

BHARATHIAR UNIVERSITY – COIMBATORE 641 046
CENTRE FOR COLLABORATION OF INDUSTRIES AND INSTITUTIONS
BBA – Airline And Airport Management
(For the CCII students admitted during the academic year 2015-2016&onwards)

SCHEME OF EXAMINATIONS – CBCS PATTERN

PART	COURSE TITLE	Ins Hrs / Week.	EXAMINATION				Credits
			Dur.H	CIA	Marks	Total Marks	
	Semester - 1						
I	Language - I	6	3	25	75	100	4
II	English – I	6	3	25	75	100	4
III	Core 1 : Management process	6	3	25	75	100	4
III	Core II : Accounting For Managers	5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management - 1	5	3	25	75	100	4
IV	Environmental Studies #	2	3	-	50	50	2
	Semester - 2						
I	Language – II	6	3	25	75	100	4
II	Language – II	6	3	25	75	100	4
III	Core III : Organisational Behaviour	6	3	25	55	100	4
III	Core IV : Economics For Executives	5	3	25	75	100	4
III	Allied Paper II : Operations Research	5	3	25	75	100	4
IV	Value Education – Human Rights#	2	3	-	50	50	2
	Semester - 3						
I	Core V: Aviation	6	3	25	75	100	4
II	Core VI: Ancillary Service	6	3	20	55	75	3
III	Core VII: Airline and Airport Organisation	6	3	20	55	75	3
III	Allied Paper III :Business Communication	6	3	25	75	100	4
IV	Skilled based Subject I: Personality Development	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR) Non-major elective- I (Yoga for Human Excellence)#/Women’s Rights#	2	3	50		50	2
	Semester - 4						
III	Core VIII : Principles of Airline and Airport Management	6	3	25	75	100	4
III	Core IX : Airline and Travel Management	6	3	25	75	100	4
III	Core X: Logistics and Air Cargo Management	6	3	25	75	100	4
III	Allied Paper IV : Travel Agency Operations	6	3	25	75	100	4
IV	Skill Based Subject II: Customer Relationship Management	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR) Non- major elective – II : General Awareness #	2	3	50		50	2

Semester - 5							
III	Core XI: Aircraft Maintenance & Crew Management	5	3	25	75	100	4
III	Core XII: Airline Marketing & Aviation Safety Management	5	3	25	75	100	4
III	Core XIII: Air Traffic Control	5	3	25	75	100	4
III	Core XIV: Principles of Travel, Tourism & Aviation Safety	5	3	25	75	100	4
III	Core XV: Service Marketing and Public Relationship in the Aviation Industry	5	3	25	75	100	4
IV	Skill Based Subject III: Consumer Behavior	2		20	55	75	3
III	Mini Project *	-	-	-	-	100	4
Semester - 6							
III	Core XVI: Air Transportation Safety and Security	5	3	25	75	100	4
III	Core XVII: Aviation law and Aircraft Rules and Regulations	5	3	25	75	100	4
III	Core XVIII: Airline and Airport Marketing Management	5	3	25	75	100	4
III	Core XIX: Aircraft Maintenance Management	5	3	25	75	100	4
III	Core XX: Aviation Resource Management	5	3	25	75	100	4
IV	Skill Based Subject IV: Retail Environment	2	3	20	55	75	3
III	Major Project *	-	-	-	-	100	4
V	Extension activities @	-	-	50	-	50	2
						3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

* For Project and Viva Voce- Project Evaluation: 80 Marks, Viva Voce: 20 Marks

SEMESTER: I

MANAGEMENT PROCESS

OBJECTIVE:

On successful completion of this course, the students should have understood The nature and types of business organizations Principles & functions of Management Process of decision making Modern trends in management process

UNIT –I

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

UNIT –II

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

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

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

UNIT - V

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

REFERENCE:

1. Business Organization - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organization and Management – P.N. REDDY
5. Principles of management – stehan l mcshane

MATHEMATICS FOR MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Set operations, matrix and Mathematics of Finance Statistical tools and their applications

UNIT – I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication -Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Coefficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices

REFERENCE :

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematic and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

ACCOUNTING FOR MANAGERS

OBJECTIVE:

On successful completion of this course, the students should have understood The basic accounting concepts Fundamentals of Financial Accounting Preparation of final accounts, etc. Fundamentals of Cost and Management Accounting

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting - Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - Trial balance – problems

UNIT - II

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

UNIT - III

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification

UNIT – IV

Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems (FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives – problems

UNIT – V

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) - Marginal Costing - Cost Volume Profit analysis. Budgeting - preparation of various budgets

REFERENCE

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Jain and Narang : Cost Accounting
5. RK Sharna & K. Gupta : Management Accounting

SEMESTER – II

ORGANISATIONAL BEHAVIOUR

OBJECTIVE:

On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

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

UNIT – II

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

UNIT - III

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

UNIT – IV

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

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency Organisational culture, Organisational change - organisational effectiveness organisational development -counselling and guidance - Importance of counsellor- types of counselling - merits of counseling

REFERENCE :

- 1.Keith Davis - Human Behaviour at Work
- 2.Ghos - Industrial Psychology
- 3.Fred Luthans - Organisational Behaviour
- 4.L.M. Prasad - Organisational Behaviour
- 5.Hippo - Organisational Behaviour

ECONOMICS FOR EXECUTIVES

OBJECTIVE:

To enable the students to learn principles and concepts of Business Economics Objective: On successful completion of this course, the students should have understood The objectives of business firms Factors of production and BEP Analysis Types of competitions and price administration Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition – Oligopoly

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act

REFERENCE

- 1.Sankaran - Business Economics
- 2.Markar Et al - Business Economics
- 3.Sundaram K.P & Sundaram E - Business Economics
- 4.Robert Frank – principles of economy
5. David Begg – Economics For Bussiness

OPERATIONS RESEARCH

OBJECTIVE:

On successful completion of this course, the students should have understood Operations Research models Game theory, Queuing theory, PERT, CPM, etc.

UNIT – I

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

UNIT – II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

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

UNIT - IV

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

UNIT - V

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

REFERENCE

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.
4. N. Ramanathan – operations research
5. Philip m morsc – Mathematics for operational research

SEMESTER – III

AVIATION

OBJECTIVE:

On successful completion of this course, the students should have understood -Evolution of Aviation Industry and its growth World Aviation Bodies and their functions - Airport Services and Crisis Management

UNIT I – HISTORY OF AVIATION

The Evolution of Aviation - Growth Drivers - Issues and Challenges - Global Aviation Industry- Aviation Industry in India - An Overview - Aircraft Types and Structures - Aircraft Manufacturers

UNIT II – WORLD AIRLINES AND AIRPORTS, WORLD AVIATION BODIES

Airports - Civil , Military - Training - Domestic/International - Passenger/Cargo Terminals - World Airlines - World's Major Airports – IATA / ICAO - National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

UNIT III – GENERAL SUBJECTS

Layout of an Airport & Ground Handling - Airport & Aircraft Security - Managerial Operations - Airline Catering & Various Bodies Handling of Unaccompanied minors and Disabled Passengers- Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments.

UNIT IV – AIRPORT HANDLING

Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse Management Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-

Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage

UNIT V – CRISIS MANAGEMENT AT AIRPORTS

Various Crisis at Airport - SOP for Bomb Threat - Mitigating Hijack Crisis Situation - Response to Acts of Unlawful Interference: Developing Plans

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. History Of Aviation – joel A Madden
4. ICAO – David Mackenzie
5. Air Navigation – weems

ANCILLARY SERVICES

OBJECTIVE:

On successful completion of this course, the students should have understood Types of Ground Handling and their responsibilities. Infrastructural requirements related to security. Miscellaneous services related to Airport Management

UNIT I – GROUND HANDLING SERVICES

Role and Responsibilities of Ground Handlers - Ground Handling: Self Handling vs. Outsourcing - Ground Handling: Case Studies at India and Abroad - IATA Ground Handling Council

UNIT II – PASSENGER SERVICES

Passenger Handling: Departure Concourse - Passenger Handling: Transit and Arrivals - Passengers' Baggage Handling - Specialized Handling of Passengers: VVIPs, VIPs, Physically Challenged

UNIT III – CARGO SERVICES

Cargo Services at Export Shed - Cargo Services at Import Shed- Cargo Services at Transit Shed - Cargo Aircraft Handling, Air Cargo -Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

UNIT IV – OTHER SERVICES: RESPONSIBILITIES

Catering: Preparation, Escort and Security, Inter-terminus Transfers - Medical Services, Accommodation and Hospitality, Information Dissemination - Airport Operations - Airport Management

UNIT V – AVIATION SECURITY: INFRASTRUCTURAL REQUIREMENTS

Planning and Design Considerations for Security at Airports - Annex 17: SARPs (Standard and Recommended Practices) - Access Control and Alarm Monitoring Mechanisms, Security Screening Infrastructure and Procedures - In Flight Safety & Security

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd
3. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.
4. Paul R. Murphy, JR and Donal & F. Wood-Contemporary Logistics –Prentice Hall.9 thEdn.2008.
5. Air Navigation – Weems

AIRLINE AND AIRPORT ORGANISATION

OBJECTIVE:

On successful completion of this course, the students should have understood Terminals, Airport Operators and their functions Duties and responsibilities of ground handling agencies. Documentation related to Airport Management

UNIT I

History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Swot analysis in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO

UNIT II

RAMP SERVICES: GROUND HANDLING AGENCIES AND DOCUMENTS-Handling of Passengers - Handling of Baggage - Aircraft Handling -Catering Planning, Aircraft Fleet and its Maintenance - Ground Handling Agreements - Scheduling and Approvals - Crew Management and Documentation

UNIT III

Airport operator - Passengers' Terminal Management: Domestic - Passengers' Terminal Management: International - Cargo Terminal: Domestic and International - Airside Management: Ground and Flight safety

UNIT IV

International tour and travel management - Tour Operators - Travel Agents and their role - The Hotel Industry - Tourist Attractions: Global and Indian - Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP-Co-ordination of Supporting Agencies /Departments

UNIT – V

Airport operations - Airport planning-Operational area and Terminal planning, design, and operation-Airport - operations-Airport functions-Organization structure of Airline and Airports sectors-Airport - authorities-Global and Indian scenario of Airport management – DGCA –AAI

REFERENCE :

1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd
2. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd
3. P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
4. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
5. IATA Training Manual – latest amended

BUSINESS COMMUNICATION

OBJECTIVES

On successful completion of this course, the students should have understood Methods of communication] Types of communication and Barriers of communication.]

UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Bank correspondence – Letter to the editor. Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet. Books for

REFERENCE:

1. Rajendra Pal Korahill, —Essentials of Business Communication||, Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, —Business Communication||, R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, —Effective Business Communication Concept|| Vikas Publishing Company ,2003.
4. Asha Kaul-Effective Business Communication
5. Thomas Means-Business communication

PERSONALITY DEVELOPMENT

OBJECTIVES:

The objective of this subject is to bring about the personality development with regard to the different behavioral development

UNIT-I

Listening - Observation – Communication- Stages of listening process- Barriers of listening- observation- Positive outlook- Communication- Barriers of communication- Communication Skill

UNIT-II

Empathy - Emotional Intelligence- Emotional Intelligence- Emotional Competencies- Measurement of the Emotional Competencies

UNIT-III

Management Skills – Leadership – Motivation - Management skill- The Top 10 Leadership Qualities- Types of leadership styles- Seven Rules of Motivation-Time Management- Importance of time- What are our time wasters

UNIT-IV

Interview Skills- 10 Rules of Interviewing - 5 Steps to Effective Preparation- *Illegal Questions- 7 Steps to Success at the Interview- 3 Steps to Effective Follow-up- Thank-You Letters - Cabin Crew - Job Interview - Goal Orientation- Success Tips – Creativity- Personal Goal Setting - Basic methods to improve creativity - 10 blocks that affects creativity

UNIT -V

Landing the Job- Attires and professionalism - Grooming and Personal Appearance - Soft Skills- Grooming- Group Discussion- Interview Training & Mock Interviews-- Resumes and applications - Training and Certification. Presentation and Seminars-Project

REFERENCES:

- 1.Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill, London-2007
2. Kent Gouiden- Global Logistics Management –Wiley Black Well
3. Lambert –Strategic Logistic Management – Academic Intl Publishers
4. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
5. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9 thEdn.2008

SEMESTER – IV

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 ,tomorrow

UNIT – I:

introduction -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- II:

icao & iata 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 -III:

Airport management-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 –.

UNIT -IV:

Organization structure of airline sectors – airline terminal management information counter/reservation and ticketing . check in / issue of boarding pass – customs and immigration formalities . co-ordination security clearance –baggage – handling – handling of StretcherPassengers and Human Remains- Handling of CIP, VIP & VVIP- Co-ordination of Supporting Agencies /Departments

UNIT – V:

International trends-Emerging Indian scenario- Private Participation International Developments - PPP : Public Private Participation in Indian Airport - 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

AIRLINE AND TRAVEL MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood The nature and types of business organizations Principles & functions of Management Process of decision making

UNIT I THE TRANSPORTATION INDUSTRY and MARKET FOR AIR TRANSPORTATION

Air Transportation Industry - Land Transportation Industry -Sea Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix – Application of Marketing Principles to Airline management-Airline Business and its Customers – Market segmentation -PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT ANALYSIS

Passport – VISAs - Airlines Ticket or Authorization - Health Documents - Michel Porter’s Five Factors and their Application to Airline – 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

UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE

Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed Time.

UNIT IV – AIRPORT PLANNING

Introduction – Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations

UNIT V - AIRLINES-REVENUE MANAGEMENT AND DISTRIBUTION AND PROMOTION

Building Block in Airline Pricing Policy-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

REFERENCE :

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill -Irwin McGraw Hill, 9th Edition
3. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition
4. Richard DE Neufville – Airport Systems
5. P S Senguttuvan – Principles of Airport Economics

LOGISTICS & AIR CARGO MANAGEMENT

OBJECTIVES:

The objective of this module is to provide the participants with a good knowledge on logistics and air cargo management and how these topics can be related with the organization and their business needs..

UNIT: I

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

UNIT: II

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

UNIT: III

Global Environment & Strategy □ Global Supply Chain– International Documentation- Strategy Formulation & Implementation □ Quality Concept & TQM– Improving Logistics Performance

UNIT: IV

Air Cargo Concepts □ Introduction– Operations and Industry Regulations – Service Function, Organization and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special

Cargo. □ Air cargo Tariff, Rates & Charges– Valuation charges and Disbursement □ Airway Bill, Function, Purpose and Validation

UNIT: V

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

REFERENCES:

✓ Kent Gourdin, Global Logistics Management, Wiley Blackwell, 2nd edition, 2006

1. Lambert, Strategic Logistic Management, Academic Int Publisher, year 2004
2. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution, Kogan Page, Edition-3, year 2000
3. John F Magee & William C Copalino, Modern Logistics Management, John Wiley & Sons
4. Paul R. Murphy, Jr and Donald F. Wood, Contemporary Logistics, Prentice Hall, 9th edition, 2008

TRAVEL AGENCY OPERATIONS

OBJECTIVE:

On successful completion of this course, the students should have understood The nature and types of business organizations Principles & functions of Management Process of decision making

UNIT I

Travel agent -Formation- Role and Responsibilities - Travel Agents Body in India – TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT II

Tour Operators Role and Responsibilities - Planning Tours and Preparation of Tour Brochures - Operating Conditions for Tour packages and Legal position in case of non compliance and other reasons - Pricing of Tour packages

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Managing Maintenance Error – James Reason and Alan Hobbs – Ashgate Publishing Ltd
4. IATA – Latest Amendment
- 5.P.S. Senguttuvan –Fundamentals of Airport Transport Management

CUSTOMER RELATIONSHIP MANAGEMENT

OBJECTIVES

On successful completion of the course the students should have: Understood Relationship Marketing
Learnt Sales Force Automation Learnt Database Marketing

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

REFERENCE BOOKS:

1. S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
2. Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
5. H.Peeru Mohammed and P.Sagadevan-Customer Relationship Management.

SEMESTER – V

AIRCRAFT MAINTENANCE & CREW MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Evolution and Impact of Crew Resource Management Need of CRM and training benchmarks. Scope for improvement in CRM

UNIT I

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

UNIT II

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

UNIT III

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

UNIT -IV

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

UNIT V

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

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.
4. IATA – Latest Amendment
- 5.P.S. Senguttuvan –Fundamentals of Airport Transport Management

AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Safety Culture in Airlines Nature of Accidents and Managing Human Errors

UNIT I

Maintenance: Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes

UNIT II

Promotion Marketing-Fundamentals of relationship marketing – components of a relationship marketing strategy – frequent flyer programmers –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms

UNIT III

Introduction –Sources of financial benefits –Labour cost reduction –Cost reduction in sourcing – marking financial benefits come true- Airline views or financial benefits –Traffic increase- revenue enhancement- Cost reduction-Profit improvement. The problem of local rationales

UNIT IV

MAJOR ACCIDENT ANALYSIS & MANAGING HUMAN ERRORS Identifying root causes of Human Errors - Human Reliability Assessment - Safety cultures in Airlines - Threat and Error Management (TEM) - Mid-Air Collisions - Runway Incursions - Weather Factors - Human Factors and Mechanical Failures

UNIT V

NATURE OF ACCIDENTS, MAJOR ISSUES : A CONTEMPORARY ASSESMENT Causes of Accidents - Major Aviation Disasters: Case Studies - Statistics of Aviation Disasters - Investigation, Analysis and Reporting Psychological Aspects and Training - Bird Strike: Airport Operators' responsibilities - Airside Discipline - Maintenance of Airport and Aircraft

REFERENCE:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj
3. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
4. Marketing Management –Ramaswamy & Namakumari –MacMillan
5. Principles of Marketing Management – Phillip Kotler

AIR TRAFFIC CONTROL

OBJECTIVE

To enable the Students to learn the absolute necessity of Air Traffic Control without which there will be no safety to life and property of Airline Passengers and Air Traffic Control is a must for smooth and orderly movements of Air Traffic around the world.

UNIT- 1

Basic Concept - Objectives of ATS – Parts of ATC Service – Scope and Provision of ATC's – VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation Meteorological Support - providing ATS – Division of Responsibility of Control

UNIT – 2

Air Traffic Services - Area Control Service, Assignment of Raising levels minimum Flight Altitude - ATS routes & + Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance -ATC clearance – Flight plans- Position report

UNIT – 3

Flight Information Alerting Services, Coordination, Emergency Procedure and Rule of the Air - Radar Service, Basic Radar Terminology, Identification Procedures using Primary/ Secondary radar- Performance Checks – Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non Radar Control – Emergencies – Flight Information and Advisory Service – Alerting Service – Coordination and Emergency Procedure – Rules of the Air

UNIT – 4

Aerodrome Data, Physical Characteristics and Obstacles Restriction Aerodrome Data: Basic Terminology – Aerodrome Reference Code - Aerodrome Reference Point – Aerodrome Reference Temperature Instrument Runway, Physical Characteristic; Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways etc- Obstacles

UNIT – 5

Visual and for Navigation, Visual Aids for Denoting Obstacles Emergency and other Services Visual aids for Navigation; Wind Direction Indicator – Landing Direction Indicator Location and Characteristics of Signal Area – Marking General Requirements – Various Markings – Lights, General Requirements - Aerodrome Beacon, Identification Beacon- Simple Approach Lighting System and Various Lighting Systems – VASI & PAPI. - Visual Aids for Denoting Obstacles; Object to be Marked and Lighter – Emergency and Other Services

REFERENCE:

1. Air Traffic Control:–Airport Systems-Planning, Design and management By Richard de Neufville/ Amedeo Odoni
2. Fundamentals of Air Transport Management BY P.S. Senguttuvan
3. Investigating human Error – Barry Strauch - Ashgate Publishing Limited.
4. Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited
5. Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd

PRINCIPLES OF TRAVEL & TOURISM OPERATIONS AND AVIATION SAFETY

OBJECTIVE:

On successful completion of this course, the students should have understood Perception of Tourism Worldwide Hospitality and Tourism Industry

UNIT- I

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

UNIT- II

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

UNIT- III

Hotels and Star Ratings, Resorts , Boarding and Lodging houses - Rating Systems and Classifications - Hotel Products , Facilities, Services, Room types, Bedding Types, Meal Plans - Cancellations ,Currency Fluctuations and Commission Policies IATA Approved Travel Agency Appointment and Control -Bank guarantee.-IATA Billing and Settlement Plan-Credit Period - Customer Service-Service Provider- Training and Development of Travel agent-GDS

UNIT -IV

A National security asset: importance of Air transportation – Airways – Development of the Aviation industry – Deregulation – Consequences of 9/11 to the industry – Emergency Funding – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Diplomatic Conference on Air Law – Ministerial Conference on Terrorism – Financing of Terrorism – United Nations – ICAO/ECAC

UNIT -V

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

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Reference Books:
3. Risk Management and Error Reduction in Aviation Maintenance – Manoj
4. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
5. Commercial Aviation Safety: Alexander T. Wells, Clarence

SERVICE MARKETING & PUBLIC RELATIONS IN THE AVIATION INDUSTRY

OBJECTIVE:

On successful completion of this course, the students should have understood Role, Importance and Challenges of PR in Aviation Industry Role of PR in Aviation Crisis Management Strategy and PR Planning

UNIT I

Services Marketing – Meaning – Nature of Services – Types and Importance – Relationship Marketing – Mission, Strategy, Elements of Design, Marketing Plan Market Segmentation- Marketing Mix Decisions: - Unique Features of Developing, Pricing, Promoting and Distributing Services.

UNIT II

Marketing of Hospitality: - Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and Goods Transport – Leisure Services. Positioning and Differentiations Strategies, Quality of Service Industries -Achievement and Maintenance, Customer Support Service.

UNIT III

Public Relations: An essential in Aviation - Issues in PR: Airport Operators, Air Operators, Security Requisites of a Good PR professional – Challenges: Accessibility, Integrity of Information and Neutrality Handling the media - Types and Role of Media Handling - Do's and Don'ts in Media Handling - Preparation for Elective Media Handling - Electronic Media

UNIT IV

Public Relations and Crisis Management at Airports - Crisis at an Airport - Preparing for a Crisis - Managing the Crisis - PR: The Role during Crisis- Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating.

UNIT V

Strategies for a successful PR personnel - Successful PR of an Organization: Strategy - Alternatives and Choices in Communication - PR Planning and Prioritization, Evaluating The Program, Elements of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations

REFERENCE :

1. Services Marketing – Indian experiences – Ravishankar, Aouth Asia publication 1998, Delhi
2. Services Marketing- Text & Readings – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
4. Aviation and Airport Security: Terrorism and Safety Concerns,
5. IATA Manual on Diploma in Travel & Tourism Management

CONSUMER BEHAVIOR

OBJECTIVE:

To enable the students to learn the basics of consumer behaviour Objectives: On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

UNIT-I

Consumer Behaviour — definition - scope of consumer behavior — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT -II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT - III

Consumer Learning — Behavioral learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT - IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE :

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour,
2. Prentice — Hall of India, Sixth Edition, 1998.
3. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill
4. 2002 Barry Berman and Joel R Evans — Retail Management
5. A Strategic Approach- Prentice Hall of India, Tenth

Mini Project

SEMESTER VI

AIR TRANSPORTATION SAFETY AND SECURITY

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. - Protecting Public Transportation - Screening- Personnel's and Baggage's – Metal Detectors-X ray Inspections, Passive and Active Millimeters-Trace- Detection Techniques. - The way on Drug and Explosives.

UNIT-2

Terrorism - Terrorism – Introduction- Causes of Terrorism - Rival claim of palestine- Palestine Liberation Organization - Nuclear Terrorism BBM/BBA - Aviation Management 2010-11 & onwards- CPOP Page 31 of 39 -Aircraft as Missiles - 9/11 Terrorist Act and its Consequences - Biological & Chemical Warfare - Steps to Combat Terrorism

UNIT-3

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

UNIT-4

Legislations and Regulations - ICAO/ECAC - Transportation security administration – International aviation safety assessment program. - Legislation after 9 Sep 2001

UNIT-5

Technological Improvements on Aviation Safety and Security -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:

1. Aviation and Airport Security – Kathleen M. Sweet –Pearson Education Inc.
2. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
3. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson In
4. Aviation and Airport Security: Terrorism and Safety Concerns,
5. IATA Manual on Diploma in Travel & Tourism Management

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 - DGCA-Introduction to Directorate General of Civil Aviation- DGCA functions-DGCA Organization-DGCA as Regulatory Authority

UNIT – 2

Aircraft Rules - Aircraft Act 1934 - The Aircraft Rules 1937

UNIT – 3

National Legislation - 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) - 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 - Section 7-Flight crew standards, training and licensing - Section 8-Aircraft operations

UNIT- 5

International Conventions: - 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:

1. Aircraft Manual, C.A.R. Sec. II
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000
3. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd
4. Commercial Aviation Safety – Alexander T Wells
5. Principles Of Airport Management – Mc Graw hills

AIRLINE AND AIRPORT MARKETING MANAGEMENT

OBJECTIVE :

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 – 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 – 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-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

The Role and Scope of Activity of the Airport Enterprise – 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 – 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.

REFERENCE :

1. Marketing Management – Philip Kotler – Pearson Education/PHI
2. Marketing Management – Rajan Saxena –Tata McGraw Hill
3. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition.
4. Global Marketing Management – Warren J. Keegan – PH
5. Airport Marketing – David Jarach – Ashgate Publishing Limited

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 ensured unless the proper Maintenance is taken care as per the schedule.

UNIT-1

Goals and Objectives of Maintenance -Types of Maintenance – Reliability, Redesign. - Establishing Maintenance Program me.- Introduction of Maintenance Steering Group - Process and Task Oriented Maintenance - Maintenance Intervals Defined.

UNIT-2

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

UNIT-3

Production Planning and Control -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 – Responsibilities- Line Maintenance Operations - Maintenance Crew Skill Requirement - Hamper Maintenance Activities - Maintenance Overall Shops(off aircraft)

UNIT -5

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

REFERENCE :

1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar
2. Managing Maintenance Error – James Reason and Alan Ho
3. James C. Taylor – Ashgate Publishing Ltd
4. Aviation Maintenance Management – Harry A Kinnson
5. Aviation Maintenance Management – Mc Gra wells

AVIATION RESOURCE MANAGEMENT

OBJECTIVE

The objective of this module is to provide the participants with a good knowledge on Aviation resource Management.

UNIT-I

The role of crew resources management – The trouble with culture – Creating and implementing human factors' safety culture – human assessment – traditional flight crew and CRM training in general aviation – crew concepts in the air ambulance services.

UNIT-II

Safety issues in capital – cabin crew communication – service, teamwork and flight safety – flight attendants' job performances and job satisfaction.

UNIT-III

Fatigue management in aviation – Fatigue in air activity – Stress management – the physiological factor

UNIT-IV

Job requirements of Airline Pilots – Pilot selection process – Personality test for traffic controllers – training of pilots and crew members – the link between human factors and organizational learning.

UNIT-V

Structure of aviation operational information, management of aviation operational information – User innovation in Aviation operational information – Future of Aviation operational information .

REFERENCES:

1. Brain Mc Allister, Crew Resource Management ,Air life
2. Jensen, Pilot Judgment & Crew Resource Management ,N A
3. Thomas L Seamster, Aviation Information Management – From Documents Data, Ashgate
4. Thomas L Seamster & Barbara G Kanki ,Aviation Information Management, Ashgate
5. Eduardo Sales, Katherine A Wison ,Crew Resource Management, Ashgate.

RETAIL ENVIRONMENT

OBJECTIVE:

On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets Contents:-

UNIT I

Retail: 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

UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process

UNIT IV

Retail in India: 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: Strategic planning process for global retailing – Challenges facing global retailers –

REFERENCE :

1. Swapna Pradhan – Retailing Management – Text and Cases,
2. Tata McGraw Hill – 2nd edition
3. – A Strategic Approach Retail Management – Biztantra 2005 Gibson G Vedamani
4. Retailing Management Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.
5. 2004 Barry Berman and Joel R Evans Prentice Hall of India, 8th Edition, 2002. James R. Ogden

MAJOR PROJECT