AERO SPACE SOCIETY OF INDIA

(Accredited Centre of Aerospace, Aeronautics, Maintenance and Allied Core Engineering)

NEW SYLLABUS 2019 – 20

B.B.A DEGREE (AVIATION MANAGEMENT)
(CBCS - SEMESTER SCHEME)

DEPARTMENT OF COMMERCE

REGULATIONS PERTAINING TO B.B.A DEGREE (AVIATION MANAGEMENT)
(CBCS - SEMESTER SCHEME) 2019 – 20

I. OBJECTIVES

1. To have a clear and comprehensive understanding of aviation business and its operational environment, such as airports, airlines, cargo, safety, and regulations.
2. To help students learn the fundamental of aviation management and its applications.
3. To enable students to be highly proficient in airline business management technology.
4. To demonstrate a high capability of all airline business management aspect (e.g. airline business law, aircraft types, basic reservation, and ticketing)
5. To demonstrate a broad core of business knowledge and be able to integrate and apply this knowledge to business situations requiring interdisciplinary and global perspectives.
6. To provide hands on experience on most widely used computerized reservation system (CRS) for air ticketing and hotel reservation.
7. To prepare students to take the responsibility of full line of Finance function, H.R Function and Marketing Function in Aviation Industry.

II. ELIGIBILITY FOR ADMISSION

Candidates who have completed Two years Pre – University course of Karnataka State or its equivalent are eligible for admission into this course.

III. DURATION OF THE COURSE

The course of study is Three (03) years of Six Semesters. A candidate shall complete his/her degree within SIX (06) academic years from the date of his/her admission to the first semester. Students successfully completes Three (03) years of the course will be awarded Bachelor's Degree in Business Administration (Aviation Management).

IV. MEDIUM OF INSTRUCTION

The medium of instruction and examination shall be in English.

V. CLASS ROOM STRENGTH OF STUDENTS There

shall be Maximum of 60 students in each section.

VI. ATTENDANCE

a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

VII. COURSE MATRIX

See Annexure – 1 for BBA Degree (Aviation Management) Course Matrix

VIII. TEACHING AND EVALUATION

a. M.Com/MBA/MFA/MBS graduates with B. Com, B.B.M, BBA& BBS as basic degree from a recognized university are only eligible to teach and to evaluate the subjects (excepting languages, compulsory additional subjects, core Information Technology related subjects and Aviation Management related subjects) mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.
b. Any post Graduate from recognized university with experience in Aviation Sector minimum of 3 years are eligible to teach aviation subjects.

IX. SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION

a. Every college is required to establish a dedicated business lab / computer lab for the purpose of conducting practical classes & online assignments.
b. In every semester, the student should maintain a Practical Record Book in which practical exercises / programs are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.
c. The BOE is authorized to make random surprise visits to the colleges and verify practical records and marks awarded.

X. SCHEME OF EXAMINATION

a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.
b. Of the 30 marks of Internal Assessment, 20 marks shall be based on two tests. Each test shall be of 30 minutes duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Skill Development Record of 05 marks each.

c. The marks based on attendance shall be awarded as given below:
   76% to 80% = 02 marks.
   81% to 85% = 03 marks.
   86% to 90% = 04marks.
   91% to 100% = 05 marks.
d. Internal Assessment Marks for Practicals shall be awarded by the faculty concerned based on Syllabus for Practicals provided in each Semester.

XI. APPEARANCE FOR THE EXAMINATION

a. A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
b. A candidate who has passed any language under Part-Is hall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
c. Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level,
d. A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XII. MINIMUM MARKS FOR A PASS

Candidates who have obtained a minimum of 40% marks in university examination (i.e. 28 marks out of 70 marks of theory examination) and 50% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
   a. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
   b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part III)) as a whole. However, only those candidates who have passes each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

XIV. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XV. TERMS AND CONDITIONS:

a. A candidate is allowed to carry all the previous uncleaned papers to the subsequent semester/semesters.
b. Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XVI. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 70 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with a maximum of 10% repetition.

The Question Paper will be as per the following Model:

SECTION-A **1.** a,b,c,d,e,f,g,	(Conceptual questions) Answer any FIVE	(05 X 02 = 10 Marks)
SECTION -B: **2,3,4,5**	(Analytical questions) Answer any THREE	(03 X 06 = 18 Marks)
SECTION-C: **6,7,8,9.**	(Essay type questions) Answer any THREE	(03 X 14 = 42 Marks)
	Total	**70 Marks**

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVIII. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

ANNEXURE – 1

B.B.A DEGREE (AVIATION MANAGEMENT)
(CBCS -SEMESTER SCHEME) – 2019-20
COURSE MATRIX

FIRST SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration Of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Languages**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Malayalam / Additional English / Marathi / Hindi	1.1	4	3	30	70	100	2
	Language: English	1.2	4	3	30	70	100	2
Part 2 **Optional**	Fundamentals of Management	1.3	4	3	30	70	100	2
	Accounting& Management Decisions	1.4	4	3	30	70	100	2
	Quantitative techniques for Management – I	1.5	4	3	30	70	100	2
	Introduction to Airline Industry	1.6	4	3	30	70	100	2
Part 3 **Practicals**	Practicals on Skill Development*	-	-	-	100**	-	100	2
Part 4	Foundation Course	-	2	2	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
			Total Credits					**17**

Practicals on Skill Development

*Visit to Domestic Airport and collect information on the various departments, organizational Structure, facilities and functional areas and services, layout etc.

**IA marks of 100 should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and VIVA-VOCE conducted by the institution. (50 marks for practical Records, 30 for Internal Test and 20 Marks for VIVA-VOCE).

SECOND SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Language**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language: English	2.2	4	3	30	70	100	2
Part 2 **Optional**	Organizational Behavior (with Experiential Learning)	2.3	4	3	30	70	100	2
	Strategic Human Resource Management	2.4	4	3	30	70	100	2
	Quantitative techniques for Management - II	2.5	4	3	30	70	100	2
	Aviation Security and Safety Management	2.6	4	3	30	70	100	2
Part 3 **Practicals**	Practicals on Skill Development*	-	-	-	100**	-	100	2
Part 4	Foundation Course	-	2	2	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
Total Credits								**17**

Practicals on Skill Development

*Visit to Domestic or International Airline Company and submission of report on various managerial aspects.

** IA marks should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and VIVA-VOCE conducted by the institution.
(50 marks for practical records submitted by the student, 30 for Internal Test and 20 Marks for VIVA-VOCE).

THIRD SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Language**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	3.1	4	3	30	70	100	2
Part 2 **Optional**	**Corporate Communication Skills 1**	3.2	4	3	30	70	100	2
	Production and Operations Management	3.3	4	3	30	70	100	2
	Marketing and Retail Management	3.4	4	3	30	70	100	2
	E-Business Information Systems	3.5	4	3	30	70	100	2
	Cost and Management Accounting	3.6	4	3	30	70	100	2
	Aviation Law and Aircraft rules & Regulations	3.7	4	3	30	70	100	2
Part 3 **Practicals**	Practicals on Skill Development*	-	-	-	100**	-	100	2
Part 4	Foundation Course	-	2	2	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
Total Credits								**19**

Practicals on Skill Development

*Visit to Domestic Airport and preparation of a report on Traffic and Disaster Management.

** IA marks shall be awarded on the basis of (50 marks for practical Record, 30 for Internal Test and 20 Marks for VIVA-VOCE conducted by the institution).

FOURTH SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Language**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	4.1	4	3	30	70	100	2
Part 2 **Optional**	**Corporate Communication skills II**	4.2	4	3	30	70	100	2
	Business Research Methods	4.3	4	3	30	70	100	2
	Financial Management	4.4	4	3	30	70	100	2
	Business Regulations	4.5	4	3	30	70	100	2
	Travel and Tourism Management	4.6	4	3	30	70	100	2
	Logistics & Air cargo Management	4.7	4	3	30	70	100	2
Part 3 **Practicals**	Practicals on Skill Development*	-	-	-	100**		100	2
Part 3	Foundation Course		2	2	30	70	100	2
	CC&EC				50	-	50	1
Total Credits								**19**

Practicals on Skill Development

* Short term project on Air Travel and Ticketing Analysis

** IA marks should be awarded on the basis of Practical Record submitted by the Student, Internal Assessment Test and VIVA-VOCE conducted by the institution (50 marks for practical Record, 30 for Internal Test and 20 Marks for VIVA-VOCE conducted by the institution).

FIFTH SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 **Optional**	Goods and services Taxes	5.1	4	3	30	70	100	3
	Income Tax I	5.2	4	3	30	70	100	3
	Investment Analysis and Management	5.3	4	3	30	70	100	3
	Air Craft Maintenance Management	5.4	4	3	30	70	100	3
	Cabin Crew Management	5.5	4	3	30	70	100	3
	Finance and Insurance in Aviation	5.6	4	3	30	70	100	3
Part 3	**SDC -** Mini Project*	-	-	-	30** Viva-Voce	70** Project Report	100	3
Part 4	**AECC -** Pre-Placement Soft Skill Training***	-	2	-	100	-	100	3
Total Credits								**24**

* Mini Project on Airline Operations and Corporate Social Responsibility of an Airline company.

**The Student has to submit a Project Report of at least 50 Pages. The Project carries 70 Marks for the Report and 30 Marks for Viva-Voce.

It shall be valued by B.O.E or faculty appointed by the BOE Chairman, and Viva-Voce shall be conducted by B.O.E or faculty appointed by the BOE Chairman.

***Ability Enhancement Compulsory Course (AECC) – Pre-Placement Soft-skills Training

- The main objective of Pre-Placement Soft Skills Training is to make students prepare for corporate placements including placements in Aviation Industry.

- BBA Department has to conduct Soft Skills Training for the students of BBA for minimum of two hours per week.

MARKS ALLOCATION

- The Relevant marks to be awarded to the students on completion of the training. IA marks shall be awarded on the basis of Completion Certificate of Such Course (50 Marks), Pre-Placement VIVA- VOCE (50 Marks).
- The Institution to send the above marks scored by the candidate to BCU along with IA marks scored by them in the V semester.

SIXTH SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Exam	Total	
Part 2 **Optional**	Entrepreneurship Development Programme	6.1	4	3	30	70	100	3
	Income Tax- II	6.2	4	3	30	70	100	3
	Marketing Management	6.3	4	3	30	70	100	3
	Strategic and Performance Management	6.4	4	3	30	70	100	3
	Airport Strategic Planning	6.5	4	3	30	70	100	3
	Principles of Airline and Airport Management	6.6	4	3	30	70	100	3
Part 3	**SDC –** Dissertation		-	-	30** Viva-Voce	70** Project Report	100	3
Part 4	**AECC** - Placement Training***		2	-	100	-	100	3
Total Credits								**24**

*Research based Dissertation on Airline / Airport Employees, Air Passengers, Travel Agents, Tour Operators, Service Providers, etc.
The Student has to submit Dissertation of at least 50 Pages. The Dissertation carries 70 Marks and 30 Marks for Viva-Voce.
It shall be valued by B.O.E or faculty appointed by the BOE Chairman, and Viva-Voce shall be conducted by B.O.E or faculty appointed by the BOE Chairman.

***PLACEMENT TRAINING

- The main objective Placement Training is to make students prepare for corporate placements including placements in Aviation Industry.
- BBA Department has to conduct Placement Training for the students of BBA for minimum of two hours per week.
- The student should be trained in the areas of Personal Interview, Resume Preparation, E-Mail etiquette, Corporate etiquette and Work discipline.

MARKS ALLOCATION

- The Relevant marks shall be awarded to the students on completion of the training. IA marks shall be awarded on the basis of Placement report (50 Marks), MOCK VIVA-VOCE (50 Marks)
- The Institution to send the above marks scored by the candidate to BCU along with IA marks scored by them in the V semester.

1. Foundation Course* (Common for all programmee):

- Constitution of Indian and Human Rights
- Environment and Public Health
- Computer Applications and Information Technology
- Business Entrepreneurship and Management
- Philosophy, Psychology and Life Skills
- Personality Development and Leadership / Integrating Mind, Body and Heart
- Indian History, Culture and Diversity
- Research Methodology
- Education and Literacy / Science and Life
- Human Resource Development. Management
- One of the Foreign Languages such as German, French etc.
- Any other Course prescribed by the University from time to time

2. Co-Curricular and Extra – Curricular Activities (CC& EC*):

A student shall opt for any one of the following activities in the first four semesters offered in the
College

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indian in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Other activities such as Cultural Activities as prescribed by the University.

Evaluation of Co-and Extra Curricular Activities is as per the procedure evolved by the University from time to time.

SEMESTER – I

1.3 FUNDAMENTALS OF MANAGEMENT

Objective: The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint.

UNIT I- INTRODUCTION TO MANAGEMENT 14 Hrs

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT II - PLANNING 08 Hrs

Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT III: ORGANIZING 12 Hrs

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT IV: STAFFING 12 Hrs

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT V: EMERGING ISSUES IN MANAGEMENT –10 Hrs

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

Reference Books:

1. Robbins, S. P., &DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.

2. Harold Koontz &HeinjWeihrich, (2015) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.

3. T.Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.

4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6 th edition.

5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.

6. P.C. Tripathi& P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

1.4 ACCOUNTING & MANAGEMENT DECISIONS

OBJECTIVE: The objective is to develop knowledge and skills in the application of Accounting and management Decisions techniques to quantitative and qualitative information for planning decision making, performance evaluation, and control

Unit 1: INTRODUCTION TO FINANCIAL ACCOUNTING 10 Hrs

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions- Accounting Standards: List of Indian Accounting Standards, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book

Unit 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS 10 Hrs

Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

Unit 3: HIRE PURCHASE SYSTEM 12 Hrs

Meaning of Hire Purchase and Instalments Purchase System- difference between Hire Purchase and Instalment Purchase – Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only).

Unit 4: ROYALTY ACCOUNTS 12 Hrs

Meaning and definition – Technical Terms – Royalty – Landlord – Tenant – Minimum Rent – Short Workings – Recoupment of Short Working under (Fixed Period) restrictive and non-restrictive (Floating Period) Recoupment within the Life of the Lease – Treatment of Strike and Stoppage of work – Accounting Treatment in the books of Lessee and lessor – journal entries and Ledger Accounts including minimum rent account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

UNIT 5 : SPECIALIST DECISION MAKING TECHNIQUES 12 HRS

Activity-based costing - Target costing - Life cycle costing - Throughput accounting - Environmental accounting -Relevant cost analysis - Cost volume profit analysis - Limiting Factors Pricing decisions - Make-or buy and other short-term decisions - Dealing with risk and uncertainty in decision making.

BOOKS FOR REFERENCE

1. Arulanandam & Raman – Financial Accounting – I, HPH
2. Anil Kumar, Rajesh Kumar and Mariyappa – Financial Accounting, HPH.
2. Jawaharlal & Seema Srivastava :Financial Accounting, HPH
3. Dr. S.N. Maheswari: Financial Accounting, Vikas Publications
4. S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers
5. S. Jayapandian: Financial Accounting from Zero
6. Guruprasad Murthy: Financial Accounting, HPH
7. Soundarrajan & K. Venkataramana, Financial Accounting, SHBP.
8. Dr. Venkataraman & others (7 lecturers): Financial Accounting, VBH
9. Dr. Alice Mani: Financial Accounting, SBH.

1.5 QUANTITATIVE TECHNIQUES FOR MANAGEMENT I

OBJECTIVE: To provide basic knowledge of quantitative methods and their application to commercial situations and for decision making in business.

Unit 1: NUMBER SYSTEM AND THEORY OF EQUATIONS 10Hrs

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simpleproblems) - Theory of Equations, Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Problems on Commercial Application.

Unit 2: MATRICES AND DETERMINANTS 10Hrs

Introduction, Meaning, types of matrices – operations of addition, subtraction, multiplication of two matrices – problems, transpose of a square matrix. Determinant of a square matrix- minor of an element, co-factor of an element of a determinant. adjoint of a square matrix, singular and non-singular matrices – inverse of a square matrix – Problems on linear equations in two variables using Cramer‟s rule.

Unit 3 STATISTICS AND MEASURES OF CENTRAL TENDENCY 14 Hrs

Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations, Classification and Tabulation of Data-Central tendency – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphic location of Median and Mode through Ogive Curves and Histogram.

Unit 4: MEASURES OF DISPERSIONAND SKEWNESS 14 Hrs

Part – 1: Measures of Dispersion: Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.

Part – 2: Measures of Skewness: Meaning of Skewness - Symmetrical &Skewed Distributions-Measures of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson‟s Coefficient of Skewness and Bowley‟s Coefficient of Skewness

Unit 5: INDEX NUMBERS 10 Hrs

Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher‟s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index

BOOKS FOR REFERENCE

1. A.LeninJothi : financial Mathematics, HPH.
2. Dikshit&Jain : Business Mathematics, HPH
3. Ranganath: Business Mathematics, GK Publications, Mumbai.
4. Dr. R.G. Saha& Others – Methods & Techniques for Business Decisions, VBH
5. R. Selvaraj, Quantitative Methods in Management, Excel Books.
6. G.R. Veena&Seema: Business Mathematics and Statistics, I.K. Intl
7. Dr.Sancheti& Kapoor: Business Mathematics and Statistic, Sultan Chand and Sons.
8. Zamarudeen: Business Mathematics, Vikas Publishers.
9. Saha: Mathematics for Cost Accountants, HPH.
10. 7 Lectures – Quantitative Methods for Business – I, HPH

1.6 INTRODUCTION TO AIRLINE INDUSTRY

Objectives: Understanding about the airline industry and its regulatory bodies, Understanding the characteristics of Airline Industry and its characteristics, Understanding the organisational structure of the airline industry, Understanding the security, navigation and traffic control and Understanding the importance of safety and security.

UNIT 1: INTRODUCTION AIRLINE INDUSTRY 10Hrs

– Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators

UNIT 2: CHARACTERISTICS AIRLINE PROFITABILITY10 Hrs

– Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics

UNIT 3: ORGANISATIONAL STRUCTURE AIRLINE ALLIANCES 16 Hrs

– Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture

UNIT 4: AIRPORTS AND ITS SERVICES AIRPORTS 10 Hrs

– Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft

UNIT 5: SAFETY AND SECURITY AIR SAFETY AND SECURITY10 Hrs

– Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry

Reference Books

1 IATA Book on Airline Customer Service

SEMESTER – II

2.3 ORGANIZATIONAL BEHAVIOUR (WITH EXPERIENTIAL LEARNING)

Objective: The main objective is to explain the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization.

UNIT-I: ORGANIZATIONAL BEHAVIOR 12 Hrs

Meaning, importance and historical development of organizational behaviour, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: MOTIVATION 08 Hrs

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: GROUP DYNAMICS 14 Hrs

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: MANAGEMENT OF CHANGE 10 Hrs

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS 12Hrs

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Reference Books

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.

2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.

3. Rao, VSP and Narayana, P.S. - Organization Theory &Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.

4. Prasad, L.M - Organizational Theory &Behavior - Sultan Chand & Sons, New Delhi, 1988.

5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.

6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai.

2.4 STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective: The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT 12 Hrs

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT II: ACQUIRING HUMAN RESOURCES 12 Hrs

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT III: DEVELOPING HUMAN RESOURCES 12 Hrs

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT IV: LABOUR MANAGEMENT 12 Hrs

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT V: REWARDING HUMAN RESOURCES 08 Hrs

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

Reference Books:

1. Human Resources - Bernandin H. John. TMH.

2. Managing Human Resources – Wayne E. Casio. – TMH

3. Human Resources Management – David Lepak and Mary Gowan – Pearson.

2.5 QUANTITATIVE TECHNIQUES FOR MANAGEMENT II

OBJECTIVE: The objective is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

UNIT - I INTRODUCTION TO OPERATIONS RESEARCH 10 Hrs

Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II TRANSPORTATION (NON- DEGENERATE ONLY) 10 Hrs

Transportation Problems- Assignment problems - Simple Problems only

UNIT - III GAME THEORY 14 Hrs

Queuing theory - Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriates gradually (value of money does not change with time)

UNIT - IV CRITICAL PATH METHOD 12 Hrs

Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT -V PERT 12 Hrs

Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

BOOKS FOR REFERENCE

1. Sanchethi and Kapoor: Business Mathematics, Sultan Chand

2. C.S Mujawar : Statistics for Managers I.K. International Publishers

3. Dr. Alice Mani: Quantitative Methods for Business - II, SBH.

4. KantiSwarup, Gupta R.K. - Operations Research

5. P.R. Vittal - Operations Research

2.6 AVIATION SECURITY & SAFETY MANAGEMENT

OBJECTIVE: To enable the Students to learn about the importance of Safety and Security in Air Transportation, the study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports.

UNIT-1: Importance of Air Transportation Safety and Security-Airport- Airways. 12 Hrs
Protecting Public Transportation -Screening- Personnel and Baggage – Metal Detectors-X ray Inspections, Passive and Active Millimeters-Trace- Detection Techniques-The way on Drug and Explosives.

UNIT-2: Terrorism 10 Hrs
Terrorism – Introduction- Causes of Terrorism - Rival claim of pales tine- Palestine Liberation Organization - Nuclear Terrorism - Aircraft as Missiles - 9/11 Terrorist Act and its Consequences -Biological &Chemical Warfare - Steps to Combat Terrorism

UNIT-3: Hijacking 12 Hrs
Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Program me -Public Law about Hijacking - Air Transportation Security Act of 2001 -Crimes against Humanity - The Tokyo Convention and Summit

UNIT-4: Legislations and Regulations 10 Hrs
ICAO/ECAC -Transportation security administration – International aviation safety assessment program. -Legislation after 9 Sep 2001 41

UNIT-5: Technological Improvements on Aviation Safety and Security 12 Hrs
Technological Improvements on Aviation Safety and Security -Introduction- Microwave Holographic Imaging -Body or Fire Security Scanner -New Generation of video Security Systems -Biosimmer – Biometric Systems

Reference Books:

1. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.

2. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson Inc.

3. Aviation and Airport Security – Kathleen M. Sweet –Pearson Education Inc.

SEMESTER – III

3.2 CORPORATE COMMUNICATION I

OBJECTIVE: The objective is to develop both oral and written communication skills relating to organizational and Business issues.

Unit 1: ELEMENTS OF COMMUNICATION 14Hrs

Meaning, Importance, Objectives & Principles of Communication, Process, impediments of effective communication, Strategies for effective communication. Types and forms of communication. Nonverbal Communication-Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of Eliciting Response, Probing Questions, Observation, Business and social **etiquette.**

Unit 2: PUBLIC SPEAKING 10 Hrs.

Importance of Public Speaking and Speech Composition -Principles of Effective Speaking Presentations. Technical speeches & Non-technical presentations. Speech for introduction of a speaker -Speech for vote of thanks -Occasional speech -Theme speech. Moderating programs -Use of Technology

Unit 3: INTERVIEW TECHNIQUES 08 Hrs.

Importance of Interviews, Art of conducting and giving interviews, Placement interviews -discipline interviews -Appraisal interviews –Exit interviews.

Unit 4: MEETINGS 08Hrs

Importance of Meetings -Opening and Closing Meetings -Participating and Conducting Group discussions. Brain Storming, e–Meetings, preparing agenda and minutes of the meeting

Unit 5: BUSINESS COMMUNICATION 16Hrs

Business Letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims &Adjustments, Collection letter, banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters -Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, Minutes, Circulars &Notices

Reference Books:

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Kathleen Fearn-Banks, “Crisis Communications, A Casebook Approach”, Routledge.
3. Mary Munter, “Guide to Managerial Communication” 6th Ed Pearson Education.
4. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York,McGraw-Hill.
5. Disanza, “Business and Professional communication”, Pearson Education.

3.3 PRODUCTION AND OPERATIONS MANAGEMENT

OBJECTIVE: The objective of the subject is to make the students understand the concepts of production and operations management of an industrial undertaking and the benefits of automation.

Unit 1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT 12Hrs

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

Unit 2: PLANT LOCATION AND LAYOUT 08 Hrs

Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles -space requirement- Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

Unit 3: MATERIALS MANAGEMENT 08Hrs

Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques.

Unit 4: PRODUCTION PLANNING AND QUALITY CONTROL 16Hrs

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM. Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

Unit 6: MAINTENANCE AND WASTE MANAGEMENT 12Hrs

Introduction – Meaning – Objectives - Types of maintenance, break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

BOOKS FOR REFERENCE:

1. Ashwathappa. K & Sridhar Bhatt : Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe : Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.
9. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

3.4 MARKETING AND RETAIL MANAGEMENT

Objectives: To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. On successful completion of the course the students should have: understood the features of Marketing and Retailing theories of retail development learnt retail development in India and global retail markets

UNIT I. INTRODUCTION TO MARKETING 10 Hrs

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment - Market Segmentation, Target Market and Product Positioning

UNIT II: NEW PRODUCT DEVELOPMENT PRODUCT & PRICING DECISIONS 12 Hrs

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process. Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT III RETAIL MANAGEMENT MODEL, THEORIES OF RETAIL DEVELOPMENT 12 Hrs

Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing- Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT IV STRATEGIC PLANNING RETAILING IN INDIA 12 Hrs

Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process-Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V GLOBAL RETAIL MARKETS 10 Hrs

Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:

1. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004.

2.Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8 th Edition, 2002.

3.James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

4. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

5. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of Indi.

6. Paul Baines, Chris Fill, Kelly page, " Marketing Management", 2009, 1st Ed. Oxford University Press.

7. Kotler, P., Armstrong, G., Agnihotri, P. Y.,

3.5 E-BUSINESS INFORMATION SYSTEMS.

OBJECTIVE

1. To familiarize student with aspect of business information systems and relevant information technology and to Develop skills to design and implement simple computer based business and audit information

Unit 1: INTRODUCTION TO E-BUSINESS AND INFORMATION SYSTEM 10 Hrs

Introduction to E- Business- Meaning- Definition-Merits and Demerits of E Business- Meaning and definition of system, information and information system – business information system – Features of Information system – Uses of Business Information Systems, Users of Information Systems – Components of Business Information Systems.

Unit 2: TYPES OF INFORMATION SYSTEMS 12Hrs

Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

Unit 3: MS OFFICE 12 Hrs

MS Word – editing a document- Formatting – Spell Checking – Page setup, using tabs, Tables and other features Mail Merge, MS Excel – building work sheet- data entry in work sheets, auto fill – working with simple problems- formula – statistical analysis, sort, charts, MS Power point – Design, Side Show – Presentation.

Unit 4: DATABASE MANAGEMENT SYSTEMS 12Hrs

Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

Unit 5: ACCOUNTING SOFTWARE AND GST 10Hrs

Introduction to Tally, opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors a sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet. Systems and GST.

BOOKS FOR REFERENCE:

1. James Obrein, Management Information Systems, Tata McGraw Hill

2. M. Suman _ Computer Application Business, VBH

3. R.G. Saha – Computer Application Business, HPH.

4. AmruthaGowri&Soundrarajana A, Computer Application Business, SHBP.

5. Manjunath, GunduRao – Computer Business Applications, HPH.

6. Sudaimuthu& Anthony: Computer Applications in Business, HPH.

3.6 COST AND MANAGEMENT ACCOUNTING

OBJECTIVE: To acquaint the student with the various connotations of costs and their utility in decision making. Help the students in formulating long term strategies.

UNIT - I: INTRODUCTION TO COST ACCOUNTING 08 Hrs

Definition, Nature and Scope, Essentials of Good Cost Accounting system, Techniques and Methods of Costing, Importance of Cost Accounting, Elements of cost, Classification of Costs.

UNIT - II: OUTPUT OR UNIT COSTIN 12 Hrs

Costing Methods, Collection of Costs, Valuation of Materials issues, Overheads, Preparation of cost Sheet, Process Costing – Nature of process costing, Important aspects of process Accounts, Costing of Equivalent Production Units.

UNIT - III: JOINT PRODUCTS AND BY PRODUCTS 12 Hrs

Distinguish between Joint Products and By products, Joint costs and Subsequent Costs, Methods of allocating Joint Costs, Accounting for Joint costs, By products.

UNIT - IV: INTRODUCTION TO MANAGEMENT ACCOUNTING 12 Hrs

The users of Accounting Information, Differences between management Accounting, cost Accounting and Financial Accounting, Elements of Functions of Management Accounting-V-P Analysis- assumptions, inter relationships of cost, volume and profits, Constructing the breakeven (graphical approach).

UNIT - V: MANAGEMENT CONTROL SYSTEMS 12 Hrs

Control at different organizational levels, Different types of controls, responsibility centres, the nature of management control systems, Budget – Concept, Advantages and Disadvantages, Fixed and Flexible Budgets; Cost Management – Life cycle costing, Target costing, Kaizen Costing (Theory only). Fund flow analysis-cash flow analysis (problems only)

SUGGESTED BOOKS:

1. Jain and Narang, principles and Practice of Cost Accounting, Kalyani Publishers
2. M.B.Shukla, Cost and Management Accounting, Himalaya Publishing House
3. Drury Colin, Cost and Management Accounting, Cengage Learning
4. Periasamy, Financial, Cost and Management Accounting, Himalaya Publishing House
5. Horngren, T. Charles, Cost Accounting- A Managerial Emphasis,
6. Kishore, M.Ravi, Cost & Management Accounting, Taxmann

3.7 AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS

OBJECTIVE: To enable the Students to learn the legal background of this Aviation World and all the Rules and Regulations connected with Air Transportation including the International Regulations as well as all the relevant State Acts passed in this respect.

UNIT – 1: CIVIL AVIATION REGULATIONS AUTHORITY 10 Hrs DGCA-
Introduction to Directorate General of Civil Aviation- DGCA functions- DGCA Organization- DGCA as Regulatory Authority

UNIT – 2: AIRCRAFT RULES 6 Hrs
Aircraft Act 1934 -The Aircraft Rules 1937

UNIT – 3: NATIONAL LEGISLATION 16 Hrs
The Air corporations Act, 1953 (27 of 1953) -The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) -The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) -The International Airports Authority of India act, 1971 (43 of 1971) -The National Airports Authority of India, 1985 (64 of 1985) -The Airports Authority of India Act 1994 (55 of 1994) -The Carriage by Air Act, 1972 (69 of 1972) -The Tokyo Convention Act, 1975 (20 of 1975) -The Anti-hijacking Act, 1982 (65 of 1975) -The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982)

UNIT – 4: CIVIL AVIATION REQUIREMENTS (CAR) 12 Hrs
Section 1-General -Section 2-Airworthiness -Section 3-Air Transport -Section 4-Aerodrome standards and Air Traffic Services -Section 5-Air Safety -Section 6-Design standards and type certification -Section7-Flight crew standards, training and licensing -Section 8-Aircraft operations

UNIT- 5: INTERNATIONAL CONVENTIONS 12 Hrs
The Chicago conventions, 1944 -The International Air Services Transit Agreement, 1944 -The International Air Transport Agreement, 1944 -The Warsaw Conventions, 1920 -The Geneva Convention, 1948 -The Rome Convention, 1952 -The Tokyo Convention, 1963

REFERENCES:
Aircraft Manual, C.A.R. Sec. II

SEMESTER – IV

4.2 CORPORATE COMMUNICATION SKILLS II

OBJECTIVE: The responsibilities of corporate communication is to promote the profile of the "company behind the brand" (corporate branding) to formulate and execute effective procedures to make decisions on communication matters to mobilize internal and external support for corporate objectives.

UNIT – 1: CONCEPTS OF EFFECTIVE COMMUNICATION

Components of effective communication - Communication process and handling them - Keep it short and sweet in communication – Composing effective messages- Non – Verbal Communication its importance and nuances: Facial Expression, Posture, Gesture, Eye contact, appearance (dress code).
Development etiquettes and manners- Study of different pictorial expression of non-verbal communication and its analysis.

UNIT – 2: WRITTEN COMMUNICATION SKILL AND GRAMMATICAL USE

Correction of errors - Making of Sentences- Paragraph Writing- Leave Application and simple letter writing-.
Grammatical Use- Punctuation Meaning & opposites- Real Life Conversations-Vocabulary building Understanding the Audience, Need analysis through pre presentation feedback form.

UNIT -3 TEAM BUILDING / COORDINATION SKILLS

Team Building Practices through group exercises, team task / role play- Ability to mixing & accommodation - Ability to work together- Concept of Group, Group Dynamics, Team building.

UNIT-4 TELECOMMUNICATION SKILLS

Tele – etiquette - Receiving Calls -Transferring calls -Taking Message/ Voice Mails -Making Outgoing Calls -Receiving Fax- Working principle of Mini exchange and its features and facilities.

UNIT-5 SELF MANAGEMNT AND TEAM MANAGEMENT

Self-Management - Self Evaluation -Self Discipline -Recognition of one's own limits and deficiencies -Independency -Thoughtful & Responsible- Self Awareness - Identifying one's strengths and weaknesses - Planning & Goal setting - Managing self – emotions, ego, pride.
Team Management Technique - Time Management concept, Attendance, Discipline & Punctuality - Act in time on commitment - Quality/ Productive Time.

Suggested Books :

1. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz

2. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
3.The Time Trap: the Classic book on Time Management by R. Alec Mackenzie

4.3 BUSINESS RESEARCH METHODS

OBJECTIVE: The objective is to create an awareness of the Process of Research, the tools and techniques of research and generation of reports

Unit 1: INTRODUCTION TO RESEARCH 14Hrs

Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design – Research Methods Vs Research Methodology - Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research.

Unit 2: METHODS OF DATA COLLECTION 08 Hrs

Observational and Survey Methods – Field Work Plan - Administration of surveys - Training field investigators - Sampling methods - Sample size.

Unit 3: TOOLS FOR COLLECTION OF DATA 08 Hrs

Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection of Appropriate Statistical Techniques

Unit 4: STATISTICAL METHODS 18 Hrs

Tabulation of data - Analysis of data –Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square - Discriminant Analysis - Factor analysis, Conjoint analysis - Multidimensional Scaling - Cluster Analysis (Concepts Only).

Unit 5: REPORT WRITING 08 Hrs

Types of Reports, Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography

BOOKS FOR REFERENCE

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.

2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.

3. J.K. Sachdeva: Business Research Methodology HPH

4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books

5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002

6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002

4.4 FINANCIAL MANAGEMENT

OBJECTIVE: The objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making.

Unit 1: INTRODUCTION TO FINANCIAL MANAGEMENT 10 Hrs

Introduction – Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

Unit 2: TIME VALUE OF MONEY 10 Hrs

Introduction – Meaning & Definition – Need – Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity)– Doubling Period – Concept of Valuation – Valuation of Bonds & Debentures – Preference Shares – Equity Shares – Simple Problems.

Unit 3: CAPITAL STRUCTURE AND FINANCING DECISION 12Hrs

Financing Decisions: Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – EBIT – EBT – EPS – Analysis – Leverages – Types of Leverages – Simple Problems.

Unit 4: INVESTMENT DECISION AND DIVIDEND DECISION 14 Hrs

Investment Decisions: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques – Payback Period – Accounting Rate of Return – Net Present Value – Internal Rate of Return – Profitability Index - Simple Problems

Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends – Provisions under Campiness Act in relation to dividends.

Unit 5: WORKING CAPITAL MANAGEMENT 10 Hrs

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital –Cash Management – Receivables Management – Inventory Management,

BOOKS FOR REFERENCE

1. Rajesh Kumar V and Nagaraju Y, Financial Management, Mc Graw Hill
2. Reddy, Appananaih: Financial Management., HPH
3. Sudrashan Reddy – Financial Management, HPH.
4. S N Maheshwari, Financial Management., Sultan Chand.
5. R.M.Srivastava : Financial Management –Management and Policy, Himalaya Publishers.
6. Khan and Jain, Financial Management, Tata McGraw Hill.

4.5 BUSINESS REGULATIONS

OBJECTIVE: To enable the students to acquire knowledge of legal aspects of business Objective and on successful completion of this course, the students should have understood Law of contract, Law of sale of goods Law of Agency, Negotiable Instruments Act,

UNIT - I LAW OF CONTRACT 12 Hrs

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

UNIT-II LEGALITY OF OBJECT 12 Hrs

Unlawful and illegal agreements - Effects of illegality – Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT - III LAW OF SALE OF GOODS 12 Hrs

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement -Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale – Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT – IV CREATION OF AGENCY 10 Hrs

Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT - V NEGOTIABLE INSTRUMENTS ACT 1881 10 Hrs

Negotiable Instruments-Characteristics-cheque- Essentials Requirements-Endorsements-Kinds-Crossing-Types-Demand Draft-Bills of Exchange.

BOOKS FOR REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law 2.Shukla M.C. - A Manual of Mercantile Law
3.Venkatesan - Hand Book of Mercantile Law 4.Pandia R. H. - Mercantile La
5.K.P.Kandasami - Banking Law &Practicee

4.6 TRAVEL AND TOURISM MANAGEMENT

OBJECTIVE: To enable the students to learn the basics of Airlines and Introduction to Travel & Tourism Aspects.

UNIT -1: INTRODUCTION TO AIRLINE TRAVEL 10Hrs

Introduction to Airline Travel –Airline Tourism-Air Taxi Operations- Private Operation-Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT -2: AIRLINES TERMINAL MANAGEMENT 14 Hrs

Airline Operational Management- Domestic- International Departure Formalities, Security Check- In. Hand Baggage Screening, Personal Frisking- Boarding the Plane, Ground Announcements Handling of Delayed Flight-Disruptive Flights, Ramp Handling & Ramp Safety- Procedure

UNIT -3:TRAVEL DOCUMENTS 10 Hrs

Passport – Visa- TIM- Currency Regulations-IATA Rate of Exchange Banker ‘s Buying Rate-Banker ‘s selling Rate-Currency Conversion Departure Control System-ATC

UNIT - 4:TRAVEL AGENT MANAGEMENT 12 Hrs

Travel Partners IATA Approved Travel Agency Appointment and Control Bank guarantee - IATA Billing and Settlement Plan Credit Period - Customer Service-Service Provider Training and Development of Travel agent-GDS.

UNIT – 5: TOURISM MANAGEMENT 10 Hrs

Introduction to tourism- airline tourism- Medical Tourism-Eco Tourism- Cultural Tourism-Adventure Tourism-Business Tourism- Sustainable Tourism- Religious Tourism-Sports Tourism -Types of Domestic and International Tourism-Discover India-Government Regulations on Tourism Management. Exploring new Destinations-Foreign Currency Earner.

Reference Book:

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

4.7 LOGISTIC AND AIR CARGO MANAGEMENT

OBJECTIVES: To enable the students to acquire the knowledge of Logistics and Cargo

UNIT: 1 CONCEPT OF LOGISTICS INTRODUCTION 12 Hrs

Components, Advantage & Growth-Logistics in Global Organisation Marketing and Logistics Channel – Environmental and Marketing Issue Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT

UNIT: 2 TRANSPORT SYSTEM MODEL AND WAREHOUSING DEREGULATION AND GOVERNMENT RULE 10 Hrs

Transport Security Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing Trend in Material Handling – Inbound Logistics and Purchasing

UNIT: 3 GLOBAL ENVIRONMENT & STRATEGY GLOBAL SUPPLY CHAIN 10 Hrs

International Documentation- Strategy Formulation & Implementation Quality Concept & TQM – Improving Logistics Performance

UNIT: 4 AIR CARGO CONCEPT INTRODUCTION 14 Hrs

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

UNIT: 5 HANDLING FACILITY AIRPORT CARGO ACTIVITY & CARGO ZONE 10 Hrs

Aircraft Handling with Cargo. Cargo Terminals and Facilities . Emerging trend in Cargo & Cargo Carriers.

BOOKS FOR REFERENCES:

1. Kent Gourdin, ―Global Logistics Management‖, Wiley Blackwell
2. Lambert, ― Strategic Logistic Management‖, Academic Int Publisher
3. Alan Rushton & John Oxley, ― Hand Book of Logistic and Distribution‖, Kogan Page
4. John F Magee & William C Copalino, ― Modern Logistics Management‖, John Wiley & Sons
5. Paul R. Murphy, Jr and Donald F. Wood, ― Contemporary Logistics‖, Prentice Hall, 9th edition,2008

SEMESTER – V

5.1 GOODS AND SERVICES TAX

OBJECTIVE: The objective is to equip students with the principles and provisions of Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, One Tax and One Market and to provide an insight into practical aspects and apply the provisions of GST laws to various situations.

Unit 1: INTRODUCTION TO GOODS AND SERVICES TAX (GST) 08 Hrs

Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST – Constitutional amendments - Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST - GST Council: Structure, Powers and Functions. Provisions for amendments.

Unit 2: GST ACTS: CGST Act, SGST Act (Karnataka State), IGST Act 08 Hrs

Salient features of CGST Act, SGST Act (Karnataka State), IGST Act - Meaning and Definition: Aggregate turnover, Adjudicating authority, Agent, Business, Capital goods, Casual taxable person, Composite supply, Mixed supply, Exempt supply, Outward supply, Principal supply, Place of supply, Supplier, Goods, Input service distributor, Job work, Manufacture, Input tax, Input tax credit, Person, Place of business, Reverse charge, Works contract, Casual taxable person, Non-resident person. Export of goods / services, Import of goods / services, Intermediary, Location of supplier of service, Location of recipient of service.

Unit 3: PROCEDURE AND LEVY UNDER GST 24 Hrs

Registration under GST: Procedure for registration, Persons liable for registration, Persons not liable for registration, Compulsory registration, Deemed registration, Special provisions for Casual taxable persons and Non-resident taxable persons. Exempted goods and services - Rates of GST.

Procedure relating to Levy: (CGST & SGST): Scope of supply, Tax liability on Mixed and Composite supply, Time of supply of goods and services, Value of taxable supply. Computation of taxable value and tax liability.

Procedure relating to Levy: (IGST): Inter-state supply, intra-state supply, Zero rates supply, Value of taxable supply – Computation of taxable value and tax liability.

Input tax Credit: Eligibility, Apportionment, Inputs on capital goods, Distribution of credit by Input Service Distributor (ISD) – Transfer of Input tax credit - Simple Problems on utilization of input tax credit.

Unit 4: ASSESSMENT AND RETURNS 10 Hrs

Furnishing details of outward supplies and inward supplies, First return, Claim of input tax credit, Matching reversal and reclaim of input tax credit, Annual return and Final return. Problems on Assessment of tax and tax liability.

Unit 5: GST AND TECHNOLOGY 06 Hrs

GST Network: Structure, Vision and Mission, Powers and Functions. Goods and Service Tax Suvidha Providers (GSP): Concept, Framework and Guidelines and architecture to integrate with GST system. GSP Eco system. (Theory only).

BOOKS FOR REFERENCE:

1. Deloitte: GST Era Beckons, Wolters Kluwer.
2. Madhukar N Hiregange: Goods and Services Tax, Wolters Kluwer.
3. All About GST: V.S Datey - Taxman's.
4. Guide to GST: CA. Rajat Mohan,
5. Goods & Services Tax – Indian Journey: N.K. Gupta &SunnaniaBatia, Barat's Publication
6. Goods & Services Tax – CA. Rajat Mohan,
7. Goods & Services Tax: Dr.Sanjiv Agrawal & CA. Sanjeev Malhotra.
8. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,

5.2. INCOME TAX I

OBJECTIVE: To enable the students to acquire knowledge of Income Tax. OBJECTIVE The Objective of this subject is to expose the students to the various provisions of Income Tax Act 1961 relating to computation of Income of individuals.

Unit 1: INTRODUCTION TO INCOME TAX 12 Hrs

Brief History of Indian Income Tax - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important Definitions: Assessment, Assessment Year, Previous Year (including Exceptions), Assessee, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration – Theory Only) – Scheme of taxation. Meaning and classification of Capital & Revenue. Income tax authorities: Powers & functions of CBDT, CIT & A.O.

Unit 2: EXEMPTED INCOMES 10 Hrs

Exempted Incomes U/S 10 - Restricted to Individual Assesse.

Unit 3: RESIDENTIAL STATUS 10 Hrs

Residential Status of an Individual –Determination of Residential Status – Incidence of Tax – Problems.

Unit 4: INCOME FROM SALARY 12 Hrs

Meaning – Definition - Basis of Charge– Advance Salary – Arrears of Salary – Allowances – Perquisites– Provident Fund - Profits in Lieu of Salary – Gratuity -Commutation of Pension - Encashment of Earned leave - Compensation for voluntary retirement - Deductions from Salary U/S 16 – Problems on Income from Salary.

Unit 5: INCOME FROM HOUSE PROPERTY 10 Hrs

Basis of Charge – Deemed Owners – Exempted Incomes from House Property –Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property

BOOKS FOR REFERENCE

1. Rajesh Kumar V and Sreekantha R K, Income-Tax I, Mc Graw Hill
2.. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
3. Dr.Mehrotra and Dr.Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publication.
4. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur &Narang: Income Tax.
6. 7 Lectures – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications

5.3 FINANCE AND INSURANCE

Objective: To enable the students to acquire the knowledge of Airline Finance like Analysis, Ratios, Valuations and Sources of Finance as well as aspects about Aviation Insurance.

UNIT -1: AIRLINE FINANCE 10 Hrs

Introduction Airline Finance Need & Importance – World Airline financial results Factors affecting financial results – Asset Utilization – Key Financial Issues Airline financial ratio – Performance Earnings Ratio – Risk solvency ratio Liquidity Ratio – Stock Market Ratios – inter
– Airline comparison of financial ratio

UNIT – 2: AIRLINE VALUATIONS & SOURCE OF FINANCE THE VALUATION OF TANGIBLE AND INTANGIBLE ASSETS 10 Hrs

The valuation of the Airline as a whole Rating agencies – Sources of internal and external finance – Institutions involved in Airline Finance Term Loan payment, book profit and manufacturer ‘s prepayment

UNIT – 3: AIRCRAFT LEASING & FINANCE LEASE 12 Hrs

Meaning, Objectives, Different type of leasing, major differences between Wet, Sale and Operating lease. Securitization of Aircraft – Meaning, Purpose and advantages, Airline traffic and Financial forecasts Airline capital expenditure projections and airline financial requirement forecasts

UNIT – 4: PRINCIPLES OF INSURANCE & RISK MANAGEMENT HISTORY OF AVIATION INSURANCE 10 Hrs

Basic Principles of Insurance – Basic Terminologies in General Insurance. Insurers – Risk & Insurance – Risk Management

UNIT – 5: AIVATION INSURANCE AIRCRAFT HULL AND LIABILITY INSURANCE 14 Hrs

Sample policy and endorsement – Airport premise liability and other aviation coverage. Underwriting and pricing aviation risk – Aviation business property insurance and transport insurance.

Books for Reference

1. Peter.S. Morrel, ―Airline Finance‖, Ashgate
2. M.N. Mishra: Insurance principles and practices References: 1. P. Periyasamy : Principles and Practices of Insurance 2. Gail F Butler & Martin R Keller, ― Airline Finance‖, Mc Graw Hill

5.4 AIRCRAFT MAINTENANCE MANAGEMENT

OBJECTIVE: To enable the Students to learn the importance of Aircraft Maintenance without which Aircraft Movements will be disturbed terribly and the safety of Aircraft Operations cannot have ensured unless the proper Maintenance is taken care as per the schedule.

UNIT-1: GOALS AND OBJECTIVES OF MAINTENANCE TYPES OF MAINTENANCE 10 Hrs

Reliability, Redesign. Establishing Maintenance Programme- Introduction of Maintenance Steering Group Process and Task Oriented Maintenance- Maintenance Intervals Defined.

UNIT-2: DOCUMENTATION FOR MAINTENANCE 10 Hrs

Types of Documentation Regulatory Documents Airlines Generated Documents ATA Document Standards Maintenance and Engineering Organization

UNIT-3: PRODUCTION PLANNING AND CONTROL 12 Hrs

-Forecasting- Production Planning &Control -Feedback for Planning Organization of PPC Technical Publications- Functions of Technical Publication Technical Training – Training for Aviation Maintenance

UNIT-4: MAINTENANCE CONTROL CENTRE 12 Hrs

Responsibilities Line Maintenance Operations Maintenance Crew Skill Requirement Hamper Maintenance Activities Maintenance Overall Shops (off aircraft) 49

UNIT-5: QUALITY ASSURANCE AND QUALITY CONTROL 12 Hrs

Requirement for Quality Assurance Quality audit- ISO 9000 Quality standard Reliability- Types of Reliability Maintenance Safety – Safety Rules- Accident & Injury Reporting

Books for Reference:

1. Aviation Maintenance Management - Harry A Kinnison mc Graw hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd
3. 2. Managing Maintenance Error – James Reason and Alan Ho

5.5 CABIN CREW RESOURCE MANAGEMENT

OBJECTIVE: Understanding the skills for effective revalidation and implementation through training, Enabling the standards and requirements for crew professionalism, Identifying errors and corrective actions on time and analysing the depth of knowledge requirement in every crew designation. the business environment and through effective communication skills.

Unit– 1: INTRODUCTION 12Hrs

Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioural Markers – Conclusion

Unit– 2: CRM HISTORY 12 Hrs

STANDARDS & TRAINING UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods.

Unit– 3: HUMAN ERROR, RELIABILITY & ERROR MANAGEMENT 10 Hrs

Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies

Unit– 4: CRM REQUIREMENTS & INSTRUCTORS 12 Hrs

CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping

Unit– 5: CRM SKILLS 10 Hrs

Facilitation Skills – Continuous development – Crew co – ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment

BOOKS FOR REFERENCE

1. Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose Anca; Academic Press, 2010

5.6 MINI PROJECT ON AIRLINE OPERATIONS

*Industrial Visit to Domestic Airport and Report on Organizational Structure and Corporate Social Responsibility.

*The Student has to submit a Project Report of nearly 50 to 80 Pages. This Project must be prepared based on the Organizational Structure and Corporate Social Responsibility of an Airport. The Project carries 70 Marks for Project Report and 30 Marks for Viva-Voce. It has to be valued by B.O.E Members and Viva-Voce also must be conducted by B.O.E Members. B.O.E must invite one External Industry Expert for Viva-Voce Examination.

VI SEMESTER

6.1 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

OBJECTIVE: To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

Unit 1: ENTREPRENEURSHIP 10 Hrs

Introduction – Meaning& Definition of Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL SCALE INDUSTRIES 12 Hrs

Meaning &Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

Unit 3: FORMATION OF SMALL SCALE INDUSTRY 14 Hrs

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.

Unit 4: PREPARING THE BUSINESS PLAN (BP) 10 Hrs

Meaning – importance – preparation –BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

Unit 5: PROJECT ASSISTANCE 10 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

BOOKS FOR REFERENCE

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.

6.2 INCOME TAX - II

OBJECTIVE The Objective of this subject is to make the students to understand the computation of Taxable Income and Tax Liability of individuals.

Unit 1: PROFITS AND GAINS FROM BUSINESS OR PROFESSION 16 Hrs

Meaning and Definition of Business, Profession – Vocation - Expenses Expressly Allowed – Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.

Unit 2: CAPITAL GAINS 16 Hrs

Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Capital Gains – Exemptions U/S 54, 54B, 54D, 54EC, 54F– Problems on Capital Gains.

Unit 3: INCOME FROM OTHER SOURCES 10 Hrs

Incomes – Taxable under the head Other Sources – Securities – Kinds of Securities – Rules for Grossing Up – Ex-Interest Securities – Cum-Interest Securities – Bond Washing Transactions – Problems on Income from Other Sources.

Unit 4: DEDUCTIONS FROM GROSS TOTAL INCOME 06 Hrs

Deductions u/s: 80 C, 80 CCC, 80 CCD, 80 D, 80 G, 80 GG, 80 GGA, and 80 U. (80 G & 80 GG together should not be given in one problem)

Unit 5: SET-OFF & CARRY FORWARD OF LOSSES AND ASSESSMENT OF INDIVIDUALS 08Hrs

Meaning –Provision for Set-off & Carry forward of losses (Theory only). Computation of Total Income and Tax Liability of an Individual Assessee (Problems– in case of income from salary & house property- computed income may be given).

BOOKS FOR REFERENCE

1. Rajesh Kumar V and Sreekantha R K, "Income-Tax II", Mc Graw Hill
2. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
3. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
4. Gaur &Narang: Income Tax, Kalyani
5. B.B. Lal: Income Tax, Central Sales Tax Law & Practice, Konark Publisher (P) Ltd.
6. Singhania: Income Tax
7. Dr. H.C Mehrothra : Income Tax, SahityaBhavan
8. 7 Lecturer Income Tax – VBH

6.3 MARKETING AND SERVICES MANAGEMENT

objectives: To enable the Students to learn the Marketing Management of Airline companies and Airport Organizations as these are the two interlinked Business Organizations which involve thousands of Crores of Investments and knowing the nuances of Marketing in these specialized fields only will groom the Students as BEST Managers 'of Airlines and Airport in future.

UNIT – 1: MARKET FOR AIR TRANSPORTATION MARKETING AND MARKETING MIX 10 Hrs

Application of Marketing Principles to Airline Management Airline Business and its Customers – Market segmentation PESTE Analysis

UNIT- 2: AIR TRAVEL -MARKETING STRATEGY & PRODUCT ANALYSIS MICHEL PORTER 'S FIVE FACTORS AND THEIR APPLICATION TO AIRLINE 12 Hrs

Cost leadership –Focus strategies Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules Related Product Features. Customer Service and Controlling Product Quality-Air Freight Product. Strategic Airline Alliances

UNIT – 3: AIRLINES-REVENUE MANAGEMENT AND DISTRIBUTION AND PROMOTION BUILDING BLOCK IN AIRLINE PRICING POLICY 14 Hrs

-Uniform and Differential Pricing the Structure of Air Freight Policy Distribution Channel Strategies-Travel Agency Distribution System Selling & Distribution Channel in Air Freight Market Brand Building Strategies in Airline Industry Relationship Marketing and Components of Marketing Strategies Frequent Flyer Programme- Anatomy of Sale and Planning- Marketing Communication Technique-Airline Advertising Air Freight Market- Future of Airline Market

UNIT – 4: AIRPORT MARKETING THE ROLE AND SCOPE OF ACTIVITY OF THE AIRPORT Enterprise 10 Hrs

The Economic Impact on Countries and Regions Main Governance Patterns in the Airport Business The International path of Evolution in the Airport Business- Air Transport Value chain-
– Airport Enterprises Rise of Airport Marketing for the Aviation related Business – Airport 's Market Positioning-Primary Hub-Secondary Hub- Regional Airport – All Cargo Airport Airport Revenue Management – Airport Alliances – Management Contract.

UNIT- 5: AIRPORT MARKETING PLANNING EVOLUTION OF TRADITIONAL AIRPORT 10 Hrs

Evolutionary patterns for Airport Enterprises – Commercial Airport Philosophy – Non-Aviation Business- Tourist& Conference Services – Logistic Services and Property Management – Consulting Services – BAA and the Non – Aviation Business – Best Airport in the World: The Case of Singapore Airport Creative Marketing Approach for the Airport Enterprise – Assessment Airport Marketing Planning –London City Airport: A Best –in – Class provider in the Airport Business.

BOOK FOR REFERENCE:

1. Airport Marketing – David Jarach – Ashgate Publishing Limited

2. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd

3. Marketing Management – Philip Kotler – Pearson Education/PHI

4. Marketing Management – RajanSaxena –Tata McGraw Hill

6.4 PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT

OBJECTIVE: To enable the students to learn the development and growth of Aviation Industry in the world, which shall be the right foundation for a prospective career in Airlines and Airport Management for the Students future.

UNIT – 1: INTRODUCTION 10 Hrs

History of Aviation- Development of Air transportation in India- Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry-Competition in Airline Industry

UNIT- 2: ICAO & IATA 14 Hrs

ICAO – International Civil Aviation Organisation

International body comprising Governments of various Countries Origin – Aims of ICAO, Functions of ICAO-Role of ICAO in International Air Transportation

IATA- International Air Transportation Association

IATA is the world organization of Scheduled Airlines of all countries Origin – Aims of IATA, Functions of IATA-Role of IATA in International Air Transportation

UNIT -3: AIRPORT MANAGEMENT 10 Hrs

Airport planning- Operational area and Terminal planning, design, and operation- Airport Operations-Airport functions- Organization structure of Airports Sectors-Airport Authorities-Global and Indian scenario of Airport management – DGCA –AAI.

UNIT – 4: AIRLINE OPERATIONS 10 Hrs

Organisation Structure of Airline Sectors Airline Terminal Management- Flight Information Counter/Reservation and Ticketing- Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination- Security Clearance-Baggage-Handling-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP- Co-ordination of Supporting Agencies /Departments.

UNIT – 5: AIRTRANSPORT SERVICES 12 Hrs

International Trends-Emerging Indian scenario- Private Participation: International Developments PPP: Public Private Participation in Indian Airports- Environmental Regulations-Regulatory Issues Meteorological services for Aviation -Airport fees, rates, and charges

References:

1. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis .R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003

6.5 AIRPORT STRATEGIC PLANNING

Objectives: To enable Students to learn the International standards in Airport System Planning and Airport Planning and Design which should match the continuous innovation taking place in Aircraft Characteristics and Airline operations

UNIT – 1 INTRODUCTION 12 Hrs

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

Unit – 2 AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN 12 Hrs

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

Unit – 3 AIRPORT PLANNING AND SURVEYS 10 Hrs

Runway Length and Width, Sight Distances, Longitudinal and Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron.

Unit – 4 PLANNING AND DESIGN OF THE TERMINAL AREA 12 Hrs

Operational Concepts, Space Relationships and Area Requirements, Noise Control, Vehicular Traffic and Parking at Airports.

Unit – 5 AIR TRAFFIC CONTROL AND AIDS 10 Hrs

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

Book for Reference:

1. Strategic Airport Planning –Robert E.Caves& Geoffrey D.Gosling-Elsevier Science Ltd

2. Airport Marketing –David Jarach –Ashgate Publishing Limited

3. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.

4. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill

5. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.

6.6 Major Project on Airport Management: Industrial Visit to International Airport

*The Student has to submit a Project Report of nearly 100 to 120 Pages. This Project must be prepared based on the functional areas of an International Airport (All Operational Areas must be Covered). The Project carries 70 Marks for Project Report and 30 Marks for Viva-Voce. It has to be valued by B.O.E Members and Viva-Voce also must be conducted by B.O.E Members. B.O.E must invite one External Industry Expert for Viva-Voce Examination.