIT –IV MARKETING RESEARCH:

Types, process - tools and techniques - application of marketing research - product launching, demand

estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects - preparation of marketing research report - sample case studies.

UNIT- V INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS:

Online marketing - web based marketing programmes - emerging now trends and challenges to marketers.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned.

Practical: (i) Practice to Build Marketing Concept Frame Work (ii) Discussion about Different Marketing Strategies (iii) Case Studies on Airline Marketing (iv) Practical on Online Marketing & Emerging new trends

TEXT BOOK:

1. Stephen Shaw " Airline Marketing and Management " Ashgate Sixth Edition.
2. Philip Kotler: Marketing management, prentice hall of India P (ltd), New Delhi 2001.

REFERENCE BOOK:

1. NAG, marketing successfully A professional perceptive, macmilan 2001.
2. Boyd Walker, Marketing Management, McGraw Hill, 2002
3. Aakar Day, Kumar, Essential of Marketing Research

E- REFERENCE:

<https://silo.tips/download/airline-marketing-and-management>

COURSE OUTCOMES:

- Understand the principles of marketing within the aviation industry
- Be able to use market research methods for aviation organisations
- Be able to develop a marketing plan for aviation organizations
- Understand how air cargo differs from passenger markets
- Describe the key characteristics of aircraft selection and network planning

Core XII – Customer Relationship management

Semester – IV

Credit: 5

Course Code: U23AG614

Hours: 5

OBJECTIVES:

- Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing
- To understand your role in achieving good customer relationship management with a customer and /or stake holders
- To understand the key skills needed to carry out successful customer relationship management, in order to build more productive & mutually rewarding relationships with customers and/or stakeholders

UNIT-I:

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – Customer life cycle

UNIT-II:

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – Importance of customer divisibility in CRM.

UNIT-III:

Sales Force Automation – Contact management–concept–Enterprise Marketing Management – core beliefs – CRM in India.

UNIT-IV:

Value Chain – Concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT-V:

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology– Indian scenario.

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned.

Practical: (i) Practice on Customer Handling (ii) Basis of Building Relationship to Customer (iii) Business management case Studies. (iv) Enterprise Marketing Management Practice.

TEXT BOOK:

1. Art of Customer Service by Eddy Merrick
2. Define and deliver exceptional customer service by Kelly Hendry

REFERENCE BOOK:

1. Customer service by cliff Robison
2. Exceptional customer service by Lisa Ford
3. S. Shajahan – Relationship Marketing – McGraw Hill, 1997 Paul Green Berg – CRM – Tata Mc Graw Hill, 2002 Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

E- REFERENCE:

https://www.researchgate.net/publication/290447911_Customer_Relationship_Management_Concepts_and_Technologies

COURSEOUTCOMES:

- Student knows the Security Alerts and to notice offenders
- Students know the procedure to deal with misbehaving passengers
- To create insight and new learning in the area of customer relationship management.
- To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers.
- To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

Elective VII – Service Marketing

Semester – IV

Credit: 5

Course Code: U23AG6:A

Hours: 5

Course outcome :

- To recall the basic concepts of Services Marketing.
- To know the Marketing Mix in Service Marketing.
- To examine effectiveness of Service Marketing
- To discuss on delivering Quality Service.
- To analyze the Marketing of Services.

Course content :

Unit I :

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

Unit II:

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

Unit III:

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

Unit IV :

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

Unit V :

Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.

Book Reference :

1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3. The Journal Of Services Marketing
4. Valarie A Zeithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata Mc Graw Hill New Delhi
5. C.Bhattacharjee, Services Marketing ,Excel Books, New Delhi
6. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi
7. S.M. Jha, Services marketing, Himalaya Publishers, India
8. Baron, Services Marketing, Second Edition. Palgrave Macmillan
9. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
10. Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

E-Reference :

<https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>

<https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>

<https://www.marketingtutor.net/service-marketing/>

<https://www.marketing91.com/service-marketing/>

<https://www.marketing91.com/service-marketing-mix/>

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Elective VIII – Travel Agency Operation

Semester – IV

Credit: 5

Course Code: U23AG6:B

Hours: 5

OBJECTIVES:

- The nature and types of business organizations-Principles & functions of Management
- Process of decision making
- Advanced level of theoretical and applied knowledge in subjects concerning with the business of Travel Agency and tour operator.

UNIT- I:

Travelagent-Formation-RoleandResponsibilities-TravelAgentsBodyinIndia– TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation-Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT-II:

TourOperatorsRoleandResponsibilities-PlanningToursandPreparationofTour Brochures - Operating Conditions for Tour packages and Legal position in case of non compliance and other reasons - Pricing of Tour packages

UNIT-III:

AirlineOperationalManagement-Domestic-InternationalDepartureFormalities,- Security Check- In. Hand Baggage Screening -Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight

UNIT-IV:

Tourism Management-Domestic and International Tourism-Discover India- Government Regulations on Tourism Management- Exploring new Destinations-Foreign Currency Earner-Disruptive Flights-Ramp Handling & Ramp Safety- Procedure

UNIT-V:

Aviation Industries terminologies – OAG - Pooling of baggage and Allowances - Weight and piece concept - Legal liability for Passengers and Baggage - Checked and Unchecked International travel documentation- Passports–Visas- Health documentation- Airline Tickets Airlines Terminal Management

UNIT - VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Contemporary Developments Related to the Course during the Semester concerned.

Practical: (i) Travel Agency Visit (ii) Domestic and International Departure formalities Practice (iii) Case Studies on Foreign Currency Conversion (iv) Tour Brochures and Package Preparation & Calculation Practical.

TEXT BOOK:

1. Aviation Maintenance Management – Harry A. Kinnison McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.

REFERENCE BOOK:

1. Managing Maintenance Error – James Reason and Alan Hobbs – Ashgate Publishing Ltd.
2. TOURISM OPERATIONS AND MANAGEMENT–, 25 March 2009
3. Airline Airport & Tourism Management by Dr.SumeetSuseelan

E- REFERENCE:

<http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA%20Airlines%20&%20Airport%20Management/Third%20Year/Travel%20Agency%20Operations.pdf>

COURSE OUTCOMES:

- Categories of tour operators
- Preparation of holiday packages and Brochure
- To know types of holiday packages
- Managing time and tasks and clarifying personal values
- Collaborative study practice and independent learning,