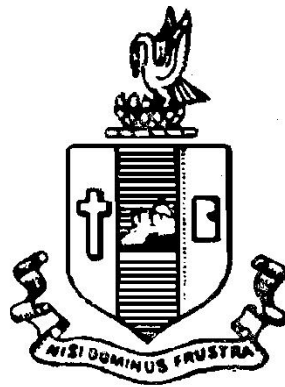


BACHELOR OF BUSINESS ADMINISTRATION in AVIATION AND GROUND HANDLING (BBA)

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

2020- 2021

(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.

Programme Outcomes (POs) - BBA

On completion of this course, the graduate will be able to

KNOWLEGE

PO1: Demonstrate comprehensive knowledge and understanding of one or more functions in management that form a part of an Bachelor of Business Administration programme.

PO2: Identify the broad overview of the airline industry and creates awareness of the underlying marketing, financial, operational, and other factors influencing airline management.

PO3: Critically evaluate practices, policies and theories by following scientific approach to knowledge development in field of Aviation and ground handling.

SKILL

PO4: Exhibit communication skills apart from leadership and organizational skills which are important in the aviation industry.

PO5: Work independently and to identify appropriate resources required for a project, manage a project effectively till its completion.

PO6: Make use of ICT in a variety of learning situations, demonstrate ability to access, evaluate and use appropriate software in aviation industry.

ATTITUDE

PO7: Exhibit knowledge and skills that are necessary for participating in lifelong learning activities.

PO8: Demonstrate their knowledge by applying it to real world situations encountered during flight training in a safe and effective manner.

ETHICAL & SOCIAL VALUES

PO9: 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.

Programme Specific Outcomes (PSOs) - BBA

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

PSO1: Take up a career of learning to fly new aircraft and operate new equipment and have positive study habits to maintain high levels of professional knowledge.

PSO2: Pursue higher education programme like MBA in Aviation Management.

PSO3: Take-up the roles of aviation planner, senior staff analyst for airlines, operations analyst for airlines, financial analyst for airlines, cabin crew and purchasing management.

PSO4: Make decisions and actions that impact their passengers, people on the ground, airport security and public perception of the aviation industry.

SYLLABUS

For Students admitted from 2020-2023 Batch Onwards

BACHELOR OF BUSINESS ADMINISTRATION (BBA)								
SEMESTER I								
Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
I	Language I	Tamil I	U18TM1L1	6	3	25	75	100
II	English I	English Communication Skills-I	U16EGPL1	6	3	40	60	100
III	Core I	Principles of Management	U20AG101	6	5	25	75	100
	Allied I	Business Communication	U20AG1Y1	5	4	25	75	100
	Allied II	Introduction To aircraft & Aircraft Familiarisation	U20AG1Y2	5	4	25	75	100
IV	Val.Edu	Value Education (RI / MI)	U15VL1:1/ U15VL1:2	2	2	25	75	100
CREDITS					21			
SEMESTER II								
Part	Course	Course Title	Course Code	Hours / Wee k	Credits	Marks		
						CIA	ESE	Total
I	Language II	Tamil II	U18TM2L2	6	3	25	75	100
II	English II	English Communication Skills-II	U16EGNL2	6	3	40	60	100
III	Core II	Business Economics	U20AG202	6	5	25	75	100
	Allied III	Business Mathematics & Statistics	U20AG2Y3	5	4	25	75	100
	Allied IV	Introduction to Cabin Crew Profession	U20AG2Y4	5	4	25	75	100
IV	Env.Stu	Environmental studies	U16EST21	2	2	25	75	100
CREDITS					21			

SEMESTER III								
Part	Course	Course Title	Course Code	Hours/Week	Credits	Marks		
						CIA	ESE	Total
I	Language III	Tamil III	U18TM3L3	6	3	25	75	100
II	English III	Business Communication in English	U17EGCL3	6	3	40	60	100
III	Core III	Management Accounting-I	U20AG303	5	4	25	75	100
	Elective I	Sales and Distribution Management/ Advertising and Sales promotion/Total Quality Management	U20AG3:1/ U20AG3:2/ U20AG3:3	5	5	25	75	100
	Allied V	Air Regulation	U20AG3Y5	4	3	25	75	100
IV	SBEC I	Computer Application in Business-I(Theory and Practical)	U20AGPS1	2	2	40	60	100
	NMEC I	Fundamentals of Management	U20AG3E1	2	2	25	75	100
CREDITS					22			
SEMESTER IV								
Part	Course	Course Title	Course Code	Hours/Week	Credits	Marks		
						CIA	ESE	Total
I	Language IV	Tamil IV	U18TM4L4	5	3	25	75	100
II	English IV	English Through Literature	U16EGNL4	5	3	40	60	100
III	Core IV	Business Law	U20AG404	5	5	25	75	100
	Elective II	Training and Development/ Organizational Change & Development	U20AG4:2/ U20AG4:3	5	5	25	75	100
	Allied VI	Aviation Security	U20AG4Y6	4	3	25	75	100
IV	SBEC II	Practical	U20AGPS2	2	2	40	60	100
	NMEC II	Fundamentals of Marketing	U20AG3E2	2	2	25	75	100
	Soft Skills	Life Skills	U16LFS41	2	1	-	-	100
V	Ext.Act	NSS, NCC, Leo Club, Rotract, etc	U16ETA41	-	1	-	-	
CREDITS					25			

SEMESTER V								
Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
III	Core V	Human Resource Management	U20AG505	6	5	25	75	100
	Core VI	Planning And Scheduling	U20AG506	6	5	25	75	100
	Core VII	General Navigation	U20AG507	6	5	25	75	100
	Core VIII	Dangerous goods regulations	U20AG508	5	5	25	75	100
	Elective III	Investment Management/ Project Management/Retail Management	U20AG5:3/ U20AG5:4/ U20AG5:5	5	5	25	75	100
IV	SBEC III	Interview Skills	U20AG5S3	2	2	25	75	100
					CREDITS	27		
SEMESTER VI								
Part	Course	Course Title	Course Code	Hours/ Week	Credits	Marks		
						CIA	ESE	Total
III	Core IX	Strategic Management	U20AG609	6	5	25	75	100
	Core X	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U20AGP10	5	5	40	60	100
	Core XI	Passenger Handling	U20AG611	6	5	25	75	100
	Core XII	Ramp Service	U20AG612					
IV	Internship	Internship	U20AG6F1	-	6	-	-	100
V	Gen.Stu	Gender Studies	U16GST61	-	1	-	-	100
					CREDITS	24		
Total Credits						140		

***OtherLanguages:**

	Hindi	Sanskrit	French		Hindi	Sanskrit	French
Semester I	U18HD1L1	U17SK1L1	U18FR1L1	Semester III	U18HD3L3	U17SK3L3	U18FR3L3
Semester II	U18HD2L2	U17SK2L2	U18FR2L2	Semester IV	U18HD4L4	U17SK4L4	U18FR4L4

Part 1	4
Part II	4
Core Theory	12
Allied	6
Elective	3
NMEC	2
SBEC	3
Env.Studies	1
Extension Activities	1
Value Education	1
Soft Skills	1
Gender Studies	1
Core Project	1

NMEC offered by the Department:

- 1) Fundamentals of Management-U20MS3E1
- 2) Fundamentals of Marketing-U20MS4E2

**PROGRAMME ARTICULATION MATRIX - BBA - AVIATION & GROUND
HANDLING**

S. No	COURSE NAME	COURSE CODE	CORRELATION WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES													
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PS O1	PS O2	PS O3	PS O4	
1.	Principles of Management	U20AG101	H	M	H	M	M	M	M	M	M	L	M	L	H	M
2.	Business Communication	U19MS1Y1	H	M	H	H	M	M	M	L	M	M	M	M	M	L
3.	Introduction To aircraft & Aircraft Familiarisation	U20AG1Y2	M	M	H	H	H	L	H	M	M	L	M	H	M	
4.	Business Economics	U20AG202	H	H	M	M	M	M	H	H	M	H	H	M	M	
5.	Business Mathematics & Statistics	U20AG2Y3	H	H	H	H	M	M	H	H	M	H	H	H	M	
6.	Introduction to Cabin Crew Profession	U20AG2Y4	M	M	H	H	H	L	H	M	M	L	M	H	H	
7.	Management Accounting-I	U20AG303	H	L	M	H	M	M	L	H	H	H	H	H	L	
8.	Sales and Distribution Management	U20AG3:1	M	M	M	M	M	M	M	M	M	M	M	H	H	
9.	Advertising and Sales promotion	U20AG3:2	H	H	H	H	M	L	H	M	L	M	M	M	L	
10	Total Quality Management	U20AG3:3	M	M	H	H	H	H	M	M	M	L	M	H	M	
11	Air Regulation	U20AG3Y5	M	M	H	H	H	L	M	M	M	L	M	H	H	
12	Computer Application in Business-	U20AGPS1	H	H	H	M	H	H	M	M	M	H	L	H	M	

	I(Theory and Practical)														
13	Fundamentals of Management	U20AG3E1	H	H	H	H	M	H	M	H	H	H	H	H	H
14	Business Law	U20AG404	M	M	M	M	H	M	M	M	M	M	M	H	M
15	Training and Development	U20AG4:2	H	M	H	M	M	H	M	H	M	H	M	H	L
16	Organizational Change & Development	U20AG4:3	H	M	H	M	L	M	L	H	L	L	M	M	M
17	Aviation Security	U20AG4Y6	M	M	H	H	H	L	H	M	M	L	M	H	H
18	Practical	U20AGPS2	M	M	H	H	H	H	L	H	M	L	M	H	H
19	Fundamentals of Marketing (NMEC)	U20AG3E2	H	M	M	M	L	M	M	H	L	M	L	M	L
20	Human Resource Management	U20AG505	H	L	H	M	M	M	M	H	L	M	H	M	L
21	Planning And Scheduling	U20AG506	M	M	H	H	H	L	H	M	M	L	M	H	H
22	General Navigation	U20AG507	M	M	H	H	H	H	L	M	M	M	L	H	H
23	Dangerous goods regulations	U20AG508	M	M	H	H	H	H	L	M	M	M	L	H	H
24	Investment Management	U20AG5:3	H	H	M	M	L	M	H	H	L	H	M	H	L
25	Project Management	U20AG5:4	M	H	H	M	M	M	H	M	M	L	M	H	H
26	Retail Management	U20AG5:5	M	M	H	H	H	L	H	M	M	L	M	H	H
27	Interview Skills	U20AG5S3	M	M	H	M	H	H	M	H	M	M	M	H	M
28	Strategic	U20AG609	M	M	H	M	L	M	L	M	L	L	L	M	H

	Management														
29	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U20AGP10	H	M	H	H	H	M	L	H	L	L	L	M	H
30	Passenger Handling	U20AG611	M	M	H	H	H	L	M	M	M	L	M	H	H
31	Ramp Service	U20AG612	M	M	H	H	H	L	M	M	L	M	M	M	H

SEMESTER - I

S.NO	Course Title	Course Code
1.	Language I	U18TM1L1
2.	English Communication Skills-I	U16EGPL1
3.	Principles of Management	U20AG101
4.	Business Communication	U20AG1Y1
5.	Introduction To aircraft & Aircraft Familiarisation	U20AG1Y2
6.	Value Education (RI / MI)	U15VL1:1/ U15VL1:2

Core I: PRINCIPLES OF MANAGEMENT

SEMESTER: I

CODE: U20AG101

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Comprehend the principles, theories of Management.	K2	I
2	Accomplish the given tasks effectively and to handle situations which may arise in management	K3	II
3	Identify the various functional activities prevailing in the organizations	K3	III
4	Discuss and communicate the management evolution and how it will affect future managers	K2	IV
5	Practice the process of management's four functions: planning, organizing, leading, and controlling	K3	V
6	Evaluate leadership styles to anticipate the consequences of each leadership style	K2	IV

COURSE CONTENT:

UNIT-I INTRODUCTION

15 Hours

Introduction - The development of management thoughts - Functions of a Manager.

UNIT-II PLANNING

15 Hours

Planning - Meaning and definition of Planning - Nature and purpose of Planning - Objectives of Planning - Types of Planning - Operational and strategic planning - Steps in planning – Limitations – Authority - Delegation (Definition) - Centralization and Decentralization.

UNIT-III ORGANIZATION AND STAFFING

15 Hours

Organisation - Organization theory - Organization structure - Staffing - Definitions – Objectives - Merits and Demerits.

UNIT IV-DIRECTING

15 Hours

Directing - Concept of Direction - Role theory and role analysis - Hawthorne studies -

Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg - Morale and motivation - Co-ordination

UNIT V-CONTROL

15 Hours

Controlling – Function – Steps – Budgeting - Reviewing.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Management of Technology and Innovation	http://maryannfeldman.web.unc.edu/files/2011/11/Contribution-of-Public-Entities_2008.pdf
2	Vroom's Expectancy Theory	https://www.yourcoach.be/en/employee-motivation-theories/vroom-expectancy-motivation-theory.php
3	Career Development in Management	https://www.businessmanagementideas.com/human-resource-management-2/career-development/what-is-career-development/20203
4	Likert's Management System	https://www.businessballs.com/organisational-culture/likerts-management-systems/

TEXT BOOKS:

1. L M Prasad, Principles of Management, 9th Edition, Sultan Chand & Sons, 2015.
2. T. Ramasamy, Principles of Management, Himalaya Publishing House, 2016

REFERENCE BOOKS:

1. Shrelekar, Principles of Management, 1st Edition, Himalaya Publishing house, 2017
2. Dinkar Pagare, Business Management, 5th edition, Sultan Chand & Sons, 2013
3. Tripathi and Reddy Principles of Management, 5th Edition, McGraw Hill, 2012
4. Koontz and O Donnell (TMH), Essentials of Management, 5th Edition, Tata McGraw Hill, 1990
5. Dr. S C Saxena, Modern Business Organization, Sahitya Bhawan Publications, 2000

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction	Define Management	K1

1.1.1	The development of management thoughts	List the development of management thoughts	K2
1.1.2	Functions of a Manager.	Demonstrate the applicability of the dimensions	K2
II	PLANNING		
2.1.0	Planning	Illustrate the meaning of planning	K1
2.1.1	Meaning and definition of Planning	Recall the definition of planning	K2
2.1.2	Nature and purpose of Planning	Demonstrate the nature and purpose of planning with examples	K2
2.1.3	Objectives of Planning	List the objectives of planning	K2
2.1.4	Types of Planning	Classify the different types of planning	K2
2.1.5	Operational and strategic planning	Illustrate the usage of operational and strategic planning	K2
2.1.6	Steps in planning	Outline the steps in planning	K2
2.1.7	Limitations	Relate the limitations with objectives of planning	K2
2.2.0	Authority	Explain the meaning of authority	K2
2.2.1	Delegation (Definition)	Explain the meaning of delegation	K2
2.2.2	Centralization and Decentralization	Define Centralization and Decentralization	K2
III	ORGANIZATION AND STAFFING		
3.1.0	Organization	Explain about Organization.	K1
3.1.1	Organization theory	Demonstrate the organization theory	K2
3.1.2	Organization structure	Explain the importance organization structure	K2
3.2.0	Staffing	Explain the meaning of staffing	K2
3.2.1	Definitions	Recall the definition of staffing	K2
3.2.2	Objectives	Explain the objectives of staffing	K2

3.2.3	Merits and Demerits	List the merits and demerits	K2
IV	DIRECTING		
4.1.0	Directing	Explain the importance of Directing	K1
4.1.1	Concept of Direction	Recall the nature of direction	K1
4.1.2	Role theory and role analysis	Define role theory	K1
4.1.3	Hawthorne studies	Show Hawthorne experiments	K2
4.1.4	Contributions of Taylor, Henry Fayol, Elton Mayo, Gilbreth Maslow, Peter Drucker, Mintzberg	Illustrate the functions of manager	K2
4.1.5	Morale and motivation	Define morale and motivation	K2
4.1.6	Co-ordination	Define Coordination	K1
V	CONTROL		
5.1.0	Controlling	Define Controlling	K1
5.1.1	Function	Illustrate the function and uses of controlling	K2
5.1.2	Steps	List the steps in controlling	K2
5.1.3	Budgeting	Compare budgetary control and non-budgetary control	K2
5.1.4	Reviewing	Illustrate the importance of reviewing	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	H	H	M	M	M	H	M	L	M	M
CO2	H	M	H	H	M	M	M	H	M	L	-	H	M
CO3	M	M	H	M	M	L	M	H	-	M	M	H	M
CO4	H	M	M	M	L	M	L	H	L	-	L	H	M
CO5	H	-	H	M	L	M	-	M	L	M	-	H	M
CO6	-	M	H	H	-	M	L	L	M	-	H	M	M

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Dr. S. M. Soundria

Allied II: BUSINESS COMMUNICATION

SEMESTER: I

CODE: U20AG1Y1

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Demonstrate the basics of written communication, this is very essential in modern business	K2	III
2	Explain the importance of communication and the various media of communication	K2	I, II
3	Impart the correct practices and the strategies of Effective Business writing	K3	IV
4	Illustrate to write clear correspondence and to prepare various types of reports	K6	IV
5	Analyze about the essential of effective business letters and understand the concepts of business reports	K4	II, V
6	Conduct and participate in company meetings	K6	IV

COURSE CONTENTS:

UNIT-I INTRODUCTION

12 Hours

Meaning - Need for Communication - Communication process – Importance - Types of communication - Commercial terms and abbreviations.

UNIT-II MEDIA OF COMMUNICATION

12 Hours

Media of communication - Principles of effective communication - Barriers to communication - Need and Function of business letters - Effective Business letters.

UNIT-III WRITTEN COMMUNICATION

12 Hours

The layout of the letter - Enquiries and Reply - Quotations - Sales Letters - Claims and Adjustments - Collection letters - Circular letters - Application letters.

UNIT-IV BUSINESS CORRESPONDENCE**12 Hours**

Import – Export correspondence - Correspondence of a company secretary - Memos and other forms of messages - Minutes of the meeting.

UNIT-V LISTENING AND REPORT FORMATS**12 Hours**

Importance of listening and communications - Principles of effective listening -Introduction to report writing (Formats alone).

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Effective Business Communication	https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
2	Presentation Skill	https://www.skillshare.com/classes/Using-Improv-to-Improve-Presentation-Skills-in-Business/1985246524?via=browse-rating-presentation-skills-layout-grid
3	Communication skills: Became more clear, concise, and confident	https://www.skillshare.com/classes/Communication-Skills-Become-More-Clear-Concise-Confident/1801148991?via=browse-rating-presentation-skills-layout-grid

TEXT BOOK:

1. Rajendrapal, J S Korlahalli, Essentials of Business Communications —13th Edition Sultan Chand and Sons. 2012.

REFERENCE BOOKS:

1. Stephenson, Principles and Practice of Commercial Correspondence, Pitman Publishing, 1966.
2. Robert L. Shurter, Effective letters in Business, 3rdedition, TMI, 2008
3. R C Sharma, Krishna Mohan, Business Correspondence and Report writing, Fifteenth reprint TMI, 2007

LEARNING OUTCOMES

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		

1.1.0	Meaning	Define the meaning of business communication	K1
1.1.1	Need for Communication	Explain need for communication	K2
1.1.2	Communication process	Illustrate the detailed communication process	K2
1.1.3	Importance	Illustrate the importance of communication	K2
1.2.0	Types of communication	Outline the various types of communication	K2
1.3.0	Commercial terms and abbreviations	List out various commercial terms and abbreviations.	K2
II	MEDIA OF COMMUNICATION		
2.1.0	Media of communication	Explain about the different mediums of communication	K2
2.2.0	Principles of effective communication	Outline the principles of effective communication	K2
2.3.0	Barriers to communication	Illustrate the barriers of communication	K2
2.4.0	Need and Function of business letters	Explain the need and functions of business letters	K2
2.5.0	Effective Business letters.	Compose and construct the business letters.	K3, K6
III	WRITTEN COMMUNICATION		
3.1.0	The layout of the letter	Outline the layout of letter format	K2
3.1.1	Enquiries and Reply	Relate the various forms of enquiries and reply	K1
3.1.2	Quotations	Explain the concept of Quotations	K2
3.1.3	Sales Letters	Design and compile the sale letter.	K6
3.1.4	Claims and Adjustments	Examine the concepts of claims and adjustments	K4
3.1.5	Collection letters	Create the letter of collections	K6
3.1.6	Circular letters	Design the circular letter	K6
3.1.7	Application letters	Develop the application letter	K6
IV	BUSINESS CORRESPONDENCE		
4.1.0	Import – Export correspondence	Explain the correspondence	K2

		relating to Import and Export	
4.2.0	Correspondence of a company secretary	Develop and organize the correspondence of a company secretary	K3
4.3.0	Memos and other forms of messages	Compose the Memos and other forms of messages	K6
4.4.0	Minutes of the meeting	Design the Minutes of the meeting.	K6
V	LISTENING AND REPORT FORMATS		
5.1.0	Importance of listening and communications	Define the concepts of listening and importance of listening in communication.	K4
5.2.0	Principles of effective listening	Illustrate the principles of effective listening	K2
5.3.0	Introduction to report writing (Formats alone).	Develop and design the business reports.	K6

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	M	M	M	H	-	-	-	M	M	L
CO2	H	M	H	H	M	M	H	M	-	M	-	M	-
CO3	H	M	-	H	M	M	M	-	-	M	H	M	-
CO4	M	H	H	H	M	M	L	L	-	L	M	-	L
CO5	H	H	M	H	H	M	M	M	M	M	M	M	M
CO6	H	M	H	H	H	H	M	H	M	M	H	M	L

COURSE ASSESSMENT METHODS

Direct

- | |
|---|
| <ol style="list-style-type: none">1. Continuous Assessment Test I, II2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation3. End Semester Examination |
|---|

Indirect

- | |
|---|
| <ol style="list-style-type: none">1. Course-end survey |
|---|

Name of the Course Co-ordinator: Dr. Glenny Jocelyn

INTRODUCTION TO AIRCRAFT & AIRCRAFT FAMILIARIZATION

SEMESTER: I

CODE: U20AG1Y2

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Distinguish the different structure of aircraft according to its construction	K4	I
2	Compare the Aerofoil structure and explain the working principle of carburettor	K2	II
3	Interpret the working principle of landing gear and its associated system	K2	III
4	Explain piston engine and its related system	K4	IV
5	Identify the various parts within a Jet engine	K3	V
6	Define various terms related with piston engine	K1	IV

COURSE CONTENT:

UNIT I - AIRCRAFT MODELS

12 Hours

Monocoque and Semi- Monocoque design

UNIT II - AIRFRAME & SYSTEMS

12 Hours

Types of Fuselage - Various Wing Structures - Control Surfaces - Airframe carburetor - fuel system - Gil System - Cooling System

UNIT III- LANDING GEAR, WHEEL BRAKES

12 Hours

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

UNIT IV - AIRCRAFT ENGINE (PISTON)

12 Hours

Piston engine components - Crankcase, Crankshaft, Camshaft, Bearings, Connecting Rod, Piston, Piston Rings, Four-Stroke engine cycle, Engine Handling, Normally aspirated, Turbo charging, Supercharging.

UNIT V - AIRCRAFT ENGINE (JET)

12 Hours

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

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	How fuel injector replaces conventional carburettor	https://www.howacarworks.com/basics/how-a-fuel-injection-system-works
2	Different types of jet engine	https://www.thoughtco.com/different-types-of-jet-engines-1992017
3	Types of flaps	https://en.wikipedia.org/wiki/Flap_(aeronautics)

REFERENCE 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
3. Aeroplane Technical by Trevor Thom

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	AIRCRAFT MODELS		
1.1	Monocoque&semimonocoque design	Compare different aircraft structure	K4
II	AIRFRAME & SYSTEMS		
2.1.0	Types of fuselage	Shoe different models of aircraft fuselage	K1
2.1.1	Various wing structure	Identify the wing structure for a particular purpose	K3
2.1.2	Control surfaces	Explain how aircraft is manoeuvred	K2
2.1.3	carburettor	Illustrate the working principle of	K2

		carburettor	
2.1.4	Fuel system	Explain the working of fuel system	K2
2.1.5	Fin system	Explain the cooling system using fin	K2
2.1.6	Cooling system	Determine the type of cooling system according to the purpose of flight	K5
III	LANDING GEAR, WHEEL BRAKES		
3.1.0	Main landing gear & different types of shock struts	Explain the working of landing gear & shock struts	K2
3.1.1	Brake System	Combine different braking action together	K6
IV	AIRCRAFT ENGINE (PISTON)		
4.1.0	Piston engine components	Identify various components in piston engine	K3
4.1.1	Crank case	Explain the purpose of crank case	K2
4.1.2	Crank shaft	Illustrate the purpose of crank shaft	K2
4.1.3	Camshaft	Interpret the relationship between camshaft and valve timings	K2
4.1.4	Bearing	Distinguish the difference between small end bearing and big end bearing	K4
4.1.5	Connecting rod	Explain the purpose of connecting rod	K2
4.1.6	Piston	Illustrate the working principle of piston	K2
4.1.7	Piston rings	Distinguish the purpose of various piston rings	K4
4.1.8	Four stroke engine cycle	Explain the 4 cycles of four stroke engine	K2
4.1.9	Engine handling	Demonstrate the importance of proper engine handling	K2
4.1.10	Normally Aspirated	Explain Normally Aspirated engine	K2
4.1.11	Turbocharger	Explain Compression of charge using Exhaust gas	K2
4.1.12	Supercharging	Explain Compression of charge using Engine power	K2
V	AIRCRAFT ENGINE (JET)		
5.1.0	Propeller	Explain the principle of propeller	K2
5.1.1	Parts of propeller	Identify the different parts of propeller	K3

5.1.2	Types of compressor	Identify the different types of compressor	K3
5.1.3	Axial, centrifugal	Discuss the pros and cons Both compressor	K6
5.1.4	Types of combustion chamber	Identify the different types of combustion chamber	K3
5.1.5	Gas turbine engine	Explain the gas turbine engine	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Captain Aarthi Kumari

SEMESTER II

S.No	Course Title	Course Code
1.	Language II	U18TM2L2
2.	English Communication Skills-II	U16EGPL2
3.	Business Economics	U20AG202
4.	Business Mathematics & Statistics	U20AG2Y3
5.	Introduction to Cabin Crew Profession	U20AG2Y4
6.	Environmental studies	U16EST21

CORE II: BUSINESS ECONOMICS

SEMESTER-II

CODE: U20AG202

CREDITS: 4

TOTAL HOURS: 60

HOURS/WEEK: 6

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Recollect the Concept of Demand, Supply analysis, consumer surplus, National income and functions of money, concepts of micro economics and to Relate the demand and supply conditions, able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty	K1	I
2	Distinguish the types of market to predict the real-world business problems with a systematic theoretical framework	K4	III
3	Understand the roles of managers in firms to design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products.	K2	II
4	Understand & evaluate the different market structure and their different equilibrium for industry as well as for consumers for the survival in the industry by the application of various pricing strategic.	K2, K5	III
5	Understand the Monetary and Fiscal Policy and able to Apply the Utility of Economics in Business Management & various techniques to forecast demand for better utilization of resources	K2	V
6	Analyze the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy	K4	IV

COURSE CONTENTS

UNIT-I INTRODUCTION

12 Hours

Introduction about demand analysis-Utility of Economics in Business management and industrial administration- Analysis of demand and supply, Law of Diminishing marginal utility- Concept of Consumer Surplus, Elasticity of demand- Indifference curve analysis. Returns to scale importance of increasing returns in industrial activity - Concepts of cost – concepts of elasticity of supply – forces governing the supply of production, land, Labor, capital and enterprise.

UNIT-II THEORIES OF DEMAND AND SUPPLY

12 Hours

Pricing function - Theory of firm – The problem of price fixation – the role of supply and demand- Concept of normal profit – sales maximization principle.

UNIT – III MARKET STRUCTURE

12 Hours

Types of market structure - Monopoly, Monopolistic competition, Imperfect competition, Oligopoly - Economics of Bulk purchase - Pricing strategies.

UNIT – IV INCOME

12 Hours

National Income -National Income – Circular flow of income-Measurement and difficulties in the measurement.

UNIT – V MONEY SUPPLY

12 Hours

Usage of Money- Functions of money – theories of money supply- Role of commercial banks – RBI – methods of credit control - Monetary and fiscal policy.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Agricultural Economics	https://www.britannica.com/topic/agricultural-economics
2	Labour Economics	https://www.britannica.com/topic/labour-economics
3	Natural Resource Economics	https://courses.lumenlearning.com/boundless-economics/chapter/introduction-to-natural-resource-economics/

TEXT BOOK:

1. Varshney and Maheshwari, 2009, Managerial Economics, 6th Edition, Sultan Chand and Sons

REFERENCE BOOKS:

1. M L Seth, Iswhwar Dhingra, P L Metha, 2008 Micro Economics, 7th Revised Edition, Sultan Chand and Sons.

2. G S Gupta, 2014, Macro Economics, 4th Edition, Tata McGraw Hill.

3. Dominik Salvatore, 2012, Managerial Economics, 7th Edition, Oxford publishers.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction about demand analysis	Recall about demand analysis and Micro Economics.	K1
1.1.1	Utility of Economics in Business management and industrial administration	Illustrate the importance of economics in business and industrial administration.	K2
1.1.2	Analysis of demand and supply	Explain the demand and supply analysis	K2
1.1.3	Law of Diminishing marginal utility	Explain the Law of Diminishing marginal utility	K2
1.1.4	Concept of Consumer Surplus	Demonstrate the concept of consumer surplus	K2
1.1.5	Elasticity of demand	Illustrate Elasticity of demand	K2
1.1.6	Indifference curve analysis, Returns to scale importance of increasing returns in industrial activity	Demonstrate Indifference curve analysis, returns to scale and increasing returns in industrial activity.	K2
1.1.7	Concepts of cost, concepts of elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.	Demonstrate cost, concepts of elasticity of supply – forces governing the supply of production, land, Labour, capital and enterprise.	K2
II	THEORIES OF DEMAND AND SUPPLY		
2.1.0	Pricing function	Illustrate pricing function	K2

2.1.1	Theory of firm – The problem of price fixation – the role of supply and demand	Explain the theory of firm and the problem in price fixation and role of supply and demand.	K2
2.1.2	Concept of normal profit – sales maximization principle	Demonstrate the concept of normal profit and explain sales maximization principle.	K2
III	MARKET STRUCTURE		
3.1.0	Types of market structure	Illustrate Types of market structure.	K2
3.1.1	Monopoly, Monopolistic competition, Imperfect competition, Oligopoly	Analyse the various market structure to make decisions.	K4
3.1.2	Economics of Bulk purchase	Illustrate Economics of Bulk purchase	K2
3.1.3	Pricing strategies.	Select appropriate Pricing strategies.	K4
IV	NATIONAL INCOME		
4.1.0	National Income – Circular flow of income	Demonstrate the Macro Economics, National Income and circular flow of income.	K2
4.1.1	Measurement and difficulties in the measurement.	Examine the difficulties in measuring national Income.	K4
V	MONEY SUPPLY		
5.1.0	Usage of Money	Explain the usage of money for various business activities.	K2
5.1.1	Functions of money – theories of money supply	Demonstrate the Functions of money – theories of money supply.	K2
5.1.2	Role of commercial banks – RBI – methods of credit control.	Explain the role of commercial banks and methods of credit control.	K2
5.1.3	Monetary and fiscal policy.	Illustrate about monetary and fiscal policy.	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	L	M	H	H	M	M	H	H	H	M
CO2	H	H	M	M	L	M	H	M	M	H	H	M	M
CO3	H	H	M	M	L	M	H	M	M	M	H	H	M
CO4	H	H	H	M	M	M	H	H	M	H	H	M	M
CO5	H	M	H	H	H	M	L	H	M	M	H	H	M
CO6	H	H	M	M	H	H	H	M	M	H	H	M	M

COURSE ASSESSMENT METHODS**Direct**

1. Continuous Assessment Test I, II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mr. John Vimal

Allied III: BUSINESS MATHEMATICS & STATISTICS

SEMESTER-II

CODE: U20AG2Y3

CREDITS: 4

TOTAL HOURS: 60

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Discuss the meaning of business mathematics and understand its application in solving business problems	K1	I
2	Identify the types of data and classify the measures of central tendency	K2	II
3	Outline the various measures of dispersion	K1	III
4	Construct the uses of measures of dispersion in business	K4	III
5	Interpret the measures of skewness and kurtosis	K3	IV
6	Distinguish between correlation and regression	K4	V

COURSE CONTENTS:

UNIT-I INTRODUCTION TO BUSINESS MATHS

12 Hours

Arithmetic and Geometric series, Application to Business problems, Matrix algebra, addition, Subtraction and Multiplication

UNIT-II INTRODUCTION TO STATISTICS & MEASURES OF CENTRAL TENDENCY

12 Hours

Introduction to Statistics, Nature and scope of statistics, Uses of Statistics in Business, Statistical Data-primary and secondary, Classification of data, Frequency distribution, Histogram, Frequency polygon, Frequency curve, Graphs and Diagrams, Bar diagrams, Pie Diagrams, Measures of central tendency, Mean, Median, Mode, Geometric mean, Harmonic mean, Uses of averages in Business

UNIT-III MEASURES OF DISPERSION

12 Hours

Measures of dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of variation, Uses in Business

UNIT-IV SKEWNESS AND KURTOSIS (Only Theory)**12 Hours**

Skewness, Meaning, Bowley's coefficient of skewness, Pearson's coefficient of skewness, Kurtosis, Definition, Meaning, Types

UNIT-V CORRELATION AND REGRESSION**12 Hours**

Simple Correlation, Karl Pearson, Spearman's Rank Correlation, Concurrent deviation, Regression lines, Trend lines, Method of least squares

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Logarithms	https://www.britannica.com/science/logarithm
2	Permutation and Combination	https://www.britannica.com/science/permutation
3	Probability	https://mathworld.wolfram.com/Probability.html

TEXT BOOKS:

1. P. Navaneethan, 2015, Business Statistics, 6th Edition, Jai Publishing house.
2. P. R. Vital, 2012, Business Mathematics, Margham Publishing.
3. P. Ramaraj & S.ManjuBharathi, 2018, Business Maths & Statistics

REFERENCES BOOKS:

1. R.S.N. Pillai and Bagavathi, 2009, Statistics: Theory and Practice, 7th Revised Edition, S. Chand and Sons.
2. S.P Gupta, 2012, Fundamental of Mathematical Statistics, 1st Editon, Sultan Chand Publications.
3. Levin, Rubin, 1998, Statistics for Management, 7th Edition, Pearson Publication.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT-I INTRODUCTION TO BUSINESS MATHS			
1.1	Arithmetic and Geometric series	Define Arithmetic, Geometric Series and analyse its Application to Business problems	K1
1.2	Application to Business problems	Compute problems relating to the concepts	K1
1.3	Matrix algebra - Addition, Subtraction, Multiplication	Identify the various matrix operations.	K2

UNIT-II INTRODUCTION TO STATISTICS & MEASURES OF CENTRAL TENDENCY			
2.1	Introduction to Statistics	Demonstrate the concept of statistics and list out its importance	K2
2.1.1	Nature and scope of statistics	Identify the scope of statistics	K2
2.1.2	Uses of Statistics in Business	Define Statistical data	K1
2.1.3	Statistical Data- primary and secondary, Classification of data	Classify the types of data and identify the methods to collect them	K1
2.1.5	Frequency distribution, Histogram	Explain the method of drawing a histogram	K3
2.1.6	Frequency polygon Frequency curve	Demonstrate the method of drawing a frequency polygon and frequency curve	K2
2.2	Graphs and Diagrams Bar diagrams Pie Diagrams	Show the types of Graphs and Diagrams using problems	K4
2.3	Measures of central tendency Mean, Median, Mode	List out their advantages and disadvantages of measures of central tendency	K2
2.3.1	Geometric mean Harmonic mean	Explain the concepts of Geometric mean and Harmonic mean	K2
2.4	Uses of averages in Business	Make use of averages in business	K3
UNIT-III MEASURES OF DISPERSION			
3.1	Measures of dispersion	Define measures of dispersion	K1
3.1.1	Range	Explain the merits and demerits of Range	K2
3.1.2	Quartile Deviation	Demonstrate the computation of quartile deviation in individual, discrete and continuous series	K2

3.1.3	Mean Deviation	Compute mean deviation using individual, discrete and continuous series	K3
3.1.4	Standard Deviation	Compute standard deviation using individual, discrete and continuous series	K3
3.1.5	Co-efficient of variation, Uses in Business	Explain the meaning of Co-efficient of variation.	K2
UNIT-IV SKEWNESS AND KURTOSIS (Only Theory)			
4.1	Skewness -Meaning	Classify the measures of skewness	K2
4.1.1.	Bowley's coefficient of skewness	Explain Bowley's coefficient of skewness.	K2
4.1.2	Pearson's coefficient of skewness	Define Pearson's coefficient of skewness.	K1
4.2	Kurtosis - Definition, Meaning, Types	Identify the types of kurtosis	K3
UNIT-V CORRELATION AND REGRESSION			
5.1	Simple Correlation	Define correlation	K1
5.1.1	Karl Pearson	Explain the Karl Pearson co-efficient of correlation	K2
5.1.2	Spearman's RankCorrelation	Examine method of calculating Spearman's Rank Correlation	K4
5.1.3	Concurrent deviation	Identify the concurrent deviation	K3
5.2	Regression lines	Illustrate the methods of regression	K2
5.2.1	Trend lines	Make use of trend lines	K3
5.2.1	Method of least squares	Apply the method of least squares	K3

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	H	M	L	H	M	L	H	M	M	H
CO2	H	H	H	H	M	M	M	H	L	H	H	M	M
CO3	H	M	L	H	M	M	H	H	M	H	H	H	M
CO4	H	H	M	H	M	M	H	M	L	M	M	H	H
CO5	H	H	M	H	H	M	H	H	M	H	H	M	H
CO6	H	H	H	H	H	M	M	M	M	M	H	H	M

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Mr. P. Ramaraj

INTRODUCTION TO CABIN CREW PROFESSION

Semester-II

Course Code: U20AG2Y4

Credits: 4

Total hours: 60

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Explain the history and basic qualification to be a cabin crew	K2	I
2	Prioritize the necessary things for a cabin crew	K5	II
3	Choose the correct lifestyle to be healthy	K6	III
4	Categorize the roles and responsibility of a cabin crew	K4	IV
5	Outline the international rules and regulation related to aviation	K2	V
6	Apply the grooming technique	K3	II

COURSE CONTENT:

UNIT I – CABIN CREW PROFESSION

12 Hours

History and origin of cabin crew profession – Qualifications and training required – Key skills for cabin crew – Benefits and Challenges of working as cabin crew.

UNIT II – CABIN CREW LIFE STYLE

12 Hours

Cabin crew make-up, Jewellery and Hygiene – Uniforms and Presentation – Personal presentation when working as cabin crew – Living style – The work and Life balance.

UNIT III – HOW TO STAY HEALTHY

12 Hours

Tips for Diet – Tips to keep fabulous hair styles in check – Tips to choose to right skin care product – Best ways to tackle cabin crew tiredness.

UNIT IV – ROLE AND RESPONSIBILITIES AS CABIN CREW**12 Hours**

Overview – Responsibilities – Cabin crew responsibilities in the galley – pre-flight safety demonstration – Role of Cabin crew in various emergency situations – Role of Cabin crew in emergencies and case study of actual air disasters.

UNIT V – RULES AND REGULATIONS**12 Hours**

Aircraft rules 1937 – Duties of Pilot-in-command - Aircraft rules 38(B), 1937 – Carriage of cabin crew flight time and flight duty time limitation, CAR SECTION 7- Prohibition of intoxication while duty onboard , Aircraft Rule 24.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Cabin crew emergency communication inflight	https://www.skybrary.aero/index.php/Cabin_Crew-Flight_Crew_Emergency_Communication
2	Grooming tips for cabin crew	https://www.skybrary.aero/index.php/Cabin_Crew-Flight_Crew_Emergency_Communication
3	Cabin crew job description	https://www.prospects.ac.uk/job-profiles/air-cabin-crew

REFERENCE BOOKS:

R.K.Bali – Navigation

Ground Studies for Pilots - Navigation

Oxford – General Navigation

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CABIN CREW PROFESSION		
1.1	History and origin of cabin	Outline the history of cabin crew	K2

	crew profession		
1.2	Qualification and training required	Summarize the required qualification to be a cabin crew	K2
1.3	Key skills for cabin crew	Prioritize the skills required for cabin crew	K5
1.4	Benefits and challenges of working as cabin crew	Examine the challenges and benefits to be a cabin crew	K5
II	CABIN CREW LIFE STYLE		
2.1.0	Cabin crew make up, jewellery & hygiene	Select the type of grooming to be carried	K5
2.1.1	Uniform and presentation	Plan the way of presentation	K3
2.1.2	Personal presentation when working as cabin crew	Develop the personal presentation	K6
2.1.3	Living style	Improve the living style	K6
2.1.4	The work & life balance	Organize life and work properly	K3
III	HOW TO STAY HEALTHY		
3.1.0	Tips for diet	Make use of healthy diet	K3
3.1.1	Tips to keep fabulous hair style in check	Choose a hair style which suits them	K3
3.1.2	Tips to choose right skin care product	Choose a product wisely	K3
3.1.3	Best way to tackle cabin crew tiredness	Solve the problem of fatigue	K3
IV	ROLE AND RESPONSIBILITIES AS CABIN CREW		
4.1.0	Overview	Outline the responsibility of cabin crew	K2
4.1.1	Responsibility	Summarize the responsibility of cabin crew	K2
4.1.2	Cabin crew responsibility in the galley	Organize the work around galley	K3
4.1.3	Roles of cabin crew in various emergency situation	Discuss the emergency procedure	K6
4.1.4	Roles of cabin crew in emergency & case study of actual air disaster	Examine the reason for abnormal situation	K4
V	RULES AND REGULATIONS		

5.1.0	Aircraft rule 1937	Outline the rules imposed in aircraft act 1937	K2
5.1.1	Duties of PIC	Explain the roles of PIC	K2
5.1.2	Aircraft rule 38(B), 1937	Outline the aircraft rule imposed in aircraft rule 38(B) 1937	K2
5.1.3	Flight time, Flight duty time limitations	Plan his/her flight time / Flight duty time	K3
5.1.4	Prohibition of alcohol while on duty	Decide things which are prohibited during flight	K5

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Captain Priya

SEMESTER III

S.No	Course Title	Course Code
1.	Language III	U18TM3L3
2.	English for competitive examination	U17EGCL3
3.	Management Accounting-I	U20AG303
4.	Sales and Distribution Management (Elective-I)	U20AG3:1
	Advertising and Sales promotion (Elective-I)	U20AG3:2
	Total Quality Management (Elective-I)	U20AG3:3
5.	Air Regulations	U20AG3Y5
6.	Computer Application in Business-I (Theory and Practical)	U20AGPS1
7.	Fundamentals of Management	U20AG3E1

CORE-III: MANAGEMENT ACCOUNTING –I

SEMESTER-III

CREDITS: 4

HOURS/WEEK: 5

CODE: U20AG303

TOTAL HOURS: 60

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand the elements, uses, and limitations of financial statements.	K1	I
2	Illustrate the importance of final accounts and the purpose they serve.	K2	II
3	Make use of final account statement to determine the profit & loss of the firm.	K3	II
4	Explain about the meaning, objectives and scope of management accounting.	K2	III
5	Apply tools and techniques of Ratio analysis used to plan, control and make decision.	K3	IV
6	Utilize the fund flow statement to identify cash inflow and outflow in a firm.	K3	V

COURSE CONTENTS:

UNIT-I INTRODUCTION TO FINANCIAL ACCOUNTING

12 hours

Accounting - Definition of account – Nature - Objects and utility of accounting in industrial and business enterprise, Books of accounts - Accounting concepts - Theory of double entry system - Book keeping - Journal – Ledgers - Subsidiary books - Trial balance

UNIT-II FINAL ACCOUNTS

12 hours

Statements of accounts - Trading account - Profit and loss account - Balance sheet (with simple adjustments)

UNIT-III INTRODUCTION TO MANAGEMENT ACCOUNTING

12 hours

Management accounting - Meaning – Objectives - Scope of management accounting and financial accounting - Difference between Management and cost accounting - Uses and limitation of management accounting

UNIT-IV RATIO ANALYSIS

12 hours

Analysis and interpretation of financial statement through accounting ratios - Liquidity Ratio - Solvency Ratio - Profitability Ratio - Significance of various ratios and their computation - Uses and limitations of ratios.

UNIT-V FUND FLOW ANALYSIS

12 hours

Fund flow analysis - Concept of funds - Sources and uses of funds - Concepts of flow - Fund flow statements - Management use of fund analysis - Construction of fund flow statements (Simple Problems)

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Cash Flow Statement	https://nptel.ac.in/content/storage2/courses/110101004/downloads/Lecture%20Notes/module6/lec1.pdf
2	Budgeting	https://nptel.ac.in/courses/110/101/110101004/
3	Decision Making Using Financial Statement	https://nptel.ac.in/courses/110/106/110106135/

TEXT BOOKS:

1.R.S.N. Pillai & Bagavathi, 2012, Management Accounting, Third edition, S. Chand Publishers

3. Dr. R. Ramachandran & Dr. R. Srinivasan, 2012, Management Accounting, Reprint, Sriram Publication

REFERENCE BOOKS:

1. Jain S.P & Narang K.L, 2014, Principles of Accountancy, Kalyani Publishers

2. R.L. Gupta & V.K. Gupta, 2014, Financial Accounting, Eighth edition, Sultan Chand and Sons

LEARNING OUTCOMES:

UNIT	COURSE CONTENT	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT I INTRODUCTION TO FINANCIAL ACCOUNTING			
1.1.0	Accounting	Recall various concepts of accounting	K1
1.1.1	Definition of accounting	Define Accounting	K1
1.1.2	Nature of accounting	Recall the nature of accounting	K1
1.1.3	Objectives and utility of accounting in industrial and business enterprise	Explain the objectives and utility of accounting in industrial and business enterprise	K2
1.2.0	Books of Accounts	Recall the books of accounts	K1
1.2.1	Accounting concepts	Explain the various Accounting concepts	K2
1.2.2	Theory of double entry	Recall the theory of double entry	K1
1.2.3	Book keeping	Explain the importance of book-keeping	K2
1.2.4	Journal	Apply golden rules to frame the Journal	K3
1.2.5	Ledger	Construct Ledger for different accounts	K3
1.2.6	Subsidiary books	Make use of different type of subsidiary books	K3
1.2.7	Trial balance	Utilize Trial Balance to check arithmetical accuracy	K3
UNIT-II FINAL ACCOUNTS			
2.1.0	Statement of Accounts	Illustrate the importance of statement of accounts	K2
2.1.1	Trading account	Make use of Trading account and with adjustment to determine to gross profit/loss of the firm.	K3

2.1.2	Profit and loss account	Make use of P&L account and with adjustment to determine to net profit/loss of the firm.	K3
2.1.3	Balance sheet (with simple adjustments)	Make use of balance sheet and with adjustment to determine to financial position of the firm.	K3
UNIT-III INTRODUCTION TO MANAGEMENT ACCOUNTING			
3.1.0	Management Accounting	Explain the importance of management accounting	K2
3.1.1	Meaning	Explain the meaning of Management Accounting	K2
3.1.2	Objectives	Summarize the objectives of Management Accounting	K2
3.1.3	Scope of management accounting	Explain the Scope of management accounting	K2
3.1.4	Difference between management accounting and financial accounting	Compare management accounting and financial accounting	K2
3.1.5	Difference between management accounting and cost accounting	Compare management accounting and cost accounting	K2
3.1.6	Uses and limitation of management accounting	Explain the uses and limitation of Management accounting	K2
UNIT-IV RATIO ANALYSIS			
4.1.0	Analysis and interpretation of financial statement thought accounting ratios	Illustrate the Analysis and interpretation of financial statement thought accounting ratios	K2
4.1.1	Liquidity Ratio	Analyze the liquidity position of the firm by using Liquidity ratio	K4
4.1.2	Solvency	Analyze the firm's ability to pay its debt obligations by using Solvency ratio	K4

4.1.3	Profitability	Analyze the firm's ability to generate income by using Profitability ratio	K4
4.1.4	Significance of various ratios and their computation	Explain the significance of various ratios and their computation	K2
4.1.5	Uses and limitations of ratios	Explain the Uses and limitations of ratios	K2
UNIT-V FUND FLOW ANALYSIS			
5.1.0	Fund flow analysis	Explain the fund flow analysis	K2
5.1.1	Concept of funds	Summarize the concepts of funds	K2
5.1.2	Sources and uses of funds	Illustrate the sources and uses of funds	K2
5.1.3	Concepts of flow	Explain the concepts of flow	K2
5.1.4	Fund flow statements	Analyze the sources and applications of fund.	K4

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	-	L	H	-	-	-	H	L	M	M	M	L
CO2	H	-	M	H	M	-	-	H	M	M	H	H	L
CO3	H	M	H	H	M	M	L	H	H	H	H	H	H
CO4	L	L	M	M	-	-	L	H	M	M	M	M	L
CO5	H	H	H	H	M	M	M	H	H	H	H	H	H
CO6	H	M	H	H	M	M	M	H	H	H	H	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Ms. Manju Bharathi

ELECTIVEI: SALES AND DISTRIBUTION MANAGEMENT

SEMESTER-III

CODE: U20AG3:1

CREDIT: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Illustrate about the evolution of sales concept	K2	I
2	Classify the working structure of Sales management	K2	I
3	Outline the different types of Sales force	K2	II
4	Apply the concepts learnt to Sales management using basics concepts of marketing	K3	III
5	Explain how the Legal aspect of sales has changed recently	K2	IV
6	Identify about selection of warehouse location	K3	V

COURSE CONTENT

UNIT-I SALES MANAGEMENT

15 Hours

Sales Management, Organization of sales management, Recruitment of sales force, Training of sale quota.

UNIT-II MANAGING THE SALES FORCE

15 Hours

Managing the Sales force, Performance Evaluation of Sales Force, Compensation of sales force

UNIT-III DISTRIBUTION MANAGEMENT

15 Hours

Distribution Management - Members of Distribution Channels, Stockiest, Wholesaler, Retailer, Dealer, Appointment of dealers and other members, Role of channel members in promoting sales.

UNIT-IV LEGAL ASPECTS

15 Hours

Legal aspects in sales management, GST, Pricing structure

UNIT-V WAREHOUSING

15 Hours

Warehousing, Locations and Functions

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Supply side analysis	https://www.thebalance.com/supply-side-economics-does-it-work-3305786
2	Channel structure and intensity	https://courses.lumenlearning.com/boundless-marketing/chapter/channel-strategy-decisions/
3	Distribution channel strategy	https://yourbusiness.azcentral.com/distribution-channel-strategies-9101.html

TEXT BOOK:

1. Field Sales Management – S Ramachandran (Publisher & Edition)

REFERENCE BOOKS:

1. Sales Management – Richard Still, W D Cundiff – Prentice Hall
2. Field Sales Manager – New Gardner
3. Physical Distribution Management – Bower Sox, Smykay, Lalond.
4. Physical Distribution Management – RL Wanworth Ed.
5. Logistics of Distribution Systems – Mossman and Norton

LEARNING OUTCOMES

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Sales Management	Define Sales Management	K1

1.1.1	Organization of sales management	Illustrate the organisation of sales management	K2
1.1.2	Recruitment of sales force	Explain the recruitment of sales force	K2
1.1.3	Training of sales force	Explain about the training of sales force	K2
1.1.4	Sales Quota	Define sales quota	K1
II	MANAGING THE SALES FORCE		
2.1.0	Managing the Sales force	Explain about managing the sales force	K2
2.1.1	Performance Evaluation of Sales Force	Explain about the evaluation of sales force performance	K2
2.1.2	Compensation of sales force	Explain about the compensation of sales force.	K2
III	DISTRIBUTION MANAGEMENT		
3.1.0	Distribution management	Explain about the distribution management.	K3
3.1.1	Retailer	Explain the importance and role of Retailers in sales management	K4
3.1.2	Dealer	Explain the importance and role of Dealers in sales management	K4
3.1.3	Appointment of dealers and other members	Demonstrate the appointment of dealers	K2
3.1.4	Role of channel members in promoting sales	Explain the role of channel members in sales management	K4

IV	LEGAL ASPECTS IN SALES MANAGEMENT		
4.1.0	Legal aspects in sales management	Explain about the legal aspects I sales	K2
4.1.1	GST	Illustrate the recent changes in sales after GST	K4
4.1.2	Pricing structure	Demonstrate the members to be involved in setting the price	K2
V	WAREHOUSING		
5.1.0	Warehousing	Explain the process involved in Warehousing	K2
5.1.1	Locations and Functions	Demonstrate the principles involved selecting location for warehouse	K2
5.1.2	Types of warehousing	Explain the different types of warehouse	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	M	L	M	M	L	L	L	M	L	M
CO2	M	H	H	M	M	M	M	H	M	M	L	M	H
CO3	M	M	M	H	M	L	M	M	M	M	M	M	H
CO4	M	L	M	L	M	M	L	M	H	M	M	H	H
CO5	M	M	M	M	H	M	L	M	M	M	M	H	M
CO6	M	H	M	M	H	M	M	L	M	M	M	H	L

COURSE ASSESSMENT METHODS**Direct**

1. **Continuous Assessment Test I,II**
2. **Open book test; Assignment; Seminar; Journal paper review, Group Presentation**
3. **End Semester Examination**

Indirect

1. **Course-end survey**

Name of the Course Co-ordinator: Mr. Jimmy Carter

Elective I: ADVERTISING AND SALES PROMOTION

SEMESTER-III

CODE: U20AG3:2

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES

S. No	Course Outcomes	Level	Unit Covered
1	Describe different types of advertisement.	K1	I
2	Identify and make decisions regarding the most feasible advertising appeal and media mix.	K3	II
3	Outline the ethics in advertisement	K2	III
4	Identify key players in advertising industry.	K4	III
5	Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques.	K1	IV
6	Discuss different aspect of personal selling	K6	V

UNIT-I INTRODUCTION TO ADVERTISEMENT AND SALESMANSHIP 15 Hours

Advertising- Advertising an element of Marketing Mix-Objectives of Advertisement- Advertising and Salesmanship- Role and Importance – Planning for Advertisements- Communication process in advertising.

UNIT-II ADVERTISING MIX

15 Hours

Advertisement Copy- Advertisement types- Advertisement appeal- Advertising mix - Advertising Budget and relevant decisions -Measuring the effectiveness of advertisement

UNIT-III ADVERTISING AGENCIES

15 Hours

Advertising agencies and their role- Type of advertising agencies-Managing advertisement agency

UNIT-IV SALES PROMOTION**15 Hours**

Sales promotion-Objectives of Sales promotion- Advantages of Sales promotion, Sales promotion tools and their effectiveness- Measuring the effectiveness of promotions

UNIT-V PERSONAL SELLING**15 Hours**

Personal selling- Direct marketing- Publicity and Public relations

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Digital Advertising	https://www.digitalmarketer.com/digital-marketing/digital-advertising-strategy/
2	Guerilla Marketing	https://moosend.com/blog/guerilla-marketing-ideas/
3	Social Media Marketing	https://buffer.com/social-media-marketing

TEXT BOOK:

1. P. Saravanavel, Advertising and sales promotion, Second Edition, Margham Publications, 2009

REFERENCE BOOKS:

1. John A Quelch, Sales promotion management, prentice hall, 1989
2. MRamasamy, Marketing Salesmanship and Advertising, Sterling Publications, 1991
3. J C Sinha, Principles of Marketing and Salesmanship – R. Chand and company, 2003
4. Charles J Dirkson, Advertising Principles and Problems and Cases and others, 1973
5. Mahendra Mohan, Advertising Management concepts and cases (TMH) BBA, 1989

LEARNING OUTCOMES

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
UNIT-I INTRODUCTION TO ADVERTISEMENT AND SALESMANSHIP			

1.1.0	Advertising	Define the meaning and basic concept of advertising	K1
1.1.1	Advertising an element of Marketing Mix	Explain the various element of marketing mix.	K2
1.1.2	Objectives of Advertisement	List out the various objectives of advertisement	K4
1.1.3	Advertising and Salesmanship	Elaborate the importance of advertising and salesmanship.	K2, K6
1.1.4	Role and Importance – Planning for Advertisements	Explain the role and importance of media planning.	K2,K5
1.1.5	Communication process in advertising	Examine the communication process in advertising.	K4
UNIT-II ADVERTISING MIX			
2.1.0	Advertisement Copy	Design and develop the attributes of advertisement copy	K6
2.1.1	Advertisement types	Categorize the various types of advertisement.	K4
2.1.2	Advertisement appeal	Analyse the strategies adopted to persuade the customer to buy the product through advertising appeal	K5
2.1.3	Advertising mix	Determine the roles of promotional mix in advertisement.	K5
2.1.4	Advertising Budget and relevant decisions	Explain the factors involved in promotional expenditure and their budget.	K2,K4
2.1.5	Measuring the effectiveness of advertisement	Estimate the results of advertising campaign and its effectiveness	K5
UNIT-III ADVERTISING AGENCIES			
3.1.0	Advertising agencies and their role	Illustrate the function and role of advertising agencies.	K2,K3
3.1.1	Type of advertising agencies	Classify the various types of advertising agencies	K4
3.1.2	Managing advertisement	Determine the promotional planning	K5

	agency	and their functionality.	
UNIT-IV SALES PROMOTION			
4.1.0	Sales promotion	Define the concept of sales promotion	K1
4.1.1	Objectives of Sales promotion	Outline the objectives of sales promotion.	K2,K4
4.1.2	Advantages of Sales promotion	List out the advantages of sales promotion.	K1,K2
4.1.3	Sales promotion tools and their effectiveness	Explain the tools and techniques to attract new customers and retain old customers through sales promotion.	K1,K2
4.1.4	Measuring the effectiveness of promotions	Analyse the effectiveness of sale promotional activities.	K4
UNIT-V PERSONAL SELLING			
5.1.0	Personal selling	Explain the contexts of personal selling	K2
5.1.1	Direct marketing	Develop a specific response from targeted groups of customers.	K2, K5
5.1.2	Publicity and Public relations	Examine the aspects of public relation, publicity and exposure about the brand or product.	K2

Mapping:

PROGRAMME OUTCOMES										PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	M	L	M	M	M	L	M	L	M	-
CO2	H	H	H	H	M	L	M	M	M	H	M	M	L
CO3	H	H	M	H	M	L	H	M	H	M	L	-	-
CO4	H	M	H	H	M	-	H	M	H	M	H	M	-
CO5	H	H	H	M	L	M	H	M	-	H	M	-	L
CO6	H	M	H	H	-	M	-	H	-	M	M	-	-

COURSE ASSESSMENT METHODS**Direct**

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Elective I: TOTAL QUALITY MANAGEMENT

SEMESTER: III

CODE: U20AG3:3

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the importance of Quality Management in an organization	K3	I
2	Demonstrate the importance of Vision, Mission and Quality Policy Statements of the organizations to improve and maintain quality	K2	II
3	Make use of the old and new seven quality improvement tools to improve and maintain quality in an organization	K3	III
4	Apply the concept of Kaizen, 5S, quality circles and benchmarking in the quality improvement process of organizations	K3	IV
5	Illustrate the use of Just in Time methodology in manufacturing companies	K2	IV
6	Analyse the prevailing conditions and provide solutions to enhance the organizations' quality standards	K5	V

COURSE CONTENTS:

UNIT-I INTRODUCTION

15 Hours

Definition of TQM, Evolution of TQM, Principles of TQM, Dimensions of Quality, Various definition of Quality

UNIT-II QUALITY PHILOSOPHIES**15 Hours**

Quality Philosophies - Deming, Juran, Models of TQM, Leadership vision, Mission and Quality Policy Statements.

UNIT-III QUALITY TOOLS**15 Hours**

Quality Improvement Tools, The Seven Statistical Tools, The New Seven Tools.

UNIT-IV QUALITY PROCESS**15 Hours**

Kaizen, 5S Process, Quality Circles, SPC, TPM, JIT, Bench Marking.

UNIT-V QUALITY MANAGEMENT SYSTEMS**15 Hours**

Quality Management Systems, Requirements and principles of QMS, ISO 9000 Series,

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Six Sigma	https://asq.org/quality-resources/six-sigma#:~:text=Six%20Sigma%20is%20a%20method,quality%20of%20products%20or%20services.
2	Quality Management in Software industry	https://www.tutorialspoint.com/software_quality_management/software_quality_management_introduction.htm
3	Cost reduction through Quality approach	https://www.metricstream.com/insights/costofPoorQuality_home.htm

TEXT BOOKS:

1. Poornima M. Charantimath, 2003, Total Quality Management, Third Edition, Pearson Education.

2. Suganthi L, Anand A. Samuel, 2004, Total Quality Management, New title edition, Prentice Hall India Learning Private Limited.

REFERENCE BOOK:

1. Dale H. Besterfield, 2015, Total Quality Management, Fourth edition, Pearson Education India.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Definition of TQM	Define Total Quality Management	K1
1.1.1	Evolution of TQM	Illustrate the importance given to quality over the time	K2
1.1.2	Principles of TQM	Explain the principles of quality	K2
1.1.3	Dimensions of Quality	Demonstrate the applicability of the dimensions	K2
1.1.4	Various definition of Quality	Define quality from various aspects	K1
II	QUALITY PHILOSOPHIES		
2.1.0	Quality Philosophies	Illustrate the applications of quality philosophies in organizations	K2
2.1.1	Deming	Explain the use of these principles in companies	K2
2.1.2	Juran	Demonstrate the use of Juran philosophies in companies	K2
2.1.3	Models of TQM	Make use of these model to improve quality in organizations	K3
2.2.0	Leadership vision	Develop a vision statement for an organization	K3
2.3.0	Mission and Quality Policy Statements	Analyse the mission and quality policy statements for various organizations	K4
III	QUALITY TOOLS		
3.1.0	Quality Improvement Tools	Make use of the quality improvement tools and formulate techniques to improve quality.	K3
3.1.1	The Seven Statistical Tools	Analyse the quality related issues using old seven statistical tools	K4
3.1.2	The New Seven Tools.	Appraise the usage of new seven tools in solving the real time	K4

		quality problems	
IV	QUALITYPROCESS		
4.1.0	Kaizen	Demonstrate the techniques of Kaizen	K2
4.1.1	5S Process	Examine the changes in service quality after implementation of 5S	K4
4.1.2	Quality Circles	Demonstrate the members to be involved in quality circles	K2
4.1.3	SPC – Statistical Process Control	Illustrate the process involved in statistical process control	K2
4.1.4	TPM – Total Productive Maintenance	Explain the purpose of TPM in organizations	K2
4.1.5	JIT – Just in Time	Identify the benefits of JIT to the suppliers	K3
4.1.5	Benchmarking.	Apply benchmarking as a tool for achieving competitive advantage	K3
V	QUALITY MANAGEMENT SYSTEMS		
5.1.0	Quality Management Systems	Explain the process involved in QMS	K2
5.1.1	Requirements and principles of QMS	Demonstrate the principles involved in QMS	K2
5.1.2	ISO9000 Series	Explain the ISO 9000 series and its requirements	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

4. Continuous Assessment Test I,II
5. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
6. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Dr. Glenny Jocelyn

AIR REGULATION

Semester-III

Course Code: U20AG3Y5

Credits: 3

Total Hours: 45

HOURS/WEEK: 4

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Outline international aviation bodies	K2	I
2	Make use of aviation documents and manuals	K3	II
3	Distinguish different air traffic control units	K4	III
4	Illustrate how air traffic is managed	K2	IV
5	Explain aviation meteorological phenomenon	K2	V
6	Summarize meteorological reports and forecast	K2	IV

COURSE CONTENT:

UNIT I - AIR LAW

9 Hours

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

UNIT II – IMPORTANT DOCUMENTS

9 Hours

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

UNIT III – AIR TRAFFIC CONTROL

9 Hours

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 IV - AIR TRAFFIC MANAGEMENT**9 Hours**

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

UNIT V- AVIATION WEATHER**9 Hours**

Introduction to Aviation weather – Air masses – Frontal Weather – Pressure – Temperature – Density – International Standard Atmosphere (ISA) – Clouds – Wind – Precipitations – Weather hazards (thunder storms, turbulence, icing, low visibility, wind shear/microburst) – Aviation weather reports and forecast – Textual weather reports and forecasts (METAR, SPECI TAF, SIGMENT, AIRMET, PIREP) – Weather charts (SWC, Wind Aloft, Volcanic Ash) – Official weather sources – Online services – MET Stations.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	ICAO Annex	https://www.skybrary.aero/index.php/ICAO_Annexes_and_Doc_Series
2	Airspace classifications in India	https://www.skybrary.aero/index.php/Classification_of_Airspace
3	Documents to be carried on board by Indian registered aircraft	https://www.scribd.com/document/75173906/Document-to-Be-Carried-on-Board-by-Indian-Registered-Aircraft

REFERENCE BOOKS:

R.K.Bali – Navigation

Ground Studies for Pilots - Navigation

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	AIR LAW		
1.1	General	Outline of Air regulation	K2

1.2	International aviation bodies	Function of international aviation bodies	K4
1.3	Chicago convention & establishment of ICAO	Explain Chicago convention & ICAO	K2
1.4	WARSAW convention	Explain WARSAW convention	K2
1.5	Freedom of Air	List the freedom of Air	K4
II	IMPORTANT DOCUMENTS		
2.1.0	ICAO Annex	Summarize the annex of ICAO	K2
2.1.1	Controlling state rules, regulations, sovereignty, power of Authority	Identify the power given to the contracting states of ICAO	K3
2.1.2	European union EASA	Outline the roles and responsibility of EASA	K2
2.1.3	Operations & standards	Distinguish the difference between recommendation & practices	K4
2.1.4	Operation manual parts A, B, C, D	Make use of operation manual properly	K3
III	AIR TRAFFIC CONTROL		
3.1.0	ATC services	List out the roles & responsibilities of services provided by ATC units	K4
3.1.1	Airspace	Identify particular airspace according to the classification	K3
3.1.2	ICAO	Explain the functions of ICAO	K2
3.1.3	ATS flight plan	Explain the procedure of flight plan filling	K2
3.1.4	NOTAMS	Interpret the message given in NOTAMS	K2
IV	AIR TRAFFIC MANAGEMENT		
4.1.0	Airtraffic management	Outline the procedure how Air traffic is managed	K2
4.1.1	ATC slots	Explain about ATC slots	K2
4.1.2	Capacity management	Organize the Ir traffic efficiently	K3
4.1.3	Airports	Explain the functions of Airport	K2
4.1.4	RVSM	List the procedure to fly in RVSM airspace	K4
4.1.5	Oceanic control	Explain hoe air traffic is managed over ocean	K2
V	AVIATION WEATHER		
5.1.0	Introduction to aviation	Outline the weather related to	K2

	weather	aviation	
5.1.1	Airmasses& fronts	Explain airmasses& fronts	K2
5.1.2	Pressure temperature & density	Discuss how pressure, temperature & density affects aircraft performance	K6
5.1.3	ISA	Make use of ISA values in Performance calculation	K3
5.1.4	Clouds	Interpret the types of clouds and its hazards	K2
5.1.5	Winds	Relate the types of wind & its associated hazard	K1
5.1.6	Precipitation	Categorize types of precipitation from different types of cloud	K4
5.1.7	Weather hazard	List out the weather hazard	K4
5.1.8	Aviation weather report and forecast	Explain about weather report & forecast	K2
5.1.9	Textual weather report & forecast	Interpret the coded weather report/forecast	K2
5.1.10	Weather charts	Summarize the information given in aviation charts	K2
5.1.11	Official weather sources	Find weather information from official weather sources	K1
5.1.12	Online services	Make use of online services for meteorological information	K3
5.1.13	MET stations	Explain the purpose of met stations	K1

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Name of the Course Co-ordinator: Captain Aarthi Kumari

SBEC I: COMPUTER APPLICATION IN BUSINESS-I

(THEORY & PRACTICAL)

SEMESTER- III

CODE: U20AGPS1

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Recall the characteristics, types, five generations and anatomy of computer for better utilization.	K1	I
2	Relate office functions as they contribute to sound business practices and procedures.	K2	II
3	Apply Microsoft office and Tally software knowledge in businesses	K3	V
4	Examine the basic concepts in computer applications.	K2	I
5	Estimate competence with a wide variety of electronic tools and perform the current speed and accuracy requirements for key operation in a business environment.	K6	IV
6	Develop business correspondence and create graphics and electronic presentations	K3	III

COURSE CONTENTS:

UNIT-I INTRODUCTION TO COMPUTERS

6 Hours

Introduction to Computers, Types of Computers, Characteristics of computers, Generations of computers, Anatomy of a Digital Computer, Functions and components of Computer, Introduction to Operating System, Working with AI, IOT, Blog Management, Presentation software

UNIT-II MS OFFICE -WORD

6 Hours

Getting Started with Microsoft Word, Editing a Document- Formatting A Document, Using Editing and Proofing Tools, Changing the Layout of a Document, Inserting Elements to Word Documents, Working with Tables, Working with Columned Layouts & Section Breaks.

UNIT-III MS OFFICE - POWERPOINT

6 Hours

Introduction to PowerPoint, Adding and Formatting Text, Customizing Presentations, Working with Shapes and Pictures, Adding Objects and Effects, Outlining Proofing and Printing, Delivering Your Presentation.

UNIT-IV MS OFFICE - EXCEL

6 Hours

Introduction to MS Excel, Worksheets and Workbooks, Entering Information into MS Excel Formatting a Worksheet, Adding Elements to a Workbook, Charts- Formulas and Calculations

Excel Forms- Tables, Developing a Workbook

UNIT-V INTRODUCTION TO TALLY

6 Hours

Introduction, Fundamentals of computerized accounting, Computerized accounting VS manual accounting, Architecture and customization of Tally, Features of tally, Configuration of tally, Tally screen and menu.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Securing & Protecting spreadsheets	https://support.microsoft.com/en-us/office/protect-an-excel-file-7359d4ae-7213-4ac2-b058-f75e9311b599
2	Applying auto layouts	https://betersolutions.com/powerpoint/layout/index.htm
3	Inventory in Tally	https://tallysolutions.com/features/inventory-management/
4.	Entering Transactions	https://help.tallysolutions.com/article/Tally.ERP9/Tax_India/Getting_Started/Recording_Transactions.htm

TEXT BOOKS:

1. Rajathi, Tally 9.0 2002, Rajathi Publications
2. Ananthi Sheshasaayee & Sheshasaayee, 8th Edition, 2010, Computer Applications in Business and Management, Margham Publication.

REFERENCE BOOKS:

1. K.K Nandhani, 2009, Implementing Tally 9.0, BPB Publishers.
2. Agarwal -Tally 9, 2007, Agarwal Book House.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO COMPUTERS		
1.1.0	Introduction to Computers	Define the usage of Computers in business organization	K1
1.1.1	Types of Computers	Identify the different types of Computers	K1
1.1.2	Characteristics of computers	Explain the Characteristics of computers	K2
1.1.3	Five Generations of Computers	Categorize Five Generations of Computers	K2
1.1.4	Anatomy of a Digital Computer	Recall Anatomy of a Digital Computer	K1
1.1.5	Functions and components of Computer	Explain the Functions and components of Computer	K2
1.1.6	Introduction to Operating System	Define Operating System and Compare different Operating System	K4
II	MS OFFICE –WORD		
2.1.0	Getting Started with Microsoft Word	Recall Microsoft Word	K1
2.1.1	Editing a Document- Formatting a Document	Apply formatting while Creating document.	K3
2.1.2	Using Editing and Proofing Tools	How to use Editing and proofing tools Make use of Editing and Proofing Tools during documentation Improve the layout of document using Editing and Proofing Tools	K3 K6
2.1.3	Changing the Layout of a Document	What is a layout Apply different layout for document preparation Discover different layout with editing tools	K1 K2

			K4
2.1.4	Inserting Elements to Word Documents	a) How to insert elements in a document b) Make use of different elements in a document	K3 K3
2.1.5	Working with Tables, Working with Columned Layouts & Section Breaks.	a) How to create table in a word document b) Construct different layout with tables c) Create tables with Columned Layouts & Section Breaks.	K1 K2 K2
III	MS OFFICE – POWERPOINT		
3.1.0	Introduction to PowerPoint	Explain the meaning and uses of Power Point during Business presentation	K1
3.1.1	Adding and Formatting Text	Apply formatting and add text in a power point presentation	K3
3.1.2	Customizing Presentations	Design presentation with different tools for customization.	K4
3.1.3	Working with Shapes and Pictures	a) How to insert shapes and pictures in power point presentation b) Make use of different shapes and pictures in a power point presentation	K2 K3
3.1.4	Adding Objects and Effects	Create a power point presentation with Objects and Effects	K2
3.1.5	Outlining Proofing and Printing	Create presentation with Proofing and Printing for business presentation.	K3
3.1.6	Delivering Your Presentation.	a) How to deliver a presentation Examine the use of presentation for business purpose	K1 K4
IV	MS OFFICE – EXCEL		
4.1.0	Introduction to MS Excel	Explain the meaning and uses of	K1

		Excel in business operations.	
4.1.1	Worksheets and Workbooks	<ul style="list-style-type: none"> a) What is worksheet and workbook b) Explain the uses of worksheet and workbook. c) Create and work with a new workbook 	K1
4.1.2	Entering Information into MS Excel	<ul style="list-style-type: none"> a) How to enter Information into MS Excel b) Organize data based on any classification. c) Create a worksheet with data or information 	K1
4.1.3	Formatting a Worksheet	<ul style="list-style-type: none"> a) How to format a Worksheet b) Apply formatting tools in a worksheet 	K1
4.1.4	Adding Elements to a Workbook	<ul style="list-style-type: none"> a) How to add elements to a workbook b) Make use of elements to a workbook c) Create a workbook with elements. 	K3
4.1.5	Charts- Formulas and Calculations	<ul style="list-style-type: none"> a) How to insert chart and formulas b) Apply Formulas for calculation c) Analyze data with formulas d) Create Macro worksheet. 	K3
4.1.6	Excel Forms- Tables	<ul style="list-style-type: none"> a) How to create data forms in Excel b) Make use of tables in data form creation c) Create data form for data entry with data ribbon. 	K3
4.1.7	Developing a Workbook	How to develop a workbook for business data recordings.	K2
V	INTRODUCTION TO TALLY		
5.1.0	Introduction to Tally	Explain the meaning and	K1

		importance of tally in business.	
5.1.1	Fundamentals of computerized accounting	Recall the fundamentals of computerized accounting	K2
5.1.2	Computerized accounting vs manual accounting	Identify the difference between Computerized accounting vs manual accounting and identify the effective type of accounting	K4
5.1.3	Architecture and customization of Tally	Analyse the architecture and customization of Tally.	K4
5.1.4	Features of tally	Identify the features of Tally	K3
5.1.5	Configuration of Tally	Outline the configuration of Tally	K1
5.1.6	Tally screen and menu	Recall Tally screen and different menus in Tally	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	L	H	H	H	M	M	H	-	H	L
CO2	M	H	H	H	M	H	M	M	L	M	L	H	L
CO3	H	H	M	M	H	M	M	H	M	H	M	H	M
CO4	H	M	H	M	H	H	M	M	M	H	M	H	-
CO5	M	H	H	M	H	H	H	M	M	H	L	M	M
CO6	H	H	H	M	H	H	M	H	M	H	M	H	M

COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none"> 1. Continuous Assessment Test I,II 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation 3. End Semester Examination
Indirect
<ol style="list-style-type: none"> 1. Course-end survey

Name of the Course Co-ordinator: Mr. P. Ramaraj

EXTRA DISCIPLINARY COURSE
NMEC I: FUNDAMENTALS OF MANAGEMENT

SEMESTER-III

CODE: U20AG3E1

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

COURSE OUTCOMES :

S. No	Course Outcomes	Level	Unit Covered
1	Summarize the basic principles and functions of management in functional areas of business and understand the contributions of experts to management thought.	K2	I
2	Apply the management knowledge to accomplish the given tasks effectively and to handle situations which may arise in management.	K3	I
3	Identify and use skills in planning and decision making in all areas of business aiming at achieving the goal of the organisation.	K3	II
4	Utilize and describe the basic theories and principles by which businesses are organized and managed in modern society	K3	III
5	Demonstrate the importance of staffing and control function that contributes to the achievement of organizational objectives.	K2	IV
6	Classify the different leadership styles and develop their leadership capabilities and recognize the significance of motivation in management	K2	V

COURSE CONTENTS:

UNIT-I INTRODUCTION

6 Hours

Management – Meaning – Definition - Importance of Management - Functions of management - Management vs. Administration - Taylor’s management - Fayol’s management.

UNIT-II PLANNING

6 Hours

Planning – Meaning - Definition - Characteristics of Planning - Objective of Planning - Nature of Planning - Importance of Planning - Steps in Planning Process -Types of Planning - Barriers of Planning

UNIT-III ORGANISATION

6 Hours

Organization – Meaning - Definition - Characteristics of Organization - Functions of Organization - Importance of Organization - Types of Organisation - Formal Organisation - Characteristics of Formal Organisation - Advantages of Formal Organisation - Disadvantages of Formal Organisation, Informal Organisation - Characteristics of Informal Organisation - Advantages of Informal Organisation - Disadvantages of Informal Organization - Matrix Organisation

UNIT-IV STAFFING AND CONTROLLING

6 Hours

Staffing – Definition - Meaning - Objectives of Staffing - Functions of Staffing - Importance of Staffing, Controlling – Definition - Steps in Controlling process - Budgeting (Basic concepts only)

UNIT-V MOTIVATION

6 Hours

Motivation - Meaning – Definition - Nature of Motivation - Importance of Motivation - Types of Motivation - Maslow Theory, Leadership – Meaning – Definition - Importance of Leadership - Types of Leader - Functions of Leader - Qualities of Leader - Leader vs Manger

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Self Motivation	https://jamesclear.com/motivation

2	Overcoming Demotivation	https://www.lifehack.org/articles/productivity/10-types-demotivation-and-how-overcome-them.html
3	Leadership Training	https://money.howstuffworks.com/business/professional-development/leadership-training.htm

TEXT BOOKS:

1. T. Ramaswamy, 2011, Principles of Management, Himalaya Publishing house
2. L M Prasad, 2012 Principles of Management, 9th Edition, S.Chand Publication

REFERENCE BOOKS:

1. Tripathi& Reddy, Principles of Management,Mcgraw Hill, 5th edition, 2012
2. Koontz o' doneel, Principles of Management- McGraw Hill, 1st edition ,2004

LEARNING OUTCOMES

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Management	Explain the various concepts in management.	K2
1.1.1	Meaning	Explain the meaning of Management	K2
1.1.2	Definition	Define management	K1
1.1.3	Importance of Management	Outline the importance of management	K2
1.1.4	Functions of management	Demonstrate the various functions of management	K2
1.1.5	Management vs. Administration	Compare Management and Administration	K2
1.1.6	Taylor's management	Explain the use of Taylor's	K2

		principles of management in a organisation	
1.1.7	Fayol's management	Explain the use of Fayol's principles of management in a organisation	K2
II	PLANNING		
2.1.0	Planning	Make use of planning in an organisation	K3
2.1.1	Meaning	Explain the meaning of Planning	K2
2.1.2	Definition	Define planning	K2
2.1.3	Characteristics of Planning	Summarize the various characteristics of planning	K2
2.1.4	Objective of Planning	Explain the objectives of planning	K2
2.1.5	Nature of Planning	Explain the nature of planning	K2
2.1.6	Importance of Planning	Relate the importance of planning in an organisation	K2
2.1.7	Steps in Planning Process	Apply the process of planning and implement in an organisation	K3
2.1.8	Types of Planning	Make use of various types of planning and utilize the right type	K3
2.1.9	Barriers of Planning	Summarize the barriers of planning	K2
III	ORGANISATION		
3.1.0	Organization	Explain the purpose of organizing	K2
3.1.1	Meaning	Explain the meaning of organizing	K1
3.1.2	Definition	Define organisation	K2
3.1.3	Characteristics of Organization	Summarize the various characteristics of organizing	K2

3.1.4	Functions of Organization	Make use of various functions of organisation	K2
3.1.5	Importance of Organization	Relate the importance of organizing in an organisation	K2
3.2.0	Types of Organisation	Demonstrate various types of organisation	K2
3.3.0	Formal Organisation	Utilize the formal structure in an organisation	K3
3.3.1	Characteristics of Formal Organisation	Build a formal structure in an organisation and analyse its characteristics	K3
3.3.2	Advantages of Formal Organisation	Identify the advantages of Formal Organisation	K3
3.3.3	Disadvantages of Formal Organisation	Identify the disadvantages of Formal Organisation	K3
3.4.0	Informal Organisation	Utilize the informal structure in an organisation	K3
3.4.1	Characteristics of Informal Organisation	Build a informal structure in an organisation and analyse its characteristics	K3
3.4.2	Advantages of Informal Organisation	Identify the advantages of informal Organisation	K3
3.4.3	Disadvantages of Informal Organization	Identify the disadvantages of informal Organisation	K3
3.5.0	Matrix Organisation	Utilize the Matrix structure in an organisation	K3
IV	STAFFING & CONTROLLING		
4.1.0	Staffing	Plan staffing for an organisation	K3
4.1.1	Definition	Define staffing	K2
4.1.2	Meaning	Explain the meaning of staffing.	K2
4.1.3	Objectives of Staffing	Explain the various objectives of staffing	K2
4.1.4	Functions of Staffing	Relate the various functions of staffing	K2

4.1.5	Importance of Staffing	Summarise the importance of staffing	K2
4.2.0	Controlling	Analyse the purpose of controlling in an organisation	K3
4.2.1	Definition	Define controlling	K2
4.2.2	Steps in Controlling process	Summarise the various steps in controlling process	K2
4.3.0	Budgeting (Basic concepts only)	Make use of budgeting in an organisation	K3
V	MOTIVATION		
5.1.0	Motivation	Motivate the staff for effective performance in the organisation	K4
5.1.1	Meaning	Perceive the meaning of motivation	K5
5.1.2	Definition	Define motivation	K2
5.1.3	Nature of Motivation	Explain the nature of motivation	K2
5.1.4	Importance of Motivation	Perceive the importance of motivation	K5
5.1.5	Types of Motivation	Explain the types of motivation	K5
5.2.0	Maslow Theory	Make use of Malow theory and understand the need for motivation	K3
5.3.0	Leadership	Motive the staff to develop leadership skills	K4
5.3.1	Meaning	Perceive the meaning of leadership	K5
5.3.2	Definition	Define leadership	K2
5.3.3	Importance of Leadership	Perceive the importance of leadership	K5
5.4.0	Types of Leader	Summarize various types of Leader	K2
5.4.1	Functions of Leader	Explain various functions of leadership	K2

5.4.2	Qualities of Leader	Perceive the qualities of leadership	K5
5.5.0	Leader vs Manger	Compare between a Leader and a Manger	K5

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	M	H	M	H	M	H	H	M	M
CO2	H	H	M	H	M	H	M	H	M	H	H	H	H
CO3	H	H	H	H	M	H	H	H	H	H	H	H	H
CO4	H	H	H	H	-	M	M	M	M	M	H	M	M
CO5	H	M	H	M	H	H	H	H	H	H	H	H	H
CO6	H	M	H	H	H	H	H	H	H	H	H	H	H

COURSE ASSESSMENT METHODS

Direct

- 1. Continuous Assessment Test I,II**
- 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation**
- 3. End Semester Examination**

Indirect

- 1. Course-end survey**

Name of the Course Co-ordinator: Mr. J. Manikandan

SEMESTER IV

S.No	Course Title	Course Code
1.	Tamil IV	U18TM3L3
2.	English Through Literature	U16EGPL4
3.	Business Law	U20AG404
4.	Training and Development (Elective-II)	U20AG4:2
	Organizational Change & Development (Elective-II)	U20AG4:3
5.	Aviation Security	U20AG4Y6
6.	Practical	U20AGPS2
7.	Fundamentals of Marketing (NMEC)	U20AG3E2
8.	Life Skills	U16LFS41
9.	Extension Activities	U16ETA41

CORE IV: BUSINESS LAW

SEMESTER: IV

CODE: U20AG404

CREDITS: 3

TOTAL HOURS : 45

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Examine the various Acts related to business	K4	I
2	Understand the essential elements of a valid contract	K2	I
3	Compare the duties of different types of agents in a contract of Agency	K2	II
4	Discuss the rights and responsibilities of seller and buyer in a contract of business	K3	III
5	Comprehend basic knowledge on partnership & Goods Act.	K3	IV
6	Describe various Insurance schemes	K3	V

COURSE CONTENTS:

UNIT-I CONTRACT ACT

9 Hours

Contract Act, Definition, Classification, Essentials of a Contract, Mistake, Misrepresentation and fraud, Right and Obligations of Parties to Contract, Not Enforceable-Assignment, Breach, Performance and Discharge, Quasi Contract

UNIT-II LAW OF AGENCY

9 Hours

Law of Agency, Nature appointment, Termination, Right and duties Liabilities, Relation with third parties, Types of Agents

UNIT-III PARTNERSHIP

9 Hours

Partnership- Definition, Creation relation with Partner interest and to third party Liabilities

UNIT-IV SALE OF GOODS ACT

9 Hours

Sale of goods Act-Definition, Price, Conditions and warranties, Right and remedies in case of Breach

UNIT-V INSURANCE

9 Hours

Introduction to Insurance, Definition of Life Insurance, Kinds of life insurance policy, Definition of Non- life insurance, Types of Non-life insurance, Fire Insurance, Marine Insurance, Kinds of Marine policies, Characteristics, Warranties, Difference between Life Insurance& Other forms of insurance, Insurance Claims

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Negotiable Instruments Act 1881	http://legislative.gov.in/sites/default/files/A1881-26.pdf https://www.indiacode.nic.in/handle/123456789/2189?locale=en
2	Rights and privileges of H.D.C	https://www.citeman.com/10129-rights-or-privileges-of-a-holder-due-course.html https://www.shareyouressays.com/essays/seven-privileges-granted-to-a-holder-in-due-course-under-the-negotiable-instruments/92271
3	Intellectual Property Rights	https://www.innovation-asset.com/blog/the-4-main-types-of-intellectual-property-and-related-costs
4	Consumer Protection Act,1986 and Competition Act, 2002	https://blog.ipleaders.in/relationship-competition-law-consumer-protection/

TEXT BOOK:

1. N. D. Kapoor, Elements of Mercantile Law –, S. Chand Publications, 2014.
2. Pillai R.S. N and V. Bagavathi, Business Law - S.ChandPubilcations, 2007.

REFERENCE BOOKS:

1. Davar, Mercantile Law, Progressive Corporation, 1967 -
2. Venkatesan E., Mercantile Law, MLJ publications.2009
3. Shukla, MercantileLa,S. Chand and sons, revised edition2002
4. TandonB. NPrinciple of Mercantile Law -, S. Chand&sons, 1983

IRDA material.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CONTRACT ACT		
1.1.0	Definition	Define Contract	K1
1.1.1	Classifications of contracts	Classify Contracts under different headings	K2
1.1.2	Essentials of a Contract	List out the essentials of a contract	K2
1.1.3	Mistake, Misrepresentation and Fraud	Illustrate the meaning of mistake, misrepresentation and fraud	K2
1.1.4	Right and Obligations to parties of a contract	Explain the right and Obligations to parties of a contract	K2
1.1.5	Not enforceable Assignments	Illustrate the contracts not enforceable Assignments	K1
1.1.6	Breach	Demonstrate the impact of breach of contract	K2
1.1.7	Performance and Discharge	Discover the importance of performance and discharge of contracts	K3
1.1.8	Quasi contract	Understand the meaning of quasi contracts	K1
II	LAW OF AGENCY		
2.1.0	Law of Agency	Recall the meaning of Agency	K1
2.1.1	Nature and Appointment	Explain the nature and appointment of agents	K2
2.1.2	Termination	Demonstrate the situations of termination of Agency	K2
2.1.3	Rights, Duties and Liabilities	Explain rights, duties and liabilities of agents	K2
2.1.4	Relation with third parties	Develop the relationship with third parties	K3
2.1.5	Types of Agents	Classify the agents	K2

III	PARTNERSHIP		
3.1.0	Partnership-Definition	Define the term Partnership	K1
3.1.1	Principles	Explain the principles of partnership	K2
3.1.2	Creation of relation with partner interest	Discover the relationship with partner interest	K3
3.2.3	Types of Partners	Classify partners	K2
3.2.4	Duties and Liabilities of Partners	Examine the duties and Liabilities of Partners	K3
IV	SALE OF GOODS ACT		
4.1.0	Sale of Goods Act-Definition	Define Sale of goods Act	K1
4.1.1	Price	Explain the importance of price	K2
4.1.2	Conditions and Warranties	Illustrate the terms Conditions and Warranties	K2
4.1.3	Rights and Remedies in case of Breach	Examine the rights and remedies in case of Breach	K3
4.1.4	Stoppage in transit	Discover the consequences of Stoppage in transit	K3
4.1.5	Transfer of Property	Analyze the situations of transfer of property	K3
V	INSURANCE		
5.1.0	Introduction to Insurance	Recall the need of insurance	K1
5.1.1	Definition	Define the term Insurance	K1
5.1.2	Classifications of Insurance	Categorize the insurance	K3
5.1.3	Difference between Life insurance with other forms of insurance	Distinguish between Life insurance with other forms of insurance	K3
5.1.4	Kinds of Life Insurance policy	Classify the life insurance policies	K2

5.2.1	Fire insurance e-Definition	Define fire insurance	K1
5.2.2	Types	List the different types of fire insurance	K2
5.2.3	Claim	Analyze the conditions of claim settlement	K3
5.3.0	Marine insurance	Recall the term Marine insurance	K1
5.3.1	Definition	Define the term Marine insurance	K1
5.3.2	Characteristics	Extend the characteristics Of marine insurance	K2
5.3.3	Kinds of Marine policies	Classify Marine insurance	K2
5.3.4	Warranties	Explain the term warranty	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	H	M	H	M	M	M	M	M	M	M	M
CO2	M	L	H	M	M	H	M	H	M	M	H	M	H
CO3	H	M	H	M	H	M	-	M	H	L	M	H	M
CO4	M	H	M	M	H	H	M	H	M	M	M	H	M
CO5	M	M	M	H	M	M	H	M	M	H	H	M	-
CO6	H	M	M	H	H	M	H	L	M	M	M	H	H
CO7	H	M	M	L	M	H	M	M	H	M	-	H	M

COURSE ASSESSMENT METHODS

Direct
<ol style="list-style-type: none">1. Continuous Assessment Test I,II2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation3. End Semester Examination
Indirect
<ol style="list-style-type: none">1. Course-end survey

Elective II: TRAINING & DEVELOPMENT

SEMESTER: IV

CODE: U20AG4:2

CREDITS: 5

TOTAL HOURS : 75

HOURS/WEEK: 5

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the need for Training, choose correct method of Training and to evaluate the Training Programme.	K3	I
2	What motivates professionals to learn and the most appropriate methodologies to impart training.	K1	II
3	Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.	K2	III
4	Understand the concept of training audit & training evaluation.	K2	II
5	Understand various strategies used by organizations to measure performance & reward.	K2	IV
6	Organize a training module design and execute it	K3	V

COURSE CONTENTS:

UNIT-I INTRODUCTION

15 Hours

Definition of Training, Need for training, Gaps in Training, Learning and its Principles.

UNIT-II TRAINING NEEDS & EVALUATION

15 Hours

Training needs analysis, Implementation of the Training Programme, Evaluation of Training Programme, How to Make Training Programme Effective?

UNIT-III METHODS OF TRAINING

15 Hours

Methods of Training: Traditional Training, On – The Job Training: Apprentice, Informal Training, Job Rotation, Job Instruction. Off – the Job Training: Lectures, Multimedia Tools, Laboratory Training, Case Study.

UNIT -IV MANAGERIAL DEVELOPMENT**15 Hours**

Managerial Development and Training: Methods of Managerial Training, Executive Development, Managerial on the job Training: Job Rotation, Coaching. Managerial off the Job Training: Case Studies, Seminars, Games, Behavioural Modelling.

UNIT-V TRAINING PROCESS**15 Hours**

Training Process: Steps in developing a Training Programme, Selection of Internal Trainers, Selection of External Trainers, Advantages and Disadvantages of trainers.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Guidance for Developing a Training Program for Quality Systems	https://www.epa.gov/sites/production/files/2016-03/documents/g10-final.pdf
2	Training Design	https://bizfluent.com/facts-5761016-training-design-.html
3	Distinction between Training needs analysis & Performance analysis	https://elearningindustry.com/training-needs-analysis-performance-analysis-difference

TEXT BOOKS:

1. Gary Dessler, Human Resource Management , Pearson Publication, 14th Edition.2005.
2. Aswathappa, Human Resource Management, McGraw Hill Publication, 2013.

REFERENCE BOOKS:

1. Devendra Agochia, Every Trainer's Handbook, Sage Publications, 2002.
2. Gary Kroehnert, Training for Trainers-, 2ndEdition, Tata McGrawHill.2009.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Definition of Training	Define training.	K1

1.1.1	Need for training	List down the needs for training.	K1
1.1.2	Gaps in Training	Identify the gaps & the methods to fill the gaps in training.	K3
1.1.3	Learning and its Principles	Infer the principles of learning	K2
II	TRAINING NEEDS & EVALUATION		
2.1.0	Training needs analysis	Identify the needs for training analysis.	K3
2.2.0	Implementation of the Training Programme	Demonstrate the implementation of training program.	K2
2.3.0	Evaluation of Training Programme	Assess the training programme.	K5
2.4.0	How to Make Training Programme Effective?	Organize the training programme to make it effective.	K3
III	METHODS OF TRAINING		
3.1.0	Methods of Training	Explain about various methods of training.	K2
3.2.0	Traditional Training	Recall the traditional training methods.	K1
3.3.0	On – The Job Training	Define & Classify the methods of On the job training	K1
3.3.1	Apprentice	Explain apprentice training	K2
3.3.2	Informal Training	Explain Informal training.	K2
3.3.3	Job Rotation	Explain Job rotation.	K2
3.3.4	Job Instruction	Explain Job Instruction.	K2
3.4.0	Off – the Job Training	Define & Classify the methods in Off the job training.	K1
3.4.1	Lectures	Define Lectures.	K1

3.4.2	Multimedia Tools	List down the various multimedia tools available for training.	K1
3.4.3	Laboratory Training	Explain Laboratory training.	K2
3.4.4	Case Study	Define & Present Case study training.	K1
IV	MANAGERIAL DEVELOPMENT		
4.1.0	Managerial Development and Training	Compare Managerial development & Training.	K2
4.2.0	Methods of Managerial Training	Classify the different types of Managerial training.	K2
4.3.0	Executive Development	Analyze executive development through managerial training.	K4
4.4.0	Managerial on the job Training	Classify the methods in Managerial On the job training.	K2
4.4.1	Job Rotation	Explain Job rotation.	K2
4.4.2	Coaching	Explain Coaching.	K2
4.5.0	Managerial off the Job Training	Classify the methods in Managerial Off the job training.	K2
4.5.1	Case Studies	Define & Present Case study training.	K1
4.5.2	Seminars	Explain Seminars.	K2
4.5.3	Games	Adapt games in training.	K6
4.5.4	Behavioural Modelling	Explain Behavioural modelling.	K2
V	TRAINING PROCESS		
5.1.0		Explain the steps in Training	K2

	Training Process	process.	
5.2.0	Steps in developing a Training Programme	Choose appropriate steps in developing a training program.	K3
5.3.0	Selection of Internal Trainers	Recall the characteristics expected in Internal trainers.	K1
5.4.0	Selection of External Trainers	Recall the characteristics expected in external trainers.	K1
5.5.0	Advantages and Disadvantages of trainers	List down the merits & demerits of Internal & External trainers.	K1

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	L	L	H	M	M	H	M	H	-
CO2	H	M	H	M	H	M	M	H	L	H	-	H	L
CO3	M	H	-	-	M	H	-	L	M	M	H	M	H
CO4	-	M	H	M	H	L	H	M	-	H	M	-	M
CO5	M	-	H	L	M	M	H	H	H	-	M	H	M
CO6	H	L	H	M	H	M	L	-	M	M	H	M	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Elective II: ORGANIZATIONAL CHANGE AND DEVELOPMENT

SEMESTER: IV

CODE: U20AG4:3

CREDITS: 5

TOTAL HOURS: 75m

HOURS/WEEK: 5

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Develop various terms relating to organizational development and change.	K1	I
2	Apply theories and current research concerning individuals, groups and organizations to the process of change	K3	II
3	Discuss the process of change as applied to organizational culture and human behaviour	K2	III
4	Analyze ongoing activities within an organization and design and plan the implementation of selected OD interventions	K4	IV
5	Understand OD diagnostic models	K2	IV
6	Understand how organizational development differs from other change methods.	K2	V

COURSE CONTENT:

UNIT-I INTRODUCTION

15 Hours

Organizational Change - Need – Nature of Organizational Change – Resistance of Change –Transactional and Transformational Change

UNIT-II ORGANIZATIONALDEVELOPMENT

15 Hours

Organizational Development – Need – Objectives – OD Process - Nature - Scope

UNIT-III CHARACTERISTICSOF OD

15 Hours

Characteristics of OD - History of OD – The Changing Context – Second generation OD

UNIT IV ACTIONRESEARCH

15 Hours

Action Research - OD Interventions – Need - Types

UNIT V IMPLEMENTATION

15 Hours

Implementation of OD – Future of OD in Indian Organization

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Organizational Development Practitioner	https://www.roffeypark.ac.uk/knowledge-and-learning-resources-hub/what-is-an-organisation-development-practitioner/
2	Organizational Development Consulting	https://hr.mit.edu/managers/od-consulting
3	Evaluation and Sustainability in Organizational Development	https://www.researchgate.net/publication/329905659_Evaluation_and_Sustainability_in_Organization_Development
4	Organizational Development and Capacity Building	https://www.hunter-kemper.com/index.cfm/services/organization-development-and-capacity-building/

TEXTBOOK:

1. French and Bell, Organizational Change and Development, 6th edition, Pearson Publication.2003.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Organization Change	Define Organization Change	K1
1.1.1	Need	List the need for organization change	K2
1.1.2	Nature of Organizational Change	Explain the factors of organization change	K2
1.1.3	Resistance of change	Illustrate types of resistance to change	K2
1.1.4	Transactional and Transformational change	Define Transactional Change and	K2

		Transformational Change	
II	ORGANIZATIONAL DEVELOPMENT		
2.1.0	Organizational Development	Define Organizational Development	K1
2.1.1	Need	List the need for Organizational Development	K2
2.1.2	Objectives	Demonstrate the purpose of OD	K2
2.1.3	OD Process	List the process of OD	K2
2.1.4	Nature	Explain the nature OD	K2
2.1.5	Scope	List the scope of OD	K2
III	CHARACTERISTICS OF OD		
3.1.0	Organization	Explain about Organization.	K1
3.1.1	Characteristics of OD	Explain the characteristics of OD	K2
3.1.2	History of OD	Explain the Evolution of OD	K2
3.2.0	The Changing Context – Second generation OD	Explain the second generation of OD	K2
IV	ACTION RESEARCH		
4.1.0	Action Research	Define Action Research.	K1
4.1.1	OD Interventions	Define OD intervention	K1
4.1.2	Need	Explain the need for OD intervention	K2
4.1.3	Types	List the types of OD Interventions	K2
V	IMPLEMETATION		
5.1.0	Implementation of OD	Classify the Problems faced in Intervention	K1
5.1.1	Future of OD in Indian Organization	Illustrate the implication of OD's future	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	-	M	H	L	M	M	M
CO2	H	M	H	H	-	M	M	H	M	-	L	M	M
CO3	M	H	H	-	M	L	M	H	-	M	M	M	M
CO4	H	M	-	M	L	M	L	H	L	-	L	L	L
CO5	H	-	H	M	L	M	-	M	L	M	-	-	-
CO6	H	M	H	H	-	M	L	L	M	-	H	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

AVIATION SECURITY

SEMESTER-IV

COURSE CODE: U20AG4Y6

CREDIT: 4

TOTAL HOURS: 60

HOURS/WEEK: 4

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Define the terms related to aviation security	K1	I
2	Identify the process & equipment required for screening	K3	II
3	Identify the objects which are restricted in flight	K3	III
4	Determine the threat level for aviation and convention related to safeguarding aviation	K5	IV
5	Summarize hostage negotiation plan	K2	V
6	Outline the objective of aviation security	K2	I

COURSE CONTENT:

UNIT I – DEFENITIONS, OBJECTIVES AND THREATS

12 Hours

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

UNIT II– SCREENING AND SEARCHING OF PASSENGERS AND STAFF 12 Hours

Stages involved in inspection/screening process – Equipments required for screening – X-ray examination of baggage – Physical inspection of baggage.

UNIT III– RESTRICTED ARTICLES AND SUBSTANCES

12 Hours

Definition – Categories of restricted articles – Improvised explosive devices – Places of concealment of Explosives – Types of explosives detectors – Bomb threat – Threat to an airborne aircraft.

UNIT IV– AIRCRAFT HIJACKING AND INTERNATIONAL CONVENTIONS

12 Hours

Unlawful seizure of Aircraft(Hijacking) – Why is Civil aviation considered as an attractive target? – Where can the threats come from? – Historical review of the past incidents – Dealing with the hijacking situation onboard – Tokyo convention Hague convention – Montreal convention.

UNIT V- HOSTAGE NEGOTIATION

12 Hours

Hostage situation – Hostage situation move through several distinct phases – Hostage takers – The negotiator arrives on the scene – Negotiator objectives and tactics – Making a deal with the hostage taker – Role of Cabin crew in hostage situation.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Emerging security threat in aviation security	http://blog.safe-passage.com/emerging-threats-to-aviation-security
2	Improvised explosive devises	https://en.wikipedia.org/wiki/Improvised_explosive_device
3	Improved passenger screening technology	https://www.futuretravelexperience.com/2016/08/new-technologies-strive-to-enhance-airport-security/

REFERENCE BOOKS:

R.K.Bali – Navigation

Ground Studies for Pilots - Navigation

Oxford – General Navigation

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	DEFENITIONS, OBJECTIVES AND THREATS		
1.1	Aviation security and airport security	Explain the need of aviation security	K2
1.2	Terminology related to	Define the terms related to aviation	K1

	aviation security	security	
1.3	Objectives of aviation security	List out the roles & responsibilities of aviation security units	K4
1.4	Nature of threats	Determine the threats for aviation	K5
1.5	Characteristics of offenders	Identify the offenders	K3
II	SCREENING AND SEARCHING OF PASSENGERS AND STAFF		
2.1.0	Stages involved in inspection/screening process	List out the stages in screening process	K4
2.1.1	Equipment required for screening	Choose the correct equipment for specific purpose of screening	K3
2.1.2	x-ray examination of baggage	Explain the process of screening baggage using x-ray	K2
2.1.3	Physical inspection of baggage	Explain the process of physical inspection of baggage	K2
III	RESTRICTED ARTICLES AND SUBSTANCES		
3.1.0	Definition	Define the terms related with restricted article	K1
3.1.1	Categories of restricted items	List out the items which are restricted	K4
3.1.2	Improvised explosive devises	Explain IED	K2
3.1.3	Places of concealment of explosive	Identify the places of concealment of explosives	K3
3.1.4	Types of explosive detector	Compare different type of detector for a particular purpose	K4
3.1.5	Bomb threat	Decide what to do in bomb threat situation	K5
3.1.6	Threat to an airborne aircraft	Plan contingency procedure	K6
IV	AIRCRAFT HIJACKING AND INTERNATIONAL CONVENTIONS		
4.1.0	Unlawful seizure of aircraft	Explain the meaning of hijack	K2
4.1.1	Why civil aviation considered as an attractive target	List out the reason for hijack	K4
4.1.2	Where are the threats come from	Identify the area of threats	K3
4.1.3	Historical review of past	Recall past incidents for future	K1

	incidents	protection	
4.1.4	Dealing with hijacking situation onboard	Explain the procedure of negotiation	K2
4.1.5	Tokyo convention, hague convention, mondreal convention	List out the important contents of thses convention	K4
V	HOSTAGE NEGOTIATION		
5.1.0	Hostage situation	Assume the situation of hostages	K4
5.1.1	Hostage situation move through several distint phases	Eplain the situation of hostages during several phases	K2
5.1.2	The negotiators arrives on the scene	Outline the negotiation of the scene	K2
5.1.3	Negotiators objectives & tactics	Formulate the objective of negotiator	K6
5.1.4	Making a deal with hijakers	Outline the procedure of negotiation	K2
5.1.5	Role of cabin crew in hijacking situation	Decide the responsibility of cabin crew during negotiation process	K5

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS**Direct**

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

PRACTICAL TRAINING

Semester-IV

Course Code: U20AGPS2

Credits: 2

Total Hours: 30

HOURS/WEEK: 2

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Apply the previous knowledge in different scenario	K3	I
2	Experiment with manual flight planning & flight dispatch exercise	K3	I
3	Adapt to irregularity and handle the situation	K6	II
4	Take part in written and oral exam conducted by airline company	K4	II
5	Function as simulated flight dispatch operation	K4	III
6	Plan for diversion & rerouting	K3	III

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.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Roles and responsibility of flight dispatcher	https://en.wikipedia.org/wiki/Flight_dispatcher
2	Route diversion procedure	https://www.firstflight.com/private-pilot-course/diversions-and-lost-procedures/
3	Flight plan explanation	https://www.skybrary.aero/index.php/Flight_Plan_Completion

REFERENCE BOOKS:

ICAO Annex 14 Volume 1 Aerodrome Design and Operations.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	PRACTICAL EXERCISES – 1		
1.1	Integration of previously acquired knowledge and practical application in different scenarios	Apply the previous knowledge in different scenario	K3
1.2	Manual flight planning and flight dispatch exercises	Experiment with manual flight planning & flight dispatch exercise	K3
II	PRACTICAL EXERCISES – 2		
2.1.0	Operational control and irregularity handling exercises	Adapt to irregularity and handle the situation	K6
2.1.1	Written and Oral exam preparation	Take part in written and oral exam conducted by airline company	K4
III	PRACTICAL EXERCISES – 3		
3.1.0	Operations control and flight dispatch simulation	Function as simulated flight dispatch operation	K4
3.1.1	Handling diversions and rerouting	Plan for diversion & rerouting	K3

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

**EXTRA DISCIPLINARY COURSE
NMEC II: FUNDAMENTALS OF MARKETING**

SEMESTER: IV
CREDITS: 2
HOURS/WEEK: 2

CODE: U20AG3E2
TOTAL HOURS: 30

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Demonstrate understanding of marketing terminology and concepts.	K2	I
2	Identify wants and environmental factors that shape marketing activities for certain target markets	K3	I
3	Demonstrate knowledge of the individual components of a marketing mix.	K2	II
4	Demonstrate knowledge of kinds of pricing within the marketing field.	K2	III
5	Identify the organizational processes involved in the channels of distribution	K3	IV
6	Demonstrate knowledge regarding Product advertising and sales promotion	K2	V

COURSE CONTENT:

UNIT-I INTRODUCTION

6 Hours

Marketing - Meaning – Features - Importance - Merchandising - Marketing& Selling - Macro view of marketing - What is service – Consumer - Direct marketing

UNIT-II MARKETING MIX

6 Hours

Marketing mix – Product – Meaning – Features – Classification - Product line - Product mix – Brand – Features – Types - Brand name

UNIT-III PRICE

6 Hours

Price – Meaning – Importance – Kinds - Price leader

UNIT-IV PLACE- DISTRIBUTION

6 Hours

Place - Channels of distribution (Types)

UNIT-V PROMOTIONAL MIX**6 Hours**

Promotion – Meaning – Importance - Types of Advertisement - Salespromotion – Publicity

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Green Marketing	https://www.businessmanagementideas.com/marketing/green-marketing/20101
2	Global Marketing	https://www.businessmanagementideas.com/marketing/global-marketing/global-marketing/20654
3	Advertising Management in Marketing	https://www.managementstudyguide.com/advertising-management.htm
4	Brand Strategies in Marketing	http://www.marketingmo.com/strategic-planning/brand-strategy/

TEXT BOOK:

- 1.Rajan Nair, Marketing Management, 19th Edition, sultan Chand & Sons, 2020
2. Rajan Saxena, Marketing Management –4th Edition, McGraw Hill Education, 2009

REFERENCE BOOKS:

- 1.Ramasamy and Namakumari , Marketing management, 4th Edition, Om Books, 2010
- 2.Michael J Etzel, Bruce J Walker, Fundamentals of Marketing, 14th Edition, McGraw Hill, International Edition, 2017
- 3.Philip Kotler, Marketing Management, 13th edition, Prentice hall of India ,2005

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Marketing	Define Marketing	K1
1.1.1	Meaning	Explain the term marketing	K2
1.1.2	Features	List the features of marketing	K2
1.1.3	Importance	List the importance of	K2

		marketing	
1.2.0	Merchandising	Explain the term merchandising	K2
1.2.1	Marketing& Selling	Compare marketing & selling	K2
1.3.0	Macro view of marketing	Recall Macro view of marketing	K2
1.3.1	What is service	Recall what is service	K2
1.3.2	Consumer	Recall the importance of consumer	K2
1.3.3	Direct Marketing	Illustrate the meaning of direct marketing	K1
II	MARKETING MIX		
2.1.0	Marketing Mix	Explain the concept of marketing mix	K1
2.1.1	Product	Recall the concept of product	K1
2.1.2	Meaning	Illustrate the meaning of product	K1
2.1.3	Features	List the features of product	K2
2.1.4	Classification	Explain the various classification of product	K2
2.2.0	Product Line	Explain product line	K2
2.3.0	Product mix	Explain product mix	K2
2.4.0	Brand	Explain the term Brand	K2
2.4.1	Features	List the features of brand	K2
2.4.2	Types	List the types of brand	K2
2.4.3	Brand Name	Illustrate the brand name	K2
III	PRICE		

3.1.0	Price	Define pricing	K1
3.1.1	Meaning	Illustrate the meaning of pricing	K1
3.1.2	Importance	Explain the importance of pricing	K2
3.1.3	Kinds of Pricing	List the kinds of pricing	K2
3.1.4	Price Leader	Explain the price leader	K2
IV	PLACE - DISTRIBUTION		
4.1.0	Place	Explain the term place	K2
4.2.0	Channels of Distribution(Types)	List the types of Channels of Distribution	K2
V	PROMOTIONAL MIX		
5.1.0	Promotion	Explain promotion	K2
5.1.1	Meaning	Illustrate the meaning of promotion	K1
5.1.2	Importance	Explain the importance of promotional mix	K2
5.1.3	Types of Advertisement	List the Types of Advertisement	K2
5.1.4	Sales Promotion	Demonstrate Sales Promotion	K2
5.1.5	Publicity	Demonstrate Publicity	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	H	M	M	M	H	M	L	M	H
CO2	H	M	H	H	H	M	M	H	M	L	-	L	H
CO3	M	M	M	M	M	L	M	H	-	M	M	M	M
CO4	H	H	M	M	L	H	H	M	L	H	M	H	L
CO5	M	M	M	H	L	M	M	M	-	H	-	H	-
CO6	H	M	M	M	L	H	L	H	L	M	L	M	L

COURSE ASSESSMENT METHODS**Direct**

- 1. Continuous Assessment Test I,II**
- 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation**
- 3. End Semester Examination**

Indirect

- 1. Course-end survey**

SEMESTER V

S.No	Course Title	Course Code
1.	Human Resource Management	U20AG505
2.	Planning And Scheduling	U20AG506
3.	General Navigation	U20AG507
4.	Dangerous goods regulations	U20AG508
5.	Investment Management	U20AG5:3
	Project Management	U20AG5:4
	Retail Management	U20AG5:5
6.	Interview Skills	U20AG5S3

Core V: HUMAN RESOURCE MANAGEMENT

SEMESTER: V

CODE: U20AG505

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Interpret employee recruitment, selection, and retention plans and processes.	K2	I
2	Explain the methods to administer and contribute to the design and evaluation of the performance management system.	K2	III
3	Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.	K2	IV
4	Understand the HR environment in India, human resource functions within organizations, importance of workers participation in management and creating stress free work environment through counseling and mentoring.	K2	II
5	Plan human resources requirement and formulate HR policy of the organisation with regard to recruitment, selection, training and career planning.	K3	V
6	Appraise the employee's performance and formulate compensation policy which helps to make organizational excellence & analyze the ethical issues in HR management.	K5	I

COURSE CONTENTS:

UNIT-I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 15 Hours

Introduction, Processes and functions of HR management, HR Department Organization, Role of HR Manager in the organization.

UNIT-II HUMAN RESOURCE PLANNING 15 Hours

HR Planning- Concepts and Methods: Job Analysis, Job Description, Job Specification, Selection process, Employment tests and interviews.

UNIT-III INDUCTION AND PERFORMANCE APPRAISAL 15 Hours

Induction and Performance Appraisal, Induction programme, Different training methods in company, Performance appraisal and review.

UNIT-IV WAGE AND SALARY ADMINISTRATION 15 Hours

Wage and Salary Administration, Job Evaluation methods, Wages: Different patterns of wage payments- time rate, Piece rate, Wage incentives and Bonus.

UNIT-V INTRODUCTION TO HR AUDIT 15 Hours

Concept of HR Audit, Separation and its types, Retirement benefits: Gratuity, Provident Fund and pension scheme.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Job Enrichment	https://www.digitalhrtech.com/job-enrichment/#:~:text=is%20job%20enrichment%3F-.A%20definition,creating%20autonomy%2C%20and%20giving%20feedback.
2	Trade Unions in India	https://en.wikipedia.org/wiki/Trade_unions_in_India
3	Participative Management	https://www.indeed.com/career-advice/career-development/participative-management

TEXT BOOKS:

1. S. P Gupta- Human Resource Management –15th Edition, S.Chand & sons, 2014
2. Praveen Durai- Human Resource Management -Pearson Publications.

REFERENCE BOOKS:

1. Memoria – Personnel Management –Himalaya Publishing House, 2007.
2. Edwin Fillippo – Personnel Management –MGrav Hill, 3rdEdition 1971.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		
1.1.0	Introduction	Explain the effective management of Human resource.	K2
1.1.1	Processes and functions of HR management	Recall the processes & to explain the functions involved in HR management.	K1
1.1.2	HR Department Organization	Recall the organization of HR Department.	K1
1.1.3	Role of HR Manager in the organization	Analyse the various roles of HR manager in the organization.	K4
II	HUMAN RESOURCE PLANNING		
2.1.0	HR Planning	Understand the meaning & scope of HR Planning.	K2
2.1.1	Concepts and Methods	Explain the concepts & different methods of HR Planning.	K2
2.1.2	Job Analysis	Classify the Job analysis methods.	K2
2.1.3	Job Description	Explain job description.	K2
2.1.4	Job Specification	Explain Job specification.	K2
2.1.5	Selection process	Recall the selection process involved in recruitment of	K1

		human resource.	
2.1.6	Employment tests and interviews	Assess the different types of employment tests & interviews.	K5
III	INDUCTION AND PERFORMANCE APPRAISAL		
3.1.0	Induction and Performance Appraisal	Define Induction & to evaluate the Performance appraisal methods.	K1
3.1.1	Induction programme	Summarize the different steps in conducting Induction programme.	K2
3.1.2	Different training methods in company	List down the different training methods & know the importance of training the employees in an organization.	K1
3.1.3	Performance appraisal and review	Classify the performance appraisal system in a company & to know the importance of reviewing the appraisal system frequently.	K2
IV	WAGE AND SALARY ADMINISTRATION		
4.1.0	Wage and Salary Administration	Define & to know the importance of wage & salary administration.	K1
4.1.1	Job Evaluation methods	Classify the Job evaluation methods.	K2
4.1.2	Wages	Recall the principles & purpose of wage & salary administration.	K1
4.1.3	Different patterns of wage payments - Time rate, Piece rate	Demonstrate the different patterns of wage payments.	K2
4.1.4	Wage incentives and Bonus	Determine the wage incentives & bonus.	K5
V	INTRODUCTION TO HR AUDIT		
5.1.0	Concept of HR Audit	Explain the concepts of HR Audit.	K2
5.1.1	Separation and its types	Classify the different types of separation of employees	K2

		from the organization.	
5.1.2	Retirement benefits.	Determine the importance of retirement benefits.	K5
5.1.3	Gratuity, Provident Fund and pension scheme.	Explain the various forms of retirement benefits.	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	H	M	H	L	M	H	M	H	M	M	-
CO2	L	-	H	M	H	H	M	-	L	M	H	H	L
CO3	H	H	-	-	M	H	M	L	-	M	H	L	H
CO4	M	L	H	M	M	L	H	M	L	H	M	-	L
CO5	H	H	H	L	M	M	H	H	H	L	-	H	M
CO6	H	M	H	M	-	M	L	H	H	-	H	M	M

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

PLANNING AND SCHEDULING

SEMESTER-V

COURSE CODE: U20AG506

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Outline the basic flight planning procedure	K2	I
2	Summarize advanced flight planning procedure	K2	II
3	Prioritize the flight schedule before departure	K5	III
4	Organize the refueling procedure	K3	IV
5	Devolve before flight preparation report	K6	V
6	Explain the restriction during refueling of fight	K2	IV

COURSE CONTENT:

UNIT I–BASIC FLIGHT PLANNING

15 Hours

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

UNIT II - ADVANCED FLIGHT PLANNING

15 Hours

Operational flight plan – Alternate airport selection – Practical flight planning exercises – Advanced dispatch techniques introduction.

UNIT III- FLIGHT SCHEDULING

15 Hours

Flight Scheduling – Factors affecting Feasibility of the Flight – Chokes ON/OFF – Flight Time – Airport Parking and Slots – IATA Standard Schedule Information (SSIM) – Slot Clearance Request (SCR) – Schedule Movement Advice (SMA)

UNIT IV – FUELING AND RESTRICTIONS

15 Hours

Airport Restrictions – Airport Categorization – Sector Limitations – Fuel Calculations – Crew Duty and rest time Regulations – Ground Equipment – Refuelling Procedures and Services.

UNIT V- BEFORE FLIGHT PREPARATION REPORT

15 Hours

Conversion – Met report briefing – load and Trim sheet – clearance from Flight Information Centre and Air Defence Centre.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Refueling and defueling risks	https://www.skybrary.aero/index.php/Refuelling_and_De_fuelling_Risks
2	Weather which affect the safety of aircraft operation	https://www.airservicesaustralia.com/about-us/our-services/how-air-traffic-control-works/impact-of-weather/
3	How delay affects aviation business	https://www.trefis.com/stock/dal/articles/375013/what-is-the-impact-of-flight-delays/2016-08-31

REFERENCE BOOKS:

- R.K.Bali – Navigation
- Ground Studies for Pilots - Navigation

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	BASIC FLIGHT PLANNING		
1.1	Introduction to flight planning	Outline the basic of flight planning procedure	K2
1.2	Route & profile planning	Decide the route and profile to be followed by a flight	K5
1.3	Time speed & fuel calculation	Solve calculation related to time speed and fuel	K2
1.4	Weather consideration	Plan a flight in accordance to	K6

		weather condition	
1.5	Aircraft technical status consideration	Plan a flight in accordance to the technical status of aircraft	K6
II	ADVANCED FLIGHT PLANNING		
2.1.0	Operational flight plan	Construct a flight plan	K3
2.1.1	Alternate airport selection	Choose alternate airport	K3
2.1.2	Practical flight planning exercise	Experiment with simulated flight planning	K3
2.1.3	Advanced dispatch technique introduction	Outline the basics of advanced dispatch technique	K2
III	FLIGHT SCHEDULING		
3.1.0	Flight scheduling	Explain the procedure of flight scheduling	K2
3.1.1	Factors affecting feasibility of flight	Discuss factors affecting feasibility of flight	K6
3.1.2	Chokes on/off	Explain the procedure during chokes on/off	K2
3.1.3	Flight time	Solve the flight time restriction calculations	K6
3.1.4	Airport parking & slots	Organize airport parking slots	K3
3.1.5	IATA standard schedule information	Explain what is SSIM	K2
3.1.6	Slot clearance request	Apply for slot clearance request	K3
3.1.7	Schedule movement advice	Discuss the movement of schedule flight	K6
IV	FUELING AND RESTRICTIONS		
4.1.0	Airport restriction	Summarize the general restriction in airport	K2
4.1.1	Airport categorization	Categorize the airport according to its classification	K4
4.1.2	Sector limitation	List out the general limitation in sector	K4
4.1.3	Fuel calculations	Solve fuel calculations	K2
4.1.4	Crew duty and rest time regulation	Organize crew duty & rest time properly	K3
4.1.5	Ground equipments	List out ground equipments& its uses	K4
4.1.6	Refueling procedure &	Explain the procedure for refueling	K2

	service		
V	BEFORE FLIGHT PREPARATION REPORT		
5.1.0	Conversion	Recall basic unit conversion	K1
5.1.1	Met report briefing	Interpret met report	K2
5.1.2	Load & trim sheet	Construct load & trim sheet	K3
5.1.3	Clearance from FIC & ADC	Apply for FIC & ADC clearance	K3

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

GENERAL NAVIGATION

SEMESTER-V

COURSE CODE:U20AG507

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

T. No	Course Outcomes	Level	Unit Covered
1	Explain various terms of imaginary line over globe	K2	I
2	Solve the problem related to speed conversion	K6	II
3	Solve the problems related to mass calculation	K6	III
4	Select a particular chart for a particular region	K5	IV
5	Choose the efficient cruising level	K5	V
6	Explain the different messurement of airspeed	K2	II

COURSE CONTENT:

UNIT I - THE EARTH

15 Hours

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.

UNIT II - SPEED CONVERSIONS

15 Hours

Statute Mile, Nautical Mile, Kilometer, Conversion between Units, Departure, Meters 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 - PAYLOAD

15 Hours

Basic empty mass – Tare weight – Dry operating Mass (DOM) – Traffic Load – Useful load – Fuel on Board – Zero Fuel Mass (ZFM) – Maximum Zero Fuel Mass (MZFM) – Take off Mass (TOM) – MTOM – Performance Limited takeoff mass – Regulated take off mass – Maximum Structural Landing Mass – (MLM) – Maximum Ramp Mass - Max Structural Taxi Mass – Calculation

UNIT IV - MAPS AND CHARTS

15 Hours

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

UNIT V - FUEL AND NAVIGATIONAL EMERGENCY DATA

15 Hours

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

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Latitudes and longitudes	https://www.geographyrealm.com/latitude-longitude/
2	Different measurements of airspeed	https://en.wikipedia.org/wiki/Airspeed
3	Comparison between different charts and its properties	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi7vKK31ojxAhV9yZgGHZo4DeoQFnoECAMQAA&url=https%3A%2F%2Fwww.pilot18.com%2Fwp-content%2Fuploads%2F2017%2F06%2F3-GN-Charts-convergency-Map-projections.pdf&usg=AOvVaw1N-YsKrLiQjxKi-HeUxC6K

REFERENCE BOOKS:

Ground studies for pilot-Navigation 6th edition royunder down& tony palmer.

Navigation for pilots by J. E. Hitchcock

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	THE EARTH		
1.1	Cardinal points	List out the cardinal directions	K4
1.2	The earth graticule	Illustrate graticule	K2
1.3	Great circle	Explain great circle	K2
1.4	Meridian & anti meridian	Classify meridian and anti meridian	K4
1.5	Small circle	Define small circle	K1
1.6	Equator	Recall the definition of equator	K1
1.7	latitude	Recall the definition of latitude	K1
1.8	Longitude	Recall the definition of longitude	K1
1.9	Prime meridian	Recall the definition of prime meridian	K1
1.10	Difference between latitude and longitude	Classify the difference between latitude and longitude	K3
1.11	Rhumb line	Identify which is Rhumb line	K3
1.12	Track	Classify the different type types of track	K3
1.13	360 degree notation	Explain 360 degree notation	K2
1.14	True heading, magnetic heading, compass heading	Compare three heading	K4
1.15	Variation and deviation	Illustratie variation and deviation	K2
1.16	Convergency	Solve convergency problem	K6
II	SPEED CONVERSIONS		
2.1.0	Staute mile	Define statute mile	K1
2.1.1	Nautical mile	Define nautical mile	K1
2.1.2	Kilometer	Recall the definition of kilometer	K1
2.1.3	Conversion between units	Solve the problem of unit conversion	K6
2.1.4	Departure	Define departure	K1
2.1.5	Basic principle of semi circular rule	Outline the principle of semi circular rule	K2
2.1.6	IAS, TAS, EAS, Ground Speed, Mach. No, CAS	Explain the different methods of measurements of airspeed	K2
2.1.7	Corrected outside air temperature	Explain the purpose of measuring outside air temperature	K2
2.1.8	Conversion of RAS to TAS, Mach no to TAS	Solve the airspeed conversion	K6

2.1.9	Speed, Distance, Time, Relationship & calculation	Compare the relationship between speed, distance and time	K2
III	PAYLOAD		
3.1.0	Basic empty mass	Explain Basic empty mass	K2
3.1.1	Tare weight	Define Tare weight	K1
3.1.2	Dry operating mass	Measure dry operating mass	K5
3.1.3	Traffic load	Explain Traffic load	K2
3.1.4	Useful Load	Define useful load	K1
3.1.5	Fuel on board	Solve the fuel required on board	K3
3.1.6	Zero fuel mass, Max. Zero fuel mass	Differentiate between zero fuel mass and max zero fuel mass	K4
3.1.7	Take off mass, max take off mass & performance limiting take off mass, regulated take off mass	Differentiate different limitation of take off mass	K4
3.1.8	Max. structural landing mass	Explain max. structural landing mass	K2
3.1.9	Max. Ramp mass	Mesure max. ramp mass	K5
3.1.10	Max. structural Taxi mass	Solve problems related to mass calculation	K3
IV	MAPS AND CHARTS		
4.1.0	Mercator projection	Elaborate Mercator projection	K6
4.1.1	Lamberts conical	Explain the places where LCC can be used	K2
4.1.2	Polar stereographic	Choose the appropriate chart for appropriate area	K5
4.1.3	Orthomorphism scale	Explain orthomorphism scale	K2
4.1.4	Reduced earth	Construct reduced earth	K6
4.1.5	Topographical maps	Explain topographical maps	K2
V	FUEL AND NAVIGATIONAL EMERGENCY DATA		
5.1.0	Imperial and US gallons	Distinguish between Imperial and US gallons	K4
5.1.1	Conversion factor	Solve the problems related to unit conversion	K6
5.1.2	Specific gravity	Explain specific gravity	K2
5.1.3	Fuel flow and fuel consumption	Compare flow of fuel and consumption of fuel	K5
5.1.4	Select the most economical cruising level	Choose the economical cruising level	K6

5.1.5	Payload	Explain Payload	K2
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Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

DANGEROUS GOODS REGULATIONS

SEMESTER-V

COURSE CODE: U20AG508

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES :

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

U. No	Course Outcomes	Level	Unit Covered
1	Know the importance of rules & recommendation by national & international governing bodies	K5	I
2	Categorize the dangerous goods and list out according the hazard and danger	K4	II
3	List out the different classification of dangerous goods and choose appropriate packing, marking and labelling	K2	III
4	Elobrate knowledge about handling different dangerous goods while loading them	K6	IV
5	Apply different emergency procedure according to the risk of hazardous material	K3	V
6	Compare the basic concepts of standard practices and safety measure when carrying dangerous goods	K5	IV

COURSE CONTENT:

UNIT I – CARRIAGE OF DANGEROUS GOODS

15 Hours

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

UNIT II- DANGEROUS GOODS DEFINITIONS

15 Hours

Definition of dangerous goods – Dangerous goods categories.

UNIT III– CLASSIFICATION OF DANGEROUS GOODS

15 Hours

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

UNIT IV – HANDLING OF DANGEROUS GOODS

15 Hours

Preloading inspection – Loading requirements – [Loading of magnetized material – Loading of Carbon dioxide solid (Dry ice) – Loading of live animals with dangerous goods – Loading of cargo aircraft – Loading of expandable polymeric beads – Loading of wheel chairs and other battery powered mobility aids – non-spillable batteries – Loading of organic peroxides and self- reactive substances – Loading of radioactive material.]

UNIT V- AIRCRAFT EMERGENCY RESPONSE DRILLS

15 Hours

Emergency response drills – Drill letter table – Numerical list of dangerous goods with drill codes.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Role of dangerous goods inspector	http://164.100.60.133/manuals/DG_INSPECTORS%20HANDBOOK.pdf
2	Introduction to IMDG codes	https://law.resource.org/pub/us/cfr/ibr/004/imo.imdg.1.2006.pdf
3	Safe use and storage of chemicals (including pesticides and herbicides) in agriculture	https://www.safework.nsw.gov.au/_data/assets/pdf_file/0004/52870/Safe-use-and-storage-of-chemicals-including-

REFERENCE BOOKS:

R.K. Bali- Air regulation

DGCA CAR, SECTION 11 – SAFE TRANSPORT OF DANGEROUS GOODS, SERIES ‘C’ PART I, ISSUE III

The International Air Transport Association (IATA)- Annex 18

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CARRIAGE OF DANGEROUS GOODS		
1.1	ICAO requirements	Explain the basic requirements of ICAO to be fulfilled	K2
1.2	Government of India requirements	Explain the requirements which are laid down by govt. of India	K2
1.3	Aircraft act 1934	Develop knowledge about rules over	K3

		rules over aircraft operations & operators	
1.4	The aircraft rule 2003	Rules to be followed in or over India to carry dangerous goods	K5
II	DANGEROUS GOODS DEFINITIONS		
2.1.0	Definition of dangerous goods	Explain the dangerous goods and its properties	K2
2.1.1	Dangerous goods categories	Distinguish each dangerous goods by the nature of them	K4
III	CLASSIFICATION OF DANGEROUS GOODS		
3.1.0	Name of the class	Devide substance based on predominate hazard presented	K4
3.1.1	Division	Classify each class into several subdivision	K4
3.1.2	Identification	Identify the dangerous goods	K3
3.1.3	Packing	Choose which group of packing is required according to the class of dangerous goods	K1
3.1.4	Marking & labelling	Develop skill about the different marks & labels used for hazardous material while packing	K6
IV	HANDLING OF DANGEROUS GOODS		
4.1	Preloading inspections	Analyse the loading area safe or not	K4
4.2	Loading requirements (loading of magnetized material, CO2, live animals, of expandable polymeric beads – Loading of wheel chairs and other battery powered mobility aids – non-spillable batteries, organic peroxides and self- reactive substances, radioactive material)	Select appropriate loading methods in handling dangerous goods	K3
V	AIRCRAFT EMERGENCY RESPONSE DRILLS		
5.1.0	Emergency response drill	Define emergency drill	K1
5.1.1	Drill letter table	Identify the dangerous goods hazard in cargo section by drill letter	K3

5.1.2	Numeric list of dangerous goods with drill codes	Select appropriate code from the list	K4
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Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Elective III: INVESTMENT MANAGEMENT

SEMESTER-V

CODE: U20AG5:3

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES:

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify various types of Investment sectors and schemes available for individuals	K2	I
2	Illustrate the process involved in investing in various investment avenues	K4	II
3	Demonstrate the features and functions of primary and secondary market.	K2	IV
4	Classify the various types of mutual funds available to the investors	K1	III
5	Make use of the concept of portfolio risk and return for suggesting suitable investment alternatives.	K3	IV
6	Explain the SEBI regulations on Stock Exchanges in India.	K2	V

COURSE CONTENTS:

UNIT-I CONCEPT OF INVESTMENT

15 Hours

Nature of investment, Definition, Need for Investment, Importance of studying Investment, Scope for Investment, Investment Media, Marketable securities, Non – Marketable securities

UNIT-II INVESTMENT AVENUES

15 Hours

Investment Alternatives, Organizing Financial Assets, Non – Marketable Financial Assets, Bank Deposits, Post Office Schemes, Government Savings Bonds, Public Provident Fund, Employees Provident Fund, Money Market Securities, Bonds or Debentures, Equity Shares, Mutual Fund Schemes, Financial Derivatives, Real Assets

UNIT-III INVESTMENT COMPANIES AND INDIRECT INVESTMENT **15 Hours**

Indirect Investing, Investment Company, Types of Investment Companies, Major types of Mutual Funds, Entities of Mutual Fund, Open – Ended Schemes, Close – Ended Schemes,

Investing Internationally through Investment Companies, Benefits & Risk of Global Investing, Where to Invest, How to Invest

UNIT-IV CAPITAL MARKET

15 Hours

Securities Market, Participants in Securities Market, Primary Market, Types of Primary Market, Features of Primary Market, Functions of Primary Market, Advantages of Primary Market, Disadvantages of Primary Market, Secondary Market, Types of Secondary Market, Features of Secondary Market, Functions of Secondary Market, Advantages of Secondary Market, Disadvantages of Secondary Market, Difference between Primary & Secondary Market, Portfolio Theory, Definition, Diversification, Portfolio Return and Risk

UNIT-V STOCK EXCHANGE AND TYPES OF STOCK

15 Hours

Stock Exchange, Definition, Functions of Stock Exchange, Membership in Stock Exchange, Services of Stock Exchange, SEBI Regulations for Stock Exchange, Common Stocks, Analysis of Common Stock, Strategy of Common Stock, Mock Trading

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Securities Analysis	https://www.wallstreetmojo.com/security-analysis/
2	Portfolio Management	https://www.managementstudyguide.com/portfoliomanagement.htm
3	Speculation	https://www.investopedia.com/terms/s/speculation.asp
4	Hedging	https://www.karvyonline.com/knowledge-center/beginner/what-is-hedging-in-stock-market

TEXT BOOKS:

1. V. Gangadhar, G. Rameshbabu, 2007, Investment Management, Anmol Publication,.
2. Punithivathi Pandian, 2012, Security Analysis and Portfolio Management, Second Edition, Vikas Publishing,

REFERENCE BOOKS:

1. Charles P. Jones, 2014, Investments Analysis and Management, 11th Edition.
2. Dr. L. Natarajan, 2000, Investment Management, Margham Publications 10th Edition.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	Learning Outcomes	TAXONOMY LEVEL
I	CONCEPT OF INVESTMENT		
1.1.0	Nature of investment	Define investment	K1
1.1.1 & 1.1.2	Definition Need for Investment	Explain the need for investment	K2
1.1.3	Importance of studying Investment	Demonstrate the importance of studying investment	K2
1.1.4	Scope for Investment	Explain the areas of applicability of investment concepts	K3
1.1.5	Investment Media	Classify the various investment alternatives available for investors	K1
1.1.6	Marketable securities	Illustrate the types of marketable securities	K1
1.1.7	Non – Marketable securities	Explain various types of non marketable securities	K2
II	INVESTMENT AVENUES		
2.1.0 & 2.2.0	Organizing Financial Assets Non – Marketable Financial Assets	Organize various types of financial assets	K3
2.3.1	Bank Deposits	Compare the savings account and current account schemes in banks	K3
2.3.2	Post Office Schemes	Analyze the interest rate and features of post office schemes with other investment avenues	K4

2.3.3	Government Savings Bonds	Choose the appropriate savings bonds according to tenure of investment and expected returns	K2
2.3.4	Public Provident Fund, Employees Provident Fund	Identify the loan options available in EPF and PPF accounts	K2
2.4.0	Money Market Securities	Illustrate the types of money market instruments	K2
2.4.1	Bonds or Debentures	Explain the advantages and disadvantages of investing in bonds	K2
2.4.2	Equity Shares	Demonstrate the working of equity share market in India	K2
2.4.3	Mutual Fund Schemes	Classify the types of mutual fund schemes available to the investors	K2
2.4.4	Financial Derivatives	Show the types of financial derivatives in India	K1
2.4.5	Real Assets	Demonstrate the benefits and limitations associated with the real asset investments	K3
III	INVESTMENT COMPANIES AND INDIRECT INVESTMENT		
3.1.0	Indirect Investing	Explain the process of indirect investing	K2
3.2.0	Investment Company	Recall the concept of investment company	K1
3.3.0	Types of Investment Companies	Demonstrate the working of different investment companies	K3

3.4.0	Major types of Mutual Funds	Build a mutual fund portfolio for an individual according to the risk taking ability	K5
3.4.1	Entities of Mutual Fund	Explain the duties of the entities in mutual fund	K2
3.4.2 & 3.4.3	Open – Ended Schemes, Close – Ended Schemes	Compare the features of open ended and close ended mutual fund schemes	K3
3.5.0	Investing Internationally through Investment Companies	Demonstrate the benefits of investing internationally through investment companies	K3
3.5.1	Benefits & Risk of Global Investing	Explain the process of global investing	K2
3.5.2 & 3.5.3	Where to Invest and How to Invest	Analyze the available global investment options for investors	K4
IV	CAPITAL MARKET		
4.1.0	Securities Market, Participants in Securities Market	Classify the participants in securities market	K2
4.2.0	Primary Market, Types, Features and Functions of primary market	Identify the functions of primary market	K2
4.2.1	Advantages and Disadvantages of Primary Market	Compare primary market functions with secondary market functions	K2
4.3.0	Secondary Market	Demonstrate the working of secondary market	K3

4.3.1	Types, Features and Functions of secondary market	Make use of the concept of secondary market and plan an investment for an individual	K2
4.3.2	Advantages and Disadvantages of secondary Market	Analyze the advantages and disadvantages of secondary market	K3
4.4.0	Difference between Primary & Secondary Market	Compare primary market functions with secondary market functions	K3
4.5.0	Definition, Diversification	Illustrate the necessity of diversification	K2
4.5.1	Portfolio Return and Risk	Demonstrate the return and risk involved in portfolio	K3
V	STOCK EXCHANGE AND TYPES OF STOCK		
5.1.0 & 5.2.0	Definition, Functions of Stock Exchange	Explain the functions of stock exchange	K2
5.3.0	Membership in Stock Exchange	Explain the duties of the members in stock exchanges	K2
5.4.0	Services of Stock Exchange	Demonstrate the services available for the brokers of stock exchanges	K3
5.4.1	SEBI Regulations for Stock Exchange	Illustrate the regulations for Stock exchanges	K2
5.5.0	Common Stocks	Recall the concept of common stocks	K1

5.5.1	Analysis of Common Stock	Make use of the common stock to build a portfolio of investors	K3
5.5.2	Strategy of Common Stock	Analyse the available common stocks and plan a profitable portfolio	K3

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	M	M	L	M	M	L	H	M	H	M
CO2	H	H	M	M	L	M	H	H	M	H	H	M	M
CO3	M	H	M	M	L	M	M	M	L	H	M	H	M
CO4	H	H	M	H	M	H	H	M	L	M	H	H	H
CO5	H	M	H	H	L	H	M	H	L	H	M	H	H
CO6	H	H	M	M	M	L	H	H	M	H	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

ELECTIVE III: PROJECT MANAGEMENT

SEMESTER: V

CODE: U20AG5:4

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Understand project characteristics and various stages of a project.	K2	I
2	Understand the various project techniques & skills required for project managers.	K2	II
3	Apply the risk management plan and analyze the role of stakeholders.	K3	IV
4	Analyze and understand the techniques of Project planning, scheduling and Execution Control.	K4	IV
5	Understand the contract management, Project Procurement, Service level Agreements and productivity.	K2	V
6	Elaborate the conceptual clarity about project organization, feasibility analysis & closing of a project	K6	III

COURSE CONTENTS:

UNIT-I INTRODUCTION

15 Hours

Introduction: Principles of project management, Project management life cycle, Quality management, Relationship between project management and other methodologies.

UNIT-II PROJECT TECHNIQUES

15 Hours

Project Techniques: Defining projects, Rules for managing projects, Competencies and skills for project managers, Job functions and tasks for project management, Techniques of project.

UNIT-III PROJECT ACTIVITIES

15 Hours

Project Activities: Identify project activities, Estimate activity duration, Resource requirement and cost organize, Conduct the joint project planning session.

UNIT-IV RISK MANAGEMENT**15 Hours**

Risk management: Risk management within a project-based approach, Gantt project planning charts, critical path method.

UNIT-V IMPLEMENTATION**15 Hours**

Implementation: Recruit, organize and manage project team, monitoring and controlling, Steps in closing project.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Management of Time & Stress	https://managementhelp.org/personalproductivity/time-stress-management.htm
2	Organizing & Staffing the Project office & Team	https://learning.hccs.edu/faculty/robert.frederick/bmgt1021-1/power-point-slides-chapters-1-6/chapter-4-organizing-and-staffing-the-project-office-and-team
3	The variables for Project success	https://learning.hccs.edu/faculty/robert.frederick/bmgt1021/power-point-slides-chapters-7-10/chapter-9-the-variables-for-success

TEXT BOOK:

1. Robert Wysocki, Robert beck Jr, David b. crane -Effective project management-Wiley Publication 7th Edition 2013.

REFERENCE BOOKS:

1. D. Vanwell - Stam,f. Lindenaar.S Vankinderen -Project risk management-,Kogan Page Ltd. 2004.
2. Martink. Starr -Production and operation management - John Wiley & Sons Publishers 1996.
3. CLEMENTS/GIDO -Effective project management- Cengage Learning 2012.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		

1.1.0	Introduction	Define Project Management.	K1
1.1.1	Principles of project management	Outline the principles of project management	K2
1.1.2	Project management life cycle	Illustrate the project management life cycle.	K2
1.1.3	Quality management	Relate quality management with projects.	K1
1.1.4	Relationship between project management and other methodologies	Analyze the relationship between project management and other methodologies.	K4
II	PROJECT TECHNIQUES		
2.1.0	Project Techniques	Classify the different project techniques.	K2
2.1.1	Defining projects	Define a project.	K1
2.1.2	Rules for managing projects	Assess the rules for managing projects.	K5
2.1.3	Competencies and skills for project managers	Determine the competencies & skills required for a project manager.	K5
2.1.4	Job functions and tasks for project management	Identify the functions & tasks involved in project management.	K3
2.1.5	Techniques of project	Analyze the different techniques that could be applied in projects.	K4
III	PROJECT ACTIVITIES		
3.1.0	Project Activities	Summarize the different activities of a project.	K2
3.1.1	Identify project activities	Identify the various activities involved in a project.	K3
3.1.2	Estimate activity duration	Estimate the amount of time taken to complete an activity.	K5
3.1.3	Resource requirement and cost	Analyse the requirement of	K4

	organize	resources & estimation of cost.	
3.1.4	Conduct the joint project planning session	Examine the conduct of joint project planning.	K4
IV	RISK MANAGEMENT		
4.1.0	Risk management	Infer the risk management.	K2
4.1.1	Risk management within a project-based approach	Analyze the risks involved in a project & to explain the management of such risks.	K4
4.1.2	Gantt project planning charts	Illustrate Gantt project planning charts.	K2
4.1.3	Critical path method	Demonstrate the Critical path method.	K2
V	IMPLEMENTATION		
5.1.0	Implementation	Examine the implementation of a project.	K4
5.1.1	Recruit, organize and manage project team, monitoring and controlling	Assess the crucial activities of a project.	K5
5.1.2	Steps in closing project	Explain the steps involved in closing a project.	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	H	M	H	M	H	-	L	M	M	H	H	L
CO2	M	L	H	M	H	H	M	M	L	H	M	H	-
CO3	M	H	-	-	M	H	M	L	H	H	H	M	H
CO4	H	-	H	M	M	L	H	H	M	H	M	-	M
CO5	-	M	H	L	-	M	H	-	H	M	-	H	M
CO6	H	H	H	M	H	-	L	H	-	-	L	M	L

COURSE ASSESSMENT METHODS**Direct**

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Elective III: RETAIL MANAGEMENT

SEMESTER- V

CODE: U20AG5:5

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Identify the importance of Retail Industry	K3	I
2	Demonstrate the importance of retailing mix	K2	II
3	Make use of the marketing concepts in different formats of retailing structures	K3	III
4	Apply the concept of customer buying behaviour in retail industry	K3	IV
5	Illustrate the use of private labels in retailing	K2	III
6	Analyse the customer traffic flows and patterns in the retail store	K5	V

COURSE CONTENTS

UNIT-I INTRODUCTION

15 Hours

An introduction to the retailing system, Evolution of retailing, Emerging trends in retailing.

UNIT-II RETAILING MIX

15 Hours

Retailing mix, Social forces, Economic forces, Technological forces, Competitive forces.

UNIT-III RETAILING STRUCTURE

15 Hours

Retailing definition, Structure, Different formats, Marketing concepts in retailing

UNIT-IV CONSUMER BUYING BEHAVIOUR

15 Hours

Consumer purchase behaviour, Cultural and social group influence on consumer purchase behaviour, Private labels in retail branding.

UNIT-V STORE LOCATION & MANAGEMENT

15 Hours

Retail store location, Traffic flow and analysis, Population and its mobility, Exteriors and layout Customer traffic flows and pattern, Creative display.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Retail store design and layout	https://www.smartsheet.com/store-layout
2	E-tailing	http://tips.thinkrupee.com/articles/what-is-e-tailing.php
3	FDI in Indian Retail sector	https://www.jagranjosh.com/general-knowledge/foreign-direct-investment-in-retail-sector-in-india-1448884097-1#:~:text=FDI%20is%20not%20permitted%20in%20Multi%20Brand%20Retailing%20in%20India%20yet.&text=It%20is%20an%20easiest%20way,the%20For eign%20Exchange%20Management%20Act.

TEXT BOOK:

1. LEVI & WEITZ -RETAIL MANAGEMENT- The McGraw Hill ,9th Edition ,2014.

REFERENCE BOOKS:

1. GEORGE H LUCAS, ROBERT P BUSH, LARRY G GRESHAM – Retailing –All India publishers & distributors, Chennai – 8 4. 1994.
2. Chetan Bajaj and Rajnish Tuli -Retail Management –, OXFORD 2010.
3. Swapna Pradhan – Retailing Management –The McGraw Hill Companies. 2012
4. Lamba -Retailing – Tata Mcgraw Hill.,2002.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	An introduction to the retailing system	Define Retail Management	K1

1.1.1	Evolution of retailing	Illustrate the evolution of retail over the time	K2
1.1.2	Emerging trends in retailing	Explain the recent trends in retailing	K2
II	RETAILING MIX		
2.1.0	Retailing mix	Illustrate the applications of retailing mix	K2
2.1.1	Social forces	Explain the impact of social factors in retailing	K2
2.1.2	Economic forces	Explain the impact of Economic factors in retailing	K2
2.1.3	Technological forces	Explain the impact of Technological factors in retailing	K3
2.2.0	Competitive forces.	Explain the impact of Competitive factors in retailing	K3
III	RETAILING STRUCTURE		
3.1.0	Retailing definition	Define the concept of retailing.	K3
3.1.1	Structure	Analyse the importance of structure in retailing	K4
3.1.2	Different formats	Explain the different formats in retailing	K4
3.1.3	Marketing concepts in retailing	Demonstrate the marketing concepts in retailing.	K2
IV	CONSUMER BUYING BEHAVIOUR		
4.1.0	Consumer purchase behaviour	Demonstrate the purchase behaviour in retailing	K2
4.1.1	Cultural and social group influence on consumer purchase behaviour	Examine the influence of cultural and social factors in changes on purchase behaviour	K4
4.1.2	Private labels in retail branding	Demonstrate the usage of private labels in retailing branding	K2
V	STORE LOCATION & MANAGEMENT		
5.1.0	Retail store location	Explain the process selection of a store location	K2

5.1.1	Traffic flow and analysis	Demonstrate the Traffic flow and analysis	K2
5.1.2	Population and its mobility	Explain the importance of population study	K2
5.1.3.	Exteriors and layout	Explain the importance of Exteriors and layout	K2
5.1.4	Customer traffic flows and pattern	Explain the Customer traffic flows and pattern	K2
5.1.5	Creative display	Explain the importance of Creative display	K2

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

SBEC III: INTERVIEW SKILLS

SEMESTER: V

CODE: U20AG5S3

CREDITS: 2

TOTAL HOURS: 30

HOURS/WEEK: 2

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Construct bio-data.	K3	I
2	Explain the basics of the Interview Process	K2	II
3	Develop the modern methods of interview processes	K3	III
4	Contrast various types of interviews and its objectives	K2	IV
5	Compare the modern techniques of interview with ancient methods	K2	V
6	Build the essential requirements for preparing of interview	K3	V

COURSE CONTENTS:

UNIT-I INTRODUCTION TO INTERVIEW

6 Hours

Introduction, Interviews, concept of mutuality, Getting update with current affairs, How to prepare CV, Preparation before interview.

UNIT-II GROOMING

6 Hours

Grooming, Grooming for interview, Tips to make interview successful, Mock Interviews

UNIT-III INTERVIEWSKILLS

6 Hours

Interview – skills, Analysing behaviour, Listening skills, Presentation skills, Levels of interviewing, Pre-and post-interview behaviour.

UNIT-IV TYPES OF INTERVIEW

6 Hours

Interview types, Selection, Negotiating interview, Counselling interview, Stress interview, Appraisal interview, Exit interview

UNIT-V MODERN METHODS**6 Hours**

Tele - communication interview, Latest methods of interview , Video conferencing.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Techniques and tactics to prior to interview	https://www.helpguide.org/articles/work/interviewing-techniques-and-tips.htm
2	Strategy for negotiating salary issues	https://hbr.org/2014/04/15-rules-for-negotiating-a-job-offer https://www.themuse.com/advice/how-to-negotiate-salary-37-tips-you-need-to-know
3	Perspective of a hiring manager	https://www.greenhouse.io/blog/a-hiring-managers-perspective-synergizing-with-recruiters
4	Effective communication	https://www.thebalancecareers.com/communication-interview-questions-and-best-answers-2061251

TEXT BOOKS:

1. Sudhir Andrews -How to succeed at Interview. - Tata McGraw Hill, 2008.

REFERENCE BOOKS:

1. Bills Scott -Skills for communicating - Guwer Publication, 1986.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1. 1.1	Meaning of interview	Define and illustrate the meaning of interviews	K1
1.1.2	Purpose of Interview	Explain the purpose of Interview	K2
1.1.3	Concept of Mutuality	Demonstrate the Mutuality concept	K2
1.1.4	Preparation of CV	Construct CV	K3
1.1.5	CV and Resume	Contrast the terms CV and Resume	K3
1.1.6	Preparation before interview	Summarize the preparation before	K4

		interview	
II	PURPOSE OF INTERVIEW		
2.1.1	Meaning of Grooming	Recall the meaning of grooming while interview	K1
2.1.2	Importance of grooming	Demonstrate the importance of grooming while interview	K2
2.1.3	Personal hygiene	Show the need of personal hygiene	K2
2.1.4	Dress code	Classify the dress codes for interview	K2
2.2.1	Success in Interview	Develop the methods for the success in interview	K3
2.3.1	Mock Interviews	Take part of mock interview for practice	K3
III	INTERVIEW SKILLS		
3.1.1	Interview skills-Importance	Recall the importance of interview skills	K1
3.1.2	Analysis of behaviour	Discover different types of behavior	K3
3.1.3	Listening skills	Examine listening skills for an interview	K3
3.1.4	Presentation skills	Inspect presentation skills	K3
3.2.1	Levels of Interviewing	Classify different levels of interviewing	K2
3.3.1	Pre and post interview behavior	Build behavior for pre and post interview	K4
IV	TYPES OF INTERVIEW		
4.1.1	Types of interview	List the different types of interview	K2
4.2.1	Selection	Explain the process of selection	K2
4.3.1	Negotiating interview	Illustrate the importance of Negotiating interview	K2
4.3.2	Counseling interview	Examine the need of Counseling interview	K3
4.3.3	Stress interview	Test for stress interview in the firm	K3
4.3.4	Appraisal interview	Select method of appraisal interview	K3
4.3.5	Exit interview	Utilize exit interview for development of performance in future	K4

V	MODERN METHODS OF INTERVIEW		
5.1.1	Modern methods	Demonstrate the methods of interview	K2
5.2.1	Emergence of modern methods of interview	Explain the modern methods of interview	K2
5.3.1	Tele-communication interview	Discover the advantages of tele-communication interview	K3
5.3.2	Latest methods of interview	Apply innovative methods for an effective interview	K3

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	H	M	H	M	M	M	M	M	M	M	M
CO2	M	L	H	M	M	H	M	H	M	M	H	M	H
CO3	M	M	H	M	H	H	M	M	H	L	M	H	M
CO4	M	H	M	M	H	H	M	H	M	M	L	H	M
CO5	M	M	H	H	M	L	H	M	M	M	H	M	M
CO6	M	H	M	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

SEMESTER VI

S.No	Course Title	Course Code
1.	Strategic Management	U20AG609
2.	Research Methodology & Introduction to Statistical Packages (Theory and Practical)	U20AGP10
3.	Passenger Handling	U20AG611
4.	Ramp Service	U20AG612
5.	Internship	U20AG6F1
6.	Gender Studies	U16GST61

Core IX: STRATEGICMANAGEMENT

SEMESTER: VI

CODE: U20AG609

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Examine the formulation of strategy methods in an organization.	K4	I
2	Understand the Environmental & Industry Analysis in an organization in a practical manner.	K2	II
3	Prefer the Porter's five force model in various organizations dimensions.	K5	II
4	Contrast the Organizational Competence and Resource Analysis decision in a structural way.	K5	III
5	Analyse the Social responsibilities of management in an organization.	K4	IV
6	Realize the Strategies of Leading Indian Companies and its best practices.	K5	V

COURSE CONTENT:

UNIT-I INTRODUCTION TO STRATEGY

15 Hours

Introduction to Strategy-Total organizational view - The concept of strategy policy - Planning hierarchies - Evolution strategy - Philosophy of strategy - Formulation of the Strategy

UNIT-II ENVIRONMENTAL & INDUSTRY ANALYSIS

15 Hours

Environmental & Industry Analysis - SWOT Analysis - Environmental analysis - Industry analysis - Porter's five force model

UNIT-III ORGANIZATIONAL COMPETENCE AND RESOURCE ANALYSIS

15 Hours

Organizational Competence and Resource Analysis - Organizational competence and resource analysis - Matching opportunities and resources strategy -Values - Social responsibilities of management - Social audit

UNIT-IV TYPES OF STRATEGIES

15 Hours

Types of Strategies -Generic Strategies - Grand Strategies - Strategies of Leading Indian Companies

UNIT-V STRATEGY IMPLEMENTATION

15 Hours

Strategy Implementation -Implementing the Strategy -Organization design and structure relationships -Processes and leadership -Performance standards - corrective action.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Corporate Governance In Strategic Management	https://bizfluent.com/info-7959976-corporate-governance-strategic-management.html
2	Core Competencies In Strategic Management	https://www.bain.com/insights/management-tools-core-competencies/
3	Gap Analysis In Strategic Management	https://expertprogrammanagement.com/2017/09/gap-analysis/

TEXT BOOK:

1. L.M. Prasad-Business Policy –Sultan Chand, 2015.

REFERENCE BOOKS:

1. Azar Kassmi-Business Policy - Tata McGraw Hill 3rd Edition, 2008.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	INTRODUCTION		
1.1.0	Introduction to Strategy	Define strategy and concepts	K1
1.1.1	Total organizational view	Analyse the organization	K4

1.1.2	The concept of strategy policy	Explain the concept of strategies and their various policies	K2
1.1.3	Planning hierarchies	Build organizational hierarchies	K6
1.1.4	Evolution strategy	Analyse the evolution of strategy	K4
1.1.5	Philosophy of strategy	Defining the philosophy of strategy towards management	K1
1.1.6	Formulation of the Strategy	Formulate the strategies for business purpose	K6
II	ENVIRONMENTAL & INDUSTRY ANALYSIS		
2.1.0	Environmental & Industry Analysis	List out the analysis part	K1
2.1.1	SWOT Analysis	Illustrate the strength weakness opportunities and threats	K2
2.1.2	Environmental analysis	Classify the environment analysis	K2
2.1.3	Industry analysis	Classify the industry analysis	K2
2.1.4	Porter's five force model	Formulate the examples of this particular model	K6
III	ORGANIZATIONAL COMPETENCE AND RESOURCE ANALYSIS		
3.1.0	Organizational Competence and Resource Analysis	Find out the organizational competence level	K1
3.1.1	Matching opportunities and resources strategy	Match the resources and their opportunities	K1
3.1.2	Values	Defining the values	K1
3.1.3	Social responsibilities of management	List out the social responsibilities	K1

3.1.4	Social audit	Evaluate the social audit	K5
IV	TYPES OF STRATEGIES		
4.1.0	Types of Strategies	List out the different kinds of strategy	K1
4.1.1	Generic Strategies	Define the generic strategy	K1
4.1.2	Grand Strategies	Define the grand strategy	K1
4.1.3	Strategies of Leading Indian Companies	Define the strategies of	K1
V	STRATEGY IMPLEMENTATION		
5.1.0	Strategy Implementation	Define the strategy implementation	K1
5.1.1	Implementing the Strategy.	Demonstrate the strategy	K2
5.1.2	Organization design and structure relationships	Build an organisation and their structure	K3
5.1.3	Processes and leadership	Define the process and leadership	K1
5.1.4	Performance standards – corrective action	Define the performance standard	K1

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	H	M	H	H	M	M	M	H	M	L	M	L
CO2	H	M	H	H	M	H	H	M	H	L	-	L	H
CO3	H	M	H	M	L	L	M	H	-	M	M	M	M
CO4	M	M	M	M	L	M	L	H	L	-	L	H	L
CO5	H	-	H	M	L	M	-	M	L	H	-	H	H
CO6	-	M	M	H	-	M	L	L	M	-	L	H	L

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation
3. End Semester Examination

Indirect

1. Course-end survey

Core X: RESEARCH METHODOLOGY & INTRODUCTION TO STATISTICAL PACKAGES (Theory & Practical)

SEMESTER: V

CODE: U20AGP10

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Explain the basic nature and purpose of Research and its advantages to business	K2	I
2	Identify a research problem and carry out research	K2	I
3	Apply an understanding of business research design	K3	II
4	Identify and use the most appropriate statistical analysis technique for a given problem situation and interpret the results from the same.	K2	III
5	Develop instruments for collecting Data	K3	II
6	Compile an excellent research report	K6	V

COURSE CONTENT:

UNIT-I CONCEPTS OF RESEARCH AND DESIGN 15 Hours

Research – Definition - Meaning-Characteristics-Research process-Research need-Formulating the problem-Sampling-Pilot-testing-Data collection-Research design-

UNIT-II SCALING TECHNIQUES 15 Hours

Measurement-Nature-Scales-Scaling nature – Methods-Sampling – Nature – Simple probability- Complex probability-

UNIT-III DATA ANALYSIS 15 Hours

Sources of collection of data-Primary sources-Secondary sources-Survey observation-Experimentation – Coding-Data-entry-Tabulation-Cross tabulation-

UNIT-IV INTRODUCTION TO SPSS 15 Hours

Hypothesis-Meaning-Types-Statistical testing-Chi-square -SPSS procedures-Application - Practical-

UNIT-V REPORT WRITING

15 Hours

Presenting Results-Written-Oral reports

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Correlation Analysis	https://research-methodology.net/research-methods/quantitative-research/correlation-regression/
2	Regression Analysis	https://research-methodology.net/research-methods/quantitative-research/regression-analysis/
3	Factor Analysis	https://stats.idre.ucla.edu/spss/seminars/introduction-to-factor-analysis/a-practical-introduction-to-factor-analysis/

TEXT BOOK

1. Saravanavel, Research Methodology –Sultan Chand publications, 10th Edition2013
2. Research Methodology-Ravilochani (Margham Publication)

REFERENCE BOOKS

1. CR KOTHARI, Research Methodology - New Age International, second edition2004
2. EMORY AND COOPER, Business Research Methods - McGraw-Hill, 10th edition. 2008

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	CONCEPTS OF RESEARCH AND DESIGN		
1.1.0	Research	Demonstrate the process of research	K2
1.1.1	Definition	Define research	K1
1.1.2	Meaning	Outline the meaning of research	K2

1.1.3	Characteristics	Show the characteristics of research	K1
1.2.0	Research process	Explain the research process	K2
1.2.1	Research need	Summarize the research need	K2
1.2.2	Formulating the problem	Apply the research in formulating the problem	K3
1.2.3	Sampling	Build sampling data from the data points	K3
1.2.4	Pilot-testing	Apply Pilot-testing	K3
1.2.5	Data collection	Build data collection models	K3
1.2.6	Research design	Build or Choose the research design models	K6
II	SCALING TECHNIQUES		
2.1.0	Measurement	Illustrate and apply measurements in research	K2,K3
2.1.1	Nature	Outline the meaning of nature	K2
2.1.2	Scales	Illustrate and apply scales in research	K2,K3
2.1.3	Scaling nature	Develop models in applying scales to nature	K3
2.1.4	Methods	Identify the required methods of scaling	K3
2.2.0	Sampling	Build sampling data from the data points	K3
2.2.1	Nature	Outline the meaning of nature	K2
2.2.2	Simple probability	Apply Simple probability	K3

2.2.3	Complex probability	Apply Complex probability	K3
III	DATA ANALYSIS		
3.1.0	Sources of collection of data	Outline the Sources of collection of data	K2
3.1.1	Primary sources	Outline the Sources of Primary sources	K2
3.1.2	Secondary sources	Outline the Sources of Secondary sources	K2
3.1.3	Survey observation	Apply Survey observation	K3
3.2.0	Experimentation	Apply Experimentation	K3
3.3.0	Coding	Apply Coding	K3
3.4.0	Data-entry	Build Data-entry	K3
3.5.0	Tabulation	Model Tabulation	K3
3.5.1	Cross tabulation	Model Cross Tabulation	K3
IV	INTRODUCTION TO SPSS		
4.1.0	Hypothesis	Outline the need of Hypothesis	K2
4.1.1	Meaning	Outline the meaning of Hypothesis	K2
4.1.2	Types	Summarize the types of Hypothesis	K2
4.2.0	Statistical testing	Apply Statistical testing	K3
4.2.1	Chi-square	Apply Chi-square testing	K3
4.3.0	SPSS procedures	Apply SPSS procedures	K3
4.3.1	Application	Model Application	K3
4.3.2	Practical	Experiment with practical	K3

		needs	
V	REPORT WRITING		
5.1.0	Presenting Results	Compile Results	K6
5.1.1	Written	Elaborate written proofs	K6
5.1.2	Oral reports	Compose oral reports	K6

MAPPING:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	M	M	H	H	M	M	M	H	M	L	M	H
CO2	H	M	H	H	H	M	M	H	M	L	-	L	H
CO3	M	M	H	M	H	L	M	H	-	M	M	M	M
CO4	H	M	M	L	L	M	L	H	L	-	L	H	L
CO5	H	-	H	M	L	M	-	M	L	M	-	M	H
CO6	-	M	H	H	-	M	L	L	M	-	H	H	H

COURSE ASSESSMENT METHODS

Direct

- 1. Continuous Assessment Test I,II**
- 2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation**
- 3. End Semester Examination**

Indirect

- 1. Course-end survey**

PASSENGER HANDLING

SEMESTER-VI

COURSE CODE: U20AG611

CREDITS: 5

TOTAL HOURS: 75

HOURS/WEEK: 6

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Gain relevant knowledge and understanding in passenger handling and requirement	K2	I
2	Familiarize with check in procedure in airport	K2	II
3	Monitor, track illegal immigrants in order to promote security of country	K5	III
4	Carry out the process in handling the baggage & ticketing	K5	IV
5	Help students to improve their communication & leadership skill	K5	V
6	Manage irregular operation and passenger required special handling	K3	I

COURSE CONTENT:

UNIT I - ROLES OF CSA

15 Hours

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

15 Hours

Why passenger has to check in? – where to check in? – passenger identity registration – baggage registration – seating arrangements.

UNIT III - IMMIGRATION

15 Hours

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

UNIT IV -BAGGAGE AND TICKETING

15 Hours

Responsibilities – duties of ticketing officer – how does ticketing work? – checking baggage inside airport – baggage sorting – oversize baggage

UNIT V - PERSONALITY DEVELOPMENT

15 Hours

Communication – confidence – leadership – group discussion – presentation – personal hygiene and grooming – hair and skin care – motivation – interview techniques – resume writing

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Efficient handling of air passengers	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKewjijlXd2IjxAhVKIEsFHQKRBPmQFnoECBYQAA&url=http%3A%2F%2Fcolbournecollege.weebly.com%2Fuploads%2F2%2F3%2F7%2F9%2F23793496%2Funit_19_lo_1_2_handling_air_passengers_score_sheet.pdf&usg=AOvVaw0fR-H1dO11O17ln7psTEhY
2	Airport check in procedure	https://en.wikipedia.org/wiki/Airport_check-in
3	Baggage checking procedure	https://www.esky.com/travel-guide/airline-tickets/check-in-and-passenger-service/airport-counter-check-in

REFERENCE BOOKS:

R.K. bali- Air Regulations.

A Practical Guide to Airline Customer Service: From Airline Operations to Passenger Services by Collin c Law.

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	ROLES OF CSA		

1.1	Passenger reception at check in desk	Inspect passenger documentation	K4
1.2	Luggage at ticket check in	Process luggage and ensure that it complies with airline policy	K4
1.3	Delay and irregular management	Manage irregular operation at airport	K3
1.4	Airline service management	Explain process included in managing airline service	K2
1.5	Passenger boarding and disembarking at the gate	Make public address, announcement whenever required	K3
1.6	Management of passenger with difficulty	Prioritize the passenger with difficulty	K5
1.7	Escord services for unaccompanied moinors	Handle escord service for unaccompanied minors	K2
II	CHECK IN PROCEDURE		
2.1.0	Why passenger has to do check in	Explain the importance of check in	K2
2.1.1	Where to check in?	Locate the appropriate check in	K4
2.1.2	Passenger identity registration	Extend knowledge about passenger registration	K2
2.1.3	Baggage registration	List out the requirement in baggage registration	K2
2.1.4	Seating arrangements	Select passenger and organize the aircraft seating	K3
III	IMMIGRATION		
3.1.0	Understanding of immigration	Understand the role of immigration	K2
3.1.1	Purpose of immigration	Explain the purpose of immigration	K2
3.1.2	Laws & ethics	List out the rule followed in immigration	K1
3.1.3	Impact of undocumented immigration	Understand the problems emerged by undocumented immigration	K3
3.1.4	Impact of the sending countries	Define sending country and its impact	K2
IV	BAGGAGE AND TICKETING		
4.1.0	Responsibilities	Explain the responsibility of who is handling baggage and ticketing	K1
4.1.1	Duties of ticketing	Understand the role of ticketing	K2

	officer	officer	
4.1.2	How does ticketing work	List out the process included in ticketing	K4
4.1.3	Checking baggage inside airport	Demonstrate baggage checking at airport	K2
4.1.4	Baggage sorting	Categorize baggage by weight	K4
4.1.5	Oversize baggage	Evaluate and remove the extra weight for safe operation of flight	K5
V	PERSONALITY DEVELOPMENT		
5.1.0	Communication	Motivate them to increase communication skill	K4
5.1.1	Confidence	Develop the confidence	K6
5.1.2	Leadership	Extend the leadership skill	K2
5.1.3	Group discussion	Show their special skills	K1
5.1.4	Presentation	Extend the skill in presentation	K2
5.1.5	Personal hygiene & grooming	Explain the importance of personal health	K2
5.1.6	Hair & skin care	Develop their physical appearance	K3
5.1.7	Motivation	Understand the value of motivation	K2
5.1.8	Interview techniques	Improve technical knowledge	K6
5.1.9	Resume writing	Construct resume	K6

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

- | |
|--|
| <ol style="list-style-type: none">1. Continuous Assessment Test I,II2. Open book test; Assignment; Seminar; Journal paper review, Group Presentation3. End Semester Examination |
|--|

Indirect

- | |
|---|
| <ol style="list-style-type: none">1. Course-end survey |
|---|

RAMP SERVICES

SEMESTER-IV

COURSE CODE: U20AG612

CREDIT: 4

TOTAL HOURS: 60

HOURS/WEEK: 5

COURSE OUTCOMES :

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

S. No	Course Outcomes	Level	Unit Covered
1	Comprehend the methods of fueling with safety measure	K2	I
2	Accomplish the given task efficiently and to handle emergency situation	K3	II
3	Practice the process of managing different documents required in aircraft operation	K3	III
4	Extend the knowledge in understanding the risk of man made errors	K2	IV
5	Practice the process of ramp devices including ground handling, deicing, baggage handling	K3	V
6	Develop the situation awareness& evaluate the ideas of organization	K2	II

COURSE CONTENT:

UNIT I - FUEL

12 Hours

Basics of Static electricity – Types of Fuel – Refueling Procedure – Methods of Refueling – Safety Measures – Quality of Fuel – Grounding Aircraft, Procedure to remove spilled fuel.

UNIT II - SIGNALS AND MARSHALLING

12 Hours

Methods of transmitting emergency signal from air in case of RT failure – light signals to a/c in flight and in ground – Survivors Signals (Accident site) – uses of Marshalling uses and signals to aircraft.

UNIT III - DOCUMENTS

12 Hours

Documents to be maintained for an aircraft and aviation personal – engine log book – journey log book – propeller log book – Snag log book – Maintenance Schedule.

UNIT IV - INHERENT RISK**12 Hours**

Accident and Incident Definition – Personal Injury – Aircraft Damage – Refuelling and Defueling Risk – Fire – Wrong calculation and wrong loading of cargo.

UNIT V - RAMP SERVICES**12 Hours**

Connecting and Disconnecting Ground Services – Baggage and Freight handling – Aircraft towing – High Pressure Air – Push back – De-icing / Anti icing.

UNIT VI TOPICS FOR SELF STUDY

S. No	Topics	Web Links
1	Aircraft marshalling procedure	https://en.wikipedia.org/wiki/Aircraft_marshalling
2	Aircraft towing procedure	https://www.skybrary.aero/index.php/Aircraft_Towing
3	Class of fire and correct fire extinguisher	https://www.ifsecglobal.com/global/choose-right-type-fire-extinguisher/

REFERENCE BOOKS:

DGCA CAR Section – 7

Airport Operations 3rd Edition by Norman Ashford, Pierre Coutu, John Beasley

LEARNING OUTCOMES:

UNIT	COURSE CONTENTS	LEARNING OUTCOMES	TAXONOMY LEVEL
I	FUEL		
1.1	Basic of static electricity	Define importance of static during refuelling procedure	K1
1.2	Types of fuel	Classify different types of fuel	K2
1.3	Refuelling procedure	Outline the list of steps to be followed while refuelling	K2
1.4	Methods of refuelling	Explain the different types of refuelling	K2
1.5	Safety measures	Select appropriate safety measure	K4
1.6	Quality of fuel	Evaluate the fuel quality	K5

1.7	Grounding aircraft	Demonstrate the grounding of aircraft while fuelling	K2
1.8	Procedure to remove spilled fuel	Practice the removal of spilled fuel from ramp	K3
II	SIGNALS AND MARSHALLING		
2.1.0	Method of transmitting emergency signal from air in case of RT failure	Demonstrate the signal to be transmitted from air in case of RT failure	K2
2.1.1	Signals to aircraft in flight and in ground	Choose appropriate signal to pass information to aircraft during RT failure	K3
2.1.2	Survivors signal	Explain signals to be used by survivors from an accident	K2
2.1.3	Uses of marshalling signals to aircraft	Show signals to guide aircraft from taxiway to Ramp	K1
III	DOCUMENTS		
3.1.0	Documents to be maintained for an aircraft and aviation personal	List out the required documents for operation	K1
3.1.1	Engine logbook	Evaluate the life of engine	K5
3.1.2	Propeller log book	Outline the uses of propeller log book	K2
3.1.3	Snag log book	List the problem caused in aircraft	K4
3.1.4	Maintenance schedule	Decide the correct time for scheduled maintenance	K5
IV	INHERENT RISK		
4.1.0	Accident and incident definition	Define the difference between accident and incident	K1
4.1.1	Personal injury	Explain what is personal injury	K2
4.1.2	Aircraft damage	Identify the damages in aircraft	K4
4.1.3	Refuelling and defueling risk	List out the risk possibilities in fueling	K4
4.1.4	Fire	Explain the risk factors of fire	K2
4.1.5	Wrong calculation and wrong loading and cargo	Interpret the risk of wrong calculation and loading of cargo	K2
V	RAMP SERVICES		
5.1.0	Connecting and disconnecting ground service	Explain the process of connecting and disconnecting ground device	K2
5.1.1	Baggage and fright handling	Describe the handling method of baggage and fright	K2
5.1.2	Aircraft towing	Define the procedure in towing aircraft	K1
5.1.3	High pressure air	Explain the usage of high pressure air in aircraft	K2

5.1.4	Push back	Outline the process included in push back	K2
5.1.5	De icing and anti icing	Understand the importance of deicing and anti icing of aircraft	K5

Mapping:

	PROGRAMME OUTCOMES									PROGRAMME SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	H	L	M	M	M	-	M	M	M	M	M	M	M
CO2	M	H	-	M	L	L	H	H	H	L	H	H	H
CO3	M	L	H	H	H	H	H	M	M	L	-	L	H
CO4	L	M	H	H	H	H	M	M	M	-	M	H	M
CO5	M	M	H	H	-	L	M	M	M	-	L	M	M
CO6	M	M	H	H	H	M	H	L	M	M	M	H	H

COURSE ASSESSMENT METHODS

Direct

1. Continuous Assessment Test I,II
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