

B.B.A. Aviation Management

Syllabus

(With effect from 2022 -23)

Program Code:



Bharathiar University
(A State University Accredited with “A” by NAAC and
14th Rank among Indian Universities by MHRD-NIRF)
Coimbatore 641046, INDIA

Programme Educational Objectives (PEOs)

The **B.B.A., Aviation Management** program describe accomplishments that graduates are expected to attain within five to seven years after graduation.

PEO1	Establishing learning environment through which Graduate of Airlines and Airport Management will be proficient professionals for Airlines and Airport Sector with required Technical Skills to meet the demands at National and International level, and can work as per the skills set of market requirements in various government as well as private organizations
PEO2	Meeting all necessary global competencies through knowledge and imbibing global competencies to Graduates
PEO3	Development of diverse environment which fortifies leadership quality to handle all kind of diverse circumstances to generate man power that are trained in both effective use of technology and in pedagogical terms in Airport Operations at National and International level.
PEO4	Inculcate specialized technical training and exposure Graduate will be a continuous learner and can adopt new skills and techniques to provide a solid foundation for Central Reservation System to meet the challenges for future innovations in Airlines Ticketing and Reservation by providing interdisciplinary and multi-disciplinary learning environment
PEO5	Provide training to Graduate with diverse knowledge along with ethical attitude through which he/she will be able to formulate, investigate and analyze logically real life problems
PEO6	Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
PEO7	Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action

Programme Specific Outcomes (PSOs)

After the successful completion of BBA Aviation Management program the students are expected to

PSO1	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
PSO2	Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context
PSO3	Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context
PSO4	Communicate in a business context in a clear, concise, coherent and professional manner.
PSO5	Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

Programme Outcomes (POs)**On successful completion of the BBA Aviation Management.**

PO1	To provide adequate basic understanding about Management Education among the students and To develop language abilities of students to inculcate writing skills and Business correspondence
PO2	To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner
PO3	To understand finance and other core business content and new venture development
PO4	To develop and implement functional and general management skills to make strategic decision in real – era.
PO5	To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.
PO6	To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.
PO7	To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

BHARATHIAR UNIVERSITY: COIMBATORE 641046
BBA AVIATION MANAGEMENT (Affiliated & Non-Autonomous Colleges)
(Effective For the candidates admitted during the academic year 2022-2023& onwards)

SCHEME OF EXAMINATIONS – CBCS PATTERN

Part	Title of the Course	Inst. Hours	Examination				Credits
			Duration in Hrs	Maximum Marks			
				CIA	ESE	Total	
Semester I							
I	Language – I	6	3	50	50	100	4
II	English – I	6	3	50	50	100	4
III	Core I: Management Process	5	3	50	50	100	4
III	Core II: Introduction to Aviation Industry	5	3	50	50	100	4
III	Allied I: Mathematics for Management	6	3	50	50	100	4
IV	Environmental Studies#	2	3	-	50	50	2
	TOTAL	30	18	250	300	550	22
SEMESTER II							
I	Language II	6	3	50	50	100	4
II	English II	4	3	25	25	50	2
III	Core III –Airline customer service	5	3	50	50	100	4
III	Core IV – Global business environment	5	3	50	50	100	4
III	Allied II: Human Resource Management	6	3	50	50	100	4
IV	Value Education – Human Rights#	2	3	-	50	50	2
IV	Nan Mudhalvan Course	2	-	25	25	50	2
	TOTAL	30	18	250	300	550	22
Semester III							
I	Language- III	4	3	50	50	100	3
II	English – III	4	3	50	50	100	3
III	Core V : Production and Operations Management	4	3	30	45	75	3
III	Core VI : Principles of Airline and Airport Management	4	3	50	50	100	3
III	Core VII : Destination Mapping	4	3	30	45	75	3
III	Core VIII: PC Software & MS-Office (Practical)	4	3	25	25	50	3
III	Allied III: Financial Accounting	4	3	30	45	75	3
IV	Skill Enhancer: Institutional Training	-	3	25	25	50	2
IV	Tamil @/ Advanced Tamil (OR)Non-major elective-1 (Yoga for Human Excellence)# / Women's Rights#	2	3	-	50	50	2
	TOTAL	30	27	290	385	675	25

Part	Title of the Course	Inst. Hrs	Examination				Credits
			Duration in Hrs	Maximum Marks			
				CIA	ESE	Total	
SEMESTER IV							
I	Language- IV	4	3	50	50	100	3
II	English – IV	4	3	25	25	50	3
III	Core IX : Organizational Behavior	4	3	30	45	75	3
III	Core X : Introduction to Cargo Management	4	3	30	45	75	3
III	Core XI : Air Ticketing and Fare Construction	4	3	50	50	100	4
III	Allied IV: Principles of Marketing	4	3	30	45	75	3
IV	Skill Based: Computer Application for Aviation Management	2	3	30	45	75	2
IV	Tamil @/ Advanced Tamil (OR) Non-major elective – II (General Awareness)#	2	3	-	50	50	2
IV	Nan Mudhalvan Course	2	3	25	25	50	2
	TOTAL	30	27	270	380	650	25
SEMESTER V							
III	Core XII : Cost and Management Accounting	6	3	30	45	75	4
III	Core XIII: Customer Relationship Management	6	3	30	45	75	4
III	Core XIV: Service Marketing for Aviation Industry	6	3	50	50	100	4
III	Elective I:	5	3	30	45	75	4
III	Practical on Skill Development	3	3	25	25	50	2
III	Skill Enhancer: Institutional Training	-	3	25	25	50	2
IV	Skill Based: Soft Skills for Business	4	3	30	45	75	3
	TOTAL	30	21	220	280	500	23
SEMESTER VI							
III	Core XV: Entrepreneurship Development	5	3	30	45	75	3
III	Core XVI: Travel and Tourism Management	5	3	50	50	100	3
III	Core XVII: Business Research Methods	5	3	30	45	75	3
III	Elective II:	5	3	30	45	75	4
III	Elective III:	5	3	30	45	75	4
IV	Skill Based: Airline Accounting	2	3	30	45	75	2
IV	Nan Mudhalvan Course	3	3	25	25	50	2
V	Extension Activities	-	-	50	-	50	2
	TOTAL	30	21	275	300	575	23
OVERALL TOTAL		180	129	1540	1960	3500	140

Note:

Institutional Training:

Student will be complete the internship in the summer vacation. The report should be submit as per format and review will be conducted the end of the third and fifth semester respectively.

Elective: I

1. Strategic Management for Aviation
2. Cabin Crew Management
3. Airport Ground Staff Training

Elective: II

1. Air Craft Maintenance Management
2. Aviation Risk and Safety Management
3. Tourism and Hospitality Management

Elective: III

1. Project Work & viva-voce
2. Domestic Airline and Travel Management
3. Aviation and Hotel Management

SEMESTER - I

Course Code		MANAGEMENT PROCESS	L	T	P	C
Core/elective/Supportive		Core: I	5	-	-	4
Pre - requisite		<ul style="list-style-type: none"> Basic knowledge in management 	Syllabus version			I
Course Objectives						
<ul style="list-style-type: none"> To help the students gain understanding of the functions and responsibilities of managers. To provide them tools and techniques to be used in the performance of the managerial job. To enable them to analyze and understand the environment of the organization. To help the students to develop cognizance of the importance of management principles 						
Expected Course Outcomes						
1	Understand the concepts related to Business					K2
2	Demonstrate the roles, skills and functions of management					K3
3	Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions					K4
4	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities					K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I						
EVOLUTION OF MANAGEMENT					12 Hours	
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century						
UNIT II						
PLANNING					12 Hours	
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility						
UNIT-III						
ORGANIZING					12 Hours	
Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility, Centralization and decentralization						
UNIT -IV						
DIRECTING AND STAFFING					12 Hours	
Directing-Principles, Theory X & Y, Motivation and Behaviour, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control. Recruitment – meaning-types. Selection process –Interview, types of test, Induction and Placement.						
UNIT- V						
CONTROLLING					12 Hours	
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013					
2	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014					

	REFERENCE BOOKS:	
1	P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012	
2	Wehrich and Koontz, Management – A Global Perspective, 2012	
	Related Online Contents (MOOC, SWAYAM,NPTEL, Websites etc)	
1	https://www.mooc-list.com/course/principles-management-saylororg	
Course Designed by :		

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

* **S-Strong M- Medium L - Low**

Course Code	INTRODUCTION TO AVIATION INDUSTRY			L	T	P	C	
Core/elective/Supportive	Core: II			5	-	-	4	
Pre - requisite	<ul style="list-style-type: none"> Basic skills about aviation 			Syllabus version		I		
Course Objectives								
<ul style="list-style-type: none"> To Understanding about the airline industry and its regulatory bodies To Understanding the characteristics of Airline Industry, To Understanding the organizational structure of the airline industry, To Understanding the security, navigation and traffic control, and Understanding the importance of safety and security 								
Expected Course Outcomes								
1	Study of The air transportation industry. Certificated air carriers, the freight and passenger business, general aviation. Economic impact of aviation						K2	
2	Understanding of Competition and government regulations. Ownership of airlines. The cyclical nature of the airline business. Distribution of world passenger traffic.						K2	
3	Understanding of global world class aircraft manufactures and airport providers						K3	
4	Know Key players in air freight and airfreight charges						K3	
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create								
UNIT – I		INTRODUCTION TO AVIATION INDUSTRY				12 Hours		
Fundamentals of Aviation, Aviation Phonetics, Aviation Abbreviations, Definitions, City codes, Airport Codes, Airport Name Airport Codes, Destination Codes, Airline Codes , IATA & ICAO Codes, Basic Indian Geography and World geography – TC1, TC2, TC3 Areas								
UNIT II		PASSPORT				12 Hours		
Passport: types, Visa: types,–Time zones, International date line, time calculation. Types of journeys (OW, CT, RT, OJ, RTW); Air ticket reservation: Online, travel Agencies, GDS								
UNIT-III		GOVERNING BODIES AND AIRLINE ALLIANCE				12 Hours		
Aviation regulatory Authorities 10hrs: -FAA/ICAO, IATA, MOCA, DGCA, BCAS, AAI, AERA, Organizational structure and roles responsibilities of the regulatory authorities, Airline Alliances and Deregulation								
UNIT -IV		AIRPORT AND ITS SERVICES				12 Hours		
Airline Personnel – Processing Passengers and Freight, Air Traffic Control, roles and responsibilities, -Air Navigation Services – Airplanes Constructors – Types of Aircrafts, differences between Narrow bodied and Wide-Bodied Aircraft								
UNIT- V		AIRSIDE SAFETY, SECURITY & AIRLINE CREW TRAINING				12 Hours		
Airside Safety, – Airport Security and its functions -- Future of Airline Industry, – Flight crew and Cabin Crew – Ground Crew / Staff, Security Staff, Trainings (Flight crew, Cabin crew, Ground Staff, Security) and Training types								
Total Lecture Hours						60 Hours		
Text Book(s)								
1	IATA Book on Airline Customer Service							
2	Munawar Ahmed and Sujatha B Manohar and Parimala. S (2021); Introduction to Aviation Industry, Jayvee International Publications, Bangalore							
REFERENCE BOOKS:								
1	Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001 2. Richard H.Wood Aviation Safety Programs A Management Hand Book-- Jeppesen Sanderson Inc.							
Course Designed by :								

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

* **S-Strong** **M- Medium** **L - Low**

SEMESTER – II

Course Code		AIRLINE CUSTOMER SERVICE	L	T	P	C
Core/elective/Supportive		Core: III	5	-	-	4
Pre - requisite		<ul style="list-style-type: none"> Basic Communication Skills 	Syllabus version		I	
Course Objectives						
<ul style="list-style-type: none"> To understand how to increase the company's revenue To identify the adds value to the airline company To analyze the customer loyalty of the company 						
Expected Course Outcomes						
1	Report any identified breaches of safety, and security policies and procedures to the designated person					K2
2	Identify and Mitigate any safety and security hazards like illness, accidents, fires or acts of unlawful interference if it falls within the limits of individual's authority					K2
3	Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and regulatory guidelines					K3
4	Follow organization's emergency procedures for incidents or accidents, fires or acts of unlawful interference					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	AIRLINE CUSTOMER SERVICE					12 Hours
Airline customer service –meaning, importance. Improved standard of Customer Service, Airline industry changes Customer service in the age of the customer, airline customer service.(Case study)						
UNIT II	COMMUNICATION SKILLS					12 Hours
Customer service and communication, the importance of listening in customer service, verbal and nonverbal communication, barriers of communication. (Case study)						
UNIT-III	TECHNIQUES					12 Hours
Meet the customer, non-face-to-face communication in customer service, Social media—new ways of reaching out to customer, customer satisfaction, Customer Contact Techniques						
UNIT -IV	CULTURE					12 Hours
Cross Cultural Awareness, Know yourself first Social styles and customer service, cross-cultural awareness in customer service						
UNIT- V	STRESS MANAGEMENT					12 Hours
Managing Stress- Understanding stress and pressure, managing irregular working hours (Case study)						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	IATA Book on Airline Customer Service					
REFERENCE BOOKS:						
1	Strategies and tools for developing great customer service Vaughan, Ingrid, 2011					
MOOC:						
https://www.mooc-list.com/course/culture-services-new-perspective-customer-relationshipsdx						
Course Designed by :						

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

* **S-Strong** **M- Medium** **L - Low**

Course Code		GLOBAL BUSINESS ENVIRONMENT	L	T	P	C
Core/elective/Supportive		Core: IV	5	-	-	4
Pre - requisite		<ul style="list-style-type: none"> +2 Commerce 	Syllabus version		I	
Course Objectives						
<ul style="list-style-type: none"> Explain business expansion abroad and key issues related to their operations in other countries. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization 						
Expected Course Outcomes						
1	Identify the main features of the international business environment and its main institutions					K2
2	Analyse the political, social, economic, technological and other configurations that support cross-border trade					K2
3	Apply an understanding of the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment					K3
4	Analyse the key decisions that multinational firms make in relation to the choice of markets and entry strategies					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	GLOBAL BUSINESS ENVIRONMENT					12 Hours
Global business environment- LPG-International trade theories-International economy International political atmosphere- Positioning Indian brand in global arena						
UNIT II	GLOBAL ORGANIZATIONS					12 Hours
Global Organizations- WTO-IMF-World Bank- Functions- Roles, TRIPS-TRIMS- Trade blocs SAARC-ASEAN-NAFTA-EU						
UNIT-III	GLOBAL TRADE & COMMERCE					12 Hours
Global Trade & Commerce- FDI-FII-Global financial system, Balance of payments- Balance of trade- Fiscal policy and monetary policy with respect to global business						
UNIT -IV	INDIAN COMPANIES ENTERING GLOBAL MARKETS					12 Hours
Indian Companies Entering Global Markets- Global Strategy- Marketing Strategy-Global HR strategy-MNC's entering India – Strategies						
UNIT- V	GLOBAL BUSINESS FOUNDATION SKILLS					12 Hours
Global business foundation Skills- BPM industry and awareness-, Common BPM services provided by India- Current challenges, Business & corporate etiquettes-B2B, B2C, Corporate Lifestyle Basic understanding of corporate culture of western countries- culture shock -Cultural diversity Customer Satisfaction VS customer delight						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	International business - Sumati Verma					
2	International business environment - Francis cherunilam					
REFERENCE BOOKS:						
1	International business environment Dr.S.Sankaran					
2	International business, Text and cases Sundaram & Black					
Course Designed by :						

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	HUMAN RESOURCE MANAGEMENT			L	T	P	C
Core/elective/Supportive	Allied II			6	-	-	4
Pre - requisite	• Management Process			Syllabus version		I	
Course Objectives							
<ul style="list-style-type: none"> The functions, systems, policies and applications of Human Resource Management in organizations. An overview of theoretical foundations of key areas associated with HR development in the organizations, HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context 							
Expected Course Outcomes							
1	To develop an understanding about the functions of HRM						K2
2	To distinguish between Recruitment and Selection						K2
3	To relate the various stages in Training cycle						K3
4	To develop an understanding about basics of compensation management and Performance appraisal						K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I HUMAN RESOURCE MANAGEMENT 12 Hours							
Human resource Management - meaning, nature, importance– Functions of Human resource Department - The Role of HR manager - Organization of HR department – HR Policies and Procedures.							
UNIT II MANPOWER PLANNING 12 Hours							
Manpower planning - Job description - Job analysis - Role analysis - Job specification Recruitment – sources of recruitment – selection process (Case study)							
UNIT-III PERFORMANCE APPRAISAL 12 Hours							
Performance appraisal – Traditional methods and modern methods -transfer - types - Promotion and demotion – Punishment.							
UNIT -IV WAGES AND SALARY ADMINISTRATION 12 Hours							
Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees							
UNIT- V INDUSTRIAL RELATIONS 12 Hours							
Industrial relations - Trade unionism - Grievance handling procedure – steps in collective bargaining - participation in management (Case study)							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	Tripathy - Personnel Management and Industrial Relations						
2	Bhagoiwal - Personnel Management and Industrial Relations						
REFERENCE BOOKS:							
1	Memoria - Personnel Management and Industrial Relations						
2	VSP. Rao - Human Resource Management						
Course Designed by :							

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	M	S	M	M

CO2	M	S	M	S	S	S	S
CO3	S	M	M	S	S	M	M
CO4	M	S	S	M	M	M	S

* **S-Strong** **M- Medium** **L - Low**

SEMESTER - III

Course Code	PRODUCTION AND OPERATIONS MANAGEMENT			L	T	P	C
Core/elective/Supportive	Core: V			4	-	-	3
Pre - requisite				Syllabus version		I	
Course Objectives							
The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and procedure for getting an ISO							
Expected Course Outcomes							
1	Enumerate the production processes and production planning and control						K2
2	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related costs						K2
3	Describe the material management, domestic and import purchase procedures and vendor rating and development.						K3
4	Outline management issues in receiving, stores, traffic and transportation, warehousing and physical distribution						K3
5	Discuss about the quality control, Total Quality Management, Bench marking and ISO						K4
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I	PRODUCTION MANAGEMENT						12 Hours
Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production Planning and control - Principles -Meaning - Routing - Scheduling - Dispatching - Control.							
UNIT II	MATERIALS HANDLING & MAINTENANCE						12 Hours
Materials Handling - Importance - Principles - Criteria for selection of material handling equipment. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study							
UNIT-III	MATERIALS MANAGEMENT						12 Hours
Organization of Materials Management - Fundamental Principles - Structure – Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development							
UNIT -IV	INVENTORY CONTROL						12 Hours
Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions – Store keeper – Duties – Responsibilities, Location of store - Stores Ledger - Bin card.							
UNIT- V	QUALITY IN PROD. & OPS MANAGEMENT						12 Hours
Quality Assurance- Accepting Sampling- Statistical Process Control- Total Quality Management - QMS and ISO Standards							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	P Saravanavel and S Sumathi “ Production and materials Management”, Margham Publications, 2013						
2	Chitale, A.K. and Gupta, R.C. “Materials Management - Text and Cases” Prentice Hall of India Private Limited, New Delhi, 2006						
REFERENCE BOOKS:							
1	DATTA. A.K. “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd, New Delhi, 2nd Edition, 2006.						
2	M.M. Varma, 2012. Materials Management. Jain Book Agency Publishers, 4th Edition						

Course Designed by :

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT			L	T	P	C	
Core/elective/Supportive	Core: VI			4	-	-	3	
Pre - requisite	<ul style="list-style-type: none"> Introduction to Aviation Industry 			Syllabus version		I		
Course Objectives								
<ul style="list-style-type: none"> The objective of this module is to provide the participants with a good knowledge on Airport and Airline Operations and its services 								
Expected Course Outcomes								
1	Understand various functions of airport management						K2	
2	Exposure to environmental regulation for airport						K3	
3	Understand airline operations.						K2	
4	Appreciate role of logistics in airport management						K2	
5	Analyze the trends in airlines						K4	
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create								
UNIT – I INTERNATIONAL AIRLINE AND AVIATION MANAGEMENT 12 Hours								
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-Competition in Airline Industry-IATA & ICAO.								
UNIT II AIRPORT PLANNING 12 Hours								
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.								
UNIT-III INTERNATIONAL TRENDS 12 Hours								
International trends-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Environmental regulations-Private participation in International developments Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges								
UNIT -IV AIRLINE TERMINAL MANAGEMENT 12 Hours								
Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage and -Handling of Unaccompanied minors and Disabled Passengers. Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Coordination of Supporting Agencies /Departments								
UNIT- V LOGISTICS 12 Hours								
Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain. Quality concept and Total Quality Management-improving Logistic performance-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								
Total Lecture Hours						60 Hours		
Text Book(s)								
1	Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford2001							
2	Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000							
3	P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003							
REFERENCE BOOKS:								
1	Doganis.R.-The Airport Business-Routledge, London-1992							
2	Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill, London- 2007							

Course Designed by :

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

* **S-Strong** **M- Medium** **L - Low**

Course Code		DESTINATION MAPPING	L	T	P	C
Core/elective/Supportive		Core: VII	4	-	-	3
Pre - requisite		<ul style="list-style-type: none"> Basic Knowledge in Geography 	Syllabus version		I	
Course Objectives						
This course aims to introduce students to the various geographical locations of tourist places, weather climate and distances, the different routes between them and the different characteristics of places which are important for tourism. The course aims to present an analytical framework within the basic methodology and trends of the discipline of geography in global perspective.						
Expected Course Outcomes						
1	Insight about the destinations of the world; their climates etc.					K2
2	perform an extra edge in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.					K4
3	relate the application of geography in tourism					K3
4	Enhance student destination knowledge and map reading works					K3
5	Understand the tourism infrastructure					K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	INTRODUCTION: ELEMENTS OF GEOGRAPHY OF TRAVEL AND TOURISM					12 Hours
Geography and Tourism: Concept, Definitions, elements (Leiper' tourism system), relationship and importance; The geography of demand and supply of tourism; The geography of resources of tourism; Climate and Tourism; The geography of transport of tourism						
UNIT II	MAP					12 Hours
Understanding World Map; Major latitudes, longitudes, water bodies, continents and countries with respect to tourism; Map reading: Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism						
UNIT-III	WORLD GEOGRAPHICAL RESOURCES FOR TOURISM					12 Hours
Climatic Resources; Coastal Resources; Landscape and wildlife resources; Historic Resources; Cultural entertainment and manmade resources						
UNIT -IV	PATTERN OF TOURISM IN WORLD'S REGIONS					12 Hours
Growth in tourism- Patterns in tourism – Trends in tourism - Mapping of Airline destination - Asia and the Pacific region						
UNIT- V	TOURISM GEOGRAPHY					12 Hours
Tourism Geography of Physical and political Geography of Nepal; Tourist Demand and Supply: Growth of Tourism in Nepal; Tourism Resources of Nepal: Mountains, Trekking regions, Wildlife, protected areas of Nepal ; Tourism Infrastructure -Service and transport						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	Brain Boniface & Chris Cooper. (2005). <i>World Wide Destination: The Geography of travel and tourism (4th Ed)</i> . Butterworth-Heinemann					
2	Lew, Hall M & Timothy J. (2008). <i>World Geography of Travel and Tourism</i> . Butterworth-Heinemann					
3	R. (1998) <i>Travel Geography (2nd Ed)</i> . Addison Wesley Longman Ltd. England					
REFERENCE BOOKS:						
1	Pathak R.S (2012), <i>Tourism Geography in Nepal (1st)</i> . Published by Uma Pathak, Kathmandu, Nepal					
2	Hall, CM and Page, SJ. <i>The Geography of Tourism and Recreation</i> , Routledge. International Atlas					
Course Designed by :						

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

* **S-Strong** **M- Medium** **L - Low**

Course Code		PC SOFTWARE AND MS OFFICE (Practical)	L	T	P	C
Core/elective/Supportive		CORE VIII	4	-	-	3
Pre - requisite		<ul style="list-style-type: none"> Basic Computer Knowledge 	Syllabus version		I	
Course Objectives						
Office tool course would enable the students in crafting professional word documents excel, spread sheet, and power point presentations using the micro soft office tools. To familiarize the students preparation of documents and presentations with office automation tools.						
Expected Course Outcomes						
1	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards					K2
2	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.					K4
3	Develop technical and scientific presentations which use charts and visual aids to share data.					K4
4	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.					K5
5	Design and construct databases to store, extract, and analyze scientific and real-world data.					K5
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	MS-WORD					12 Hours
Introduction to Word Processing - features, creating, saving and opening documents in Word. Overview of word menu options - word basic tool bar. Editing and Formatting: Paragraph formats, aligning text and paragraph, borders and shading - headers and footers Insert options: - insert picture – smart art – superscript & subscript – mathematical formulas – special characters – columns Tables - creating table - graphics – importing graphics – clipart - insert picture. Mail Merge: mail merge concept - merging data source and main document. Design: Cover page of a book – Business cards, Index page						
UNIT II	MS- POWER POINT					12 Hours
Introduction to Power Point basics – terminology - getting started with power point window – menus and tool bars- creating presentations - using auto content wizard – using blank Presentation option - using design template option. Working with slides -make new slide, move, copy, delete, duplicate, lay outing of slide applying transition and animation effects. Editing and formatting text: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting						
UNIT-III	MS-EXCEL					12 Hours
Worksheet basics- Features of MS Excel – spread sheet / worksheet, workbook creating worksheet, entering data into worksheet- parts of MS excel window - toolbars and menus, keyboard shortcuts - Entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages. Charts – graphs.						
UNIT -IV	MS-ACCESS					12 Hours
Introduction to Databases- Why use a Relational Database, concept of primary key relationship- Creating and Working with a Database -Creating a New Database-Creating a Table-Modifying a Table- Creating a Query-Sorting a Query						
UNIT- V	FORMS IN MS-ACCESS					12 Hours

Creating a Form with the Form Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label Wizard-Converting an Access Database.

Total Lecture Hours

60 Hours

Text Book(s)

1 Peter Weverka- MS office for dummies, Wiley & Sons

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1 https://onlinecourses.swayam2.ac.in/cec20_cs05/preview

Course Designed by :

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

* **S-Strong M- Medium L - Low**

Course Code		FINANCIAL ACCOUNTING	L	T	P	C
Core/elective/Supportive		Allied -III	4	-	-	3
Pre - requisite		<ul style="list-style-type: none"> +1 and +2 Accounts 	Syllabus version		I	
Course Objectives						
This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions						
Expected Course Outcomes						
1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions					K2
2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book					K2
3	Summaries the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions					K3
4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.					K3
5	Classify the sections of accounting statements from incomplete data					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	ACCOUNTING FUNDAMENTALS					12 Hours
Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions						
UNIT II	PREPARATION OF JOURNAL, LEDGER AND TRIAL BALANCE AND & ACCOUNTING ERROR					12 Hours
Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation. Accounting Errors: Meaning and Types of errors, Rectification of errors.						
UNIT-III	BANK RECONCILIATION STATEMENT AND METHODS OF DEPRECIATION					12 Hours
Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, problems						
UNIT -IV	PREPARATION OF FINAL ACCOUNTS					12 Hours
Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry. Problems.						
UNIT- V	PREPARATION OF FINAL ACCOUNTS OF JOINT STOCK COMPANIES (As per the Format of the Indian Companies Act)					12 Hours
Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards (up to IAS - 8)						
Note: (Theory and problems may be in the ratio of 20% and 80% respectively)						
Total Lecture Hours						60 Hours

Text Book(s)	
1	T.S.reddy&A.murthy-Financial Accounting, Margham Publications.-6th edition,2012
2	Dr.S.N.Mageswari- Financial Accounting, Vikas Publishing house.-jan2012
REFERENCE BOOKS:	
1	Shukla & Grewal's Financial Accounting · M C Shukla , T S Grewal & S C Gupta. S. Chand Publishing
2	Financial Accounting V-dorling Kindersley- 1st edition,2010
3	Jain &Narang-kalyani Financial Accounting publishers;12th edition.2014
Course Designed by :	

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

* **S-Strong M- Medium L - Low**

Course Code		SKILL ENHANCER : INSTITUTIONAL TRAINING	L	T	P	C
Core/elective/Supportive		Internship	-	-	-	2
Pre - requisite			Syllabus version			I
Course Objectives						
The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.						
Expected Course Outcomes						
1	Explore career alternatives prior to graduation					K1
2	Integrate theory and practice.					K2
3	Assess interests and abilities in their field of study					K3
4	Develop communication, interpersonal and other critical skills					K4
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
<p>Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.</p> <p>Process: Colleges may institute MoU/ collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.</p> <p>Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.</p> <p>Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].</p> <p>Reporting Proforma: he profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt</p>						

and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital &

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for a max of 10 marks and report the same to the university.

Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) 5 marks
- Structure and neatness of ITR 5 marks

Evaluation Method:

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester. Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

ITR shall also be evaluated jointly internal with an external examiner during the viva- voce examination. The total mark of 50 for the skill enhancing core subjects shall be divided between internal and external evaluations (Internal: 25 ; External 25)

	Total Hours	30 Hours
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Course Designed by :

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

* **S-Strong M- Medium L - Low**

SEMESTER - IV

Course Code		ORGANIZATIONAL BEHAVIOUR	L	T	P	C
Core/elective/Supportive		Core: IX	4	-	-	3
Pre - requisite			Syllabus version		I	
Course Objectives						
1. To provide the students with knowledge on organizational behavior concepts, theories, and business practices at national and global level.						
2. To develop human relation skills (group dynamics, team building and leadership).						
3. To analyze the impact of personality, values, perception, motivation and attitudes on behavior in organizations.						
4. To apply organizational behavior approaches in the workplace towards improving organization's effectiveness.						
Expected Course Outcomes						
1	Understand Organizational behavior concepts, theories and relate it to organizational context					K1
2	Recognize the impact of perceptions, attitudes, personality, culture and rewards on organizational performance					K2
3	Apply the needs of group dynamics, cohesiveness, power, politics and values for development of team building					K3
4	Analyze the behavior of individuals and groups to handle stress and conflict in an organization and adapt with the organization climate and changes.					K4
5	Evaluate the appropriateness of various leadership styles and counseling methods					K5
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I Introduction to Organizational Behavior 12 Hours						
Nature and importance of Organizational Behaviour (OB)— Concept and Relevance of OB in Modern Management - Models of OB- Challenges and Opportunities faced by Managers applying OB- Learning: Concept and implications; Conditioning and Social Learning Theories; Self-concept, Self-Esteem, Personality, Meaning, Major determinants of Personality, Personality traits – Personality tests						
UNIT II Perception and Attitudes 12 Hours						
Perception- Process, importance, factors influencing perception, Managerial and Behavioral applications of Perception, Attribution Theory –Organizational Applications Motivation Concept, Theories (Maslow, Herzberg and McGregor) - Evaluation, Feedback and Reward - Attitudes: characteristics, components, Types of Attitudes; Values, Beliefs and Attitudes with Managerial Implications						
UNIT-III Group Dynamics & Organization Power 12 Hours						
Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group Cohesiveness – Group norms -Group processes and Group Decision Making, Evolution of a Group into teams. Organization Power: Concept, Source and Classification; Power Tactics; Coalitions; Politics: People's Response to Organizational Politics.						
UNIT -IV Organizational Culture and Stress 12 Hours						
Organizational Culture: Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture; Across Culture; Employees Learning of The Culture; Creating a Customer Responsive Culture. Organizational Stress & Conflict: Concept; Consequences and sources; Stress Management: Approaches; Types of Stress and Conflicts; Stages; Effects and Management of Conflicts.						
UNIT- V Organizational Development and Climate 12 Hours						
Organizational Development and Climate – Objectives-Characteristics-Importance and Factors affecting organizational Development and Climate; Organizational Effectiveness - Organizational Change and innovation - Concept and Forces for Change; Managing Planned Changes; Resistance to Change; Boundedness of Managing the Change. Leadership & Counseling- Overview						

Total Lecture Hours		60 Hours
Text Book(s)		
1	Stephen P. Robbins , Timothy A. Judge Neharika Vohra, Organizational Behaviour, 19th Edition Pearson, 2022	
2	Fred Luthans, Brett C. Luthans, Kyle W. Luthans, Organizational Behavior: An Evidence-Based Approach, Information Age Publishing, 2020	
3	L.M. Prasad – Organizational Behaviour. Latest edition	
REFERENCE BOOKS:		
1	Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai, Organizational Behaviour, 9 th Edition McGraw Hill, 2022	
2	Mathias J. Seventh, Organizational Behavior: How to Turn Your Business Into The Professional Organization That You Want, Author's Republic, 2019	
Course Designed by :		

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

* **S-Strong M- Medium L - Low**

Course Code		INTRODUCTION TO CARGO MANAGEMENT	L	T	P	C
Core/elective/Supportive		Core: X	4	-	-	3
Pre - requisite			Syllabus version		I	
Course Objectives						
To equip the student with knowledge and skills used in Air Cargo Operations Management with systematic process involved in this process. The aim of this course is to familiarize students with the operations and management of different types of cargo, terminologies used in cargo operation, air cargo rates and documentations, packaging, cargo handling and acceptance, dangerous goods						
Expected Course Outcomes						
1	Understand and develop knowledge on Air Cargo Management					K2
2	Develop knowledge in issues of Logistics and Supply Chain Management in Air transportation					K2
3	Analyse Air Cargo Rates and Documentations					K3
4	Understand Cargo and Packaging					K3
5	Analyse in Insurance Claim and Scope of Liability					K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	INTRODUCTION TO CARGO AND LOGISTICS AND SUPPLY CHAIN MANAGEMENT					12 Hours
Introduction to Cargo, mode and means of transportation, air cargo operation in Nepal. Introduction to Logistics and Supply Chain Management: definitions and activities. (Case Study)						
UNIT II	Introduction to Documentary Credit					12 Hours
Introduction, international sales contract, advantages of documentary credit, requirements of buyer and seller, different types of documentary credit						
UNIT-III	The Fourteen INCOTERMs					12 Hours
Introduction, objectives, developments of INCOTERMs - Introduction, classification, limitation, identification, packing, documentation, unitization, handling, acceptance and the carriage of dangerous goods. (Case Study)						
UNIT -IV	Air Cargo Rates and Documentations					12 Hours
Publication of air cargo tariffs, different types of air freight rates, types of other charges, Documentations: Custom clearing documents, accompany documents, shipper's letter of instruction, delivery order, transport documents, the airway bill of lading						
UNIT- V	Dangerous Goods					12 Hours
Introduction, classification, limitation, identification, packing, documentation, unitization, handling, acceptance and the carriage of dangerous goods. Introduction, principles and rules governing liability, the liability of freight forwarder, carriage of Goods by Sea, the Hague rules, Hamburg rules, Warsaw convention, Montreal convention. (Case Study)						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	Chudamani Budathfoki & Sharad C. Kafley. (2011). An Introduction to Cargo Management, compiled and edited by, 2011, Super Printing Press					
2	(2014). Air Cargo Industry Master Operating Plan: A description of the air cargo industry transportation business process. International Air Transport Association (IATA) – Cargo					
REFERENCE BOOKS:						
1	John G. Wensveen. (2007). Air Transportation: a management Perspective, 6 th Edition, Ashgate.					
Course Designed by :						

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	AIR TICKETING AND FARE CONSTRUCTION			L	T	P	C
Core/elective/Supportive	Core: XI			4	-	-	4
Pre - requisite				Syllabus version		I	
Course Objectives							
The students at the end of this course will be able to refer air schedules, tariff and other major travel/tourism related documents; Suggest and prepare simple travel itinerary; read write and act on passenger ticket							
Expected Course Outcomes							
1	Understand the basic of fares and ticketing						K2
2	Use reservation system and software applied in airline industry (AMADEUS)						K2
3	Construct travel itinerary and determine fare for airline ticket						K3
4	Familiar with frontier formalities in air travel industry and facilities available in airport						K3
5	Distinguish different types of baggage allowance and baggage rules as per the class of ticket						K5
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I	INTRODUCTION						12 Hours
Importance of knowledge on “Fares & Ticketing” to airline and travel agency management							
UNIT II	CIVIL AVIATION						12 Hours
Aviation, Major events in the world context, Major events in the Nepalese context.							
UNIT-III	TRAVEL INDUSTRY AND ITS FUNCTIONING						12 Hours
Organizational structure of Travel Industry, Introduction to the roles and functions of following International organizations in Travel Industry; IATA, ICAO, UFTAA, Relationship between airlines and travel agents, (business relation in terms of selling airline documents), Importance of knowledge on “Fares & Ticketing” to airline and travel agency management							
UNIT -IV	AIRPORT						12 Hours
Airport and its facilities, Introduction to airport and its facilities, Introduction to passenger’s airport formalities, Departure formalities, Transfer formalities, Arrival formalities							
UNIT- V	AIRCRAFT						12 Hours
Types of aircraft, Classification of aircraft on the basis of, Range, Body structure, Engine, Speed, Wing (Rotary and fixed)							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	IATA, Official Airline Guide (OAG) Part one, Netherlands						
2	IATA and SITA, Passenger Air Tariff, General Rules Book						
REFERENCE BOOKS:							
1	Seth, Pran Nath and Bhat, Sushma, An Introduction to Travel and Tourism, New Delhi: Sterling Publishers Private Limited.						
2	Foster, Dennis L. An Introduction to Travel and Tourism, Second Ed., Singapore: McGraw-Hill Book						
3	Shrestha, Maheswor Bhakta. Nepalese Aviation & Tourism, Pramila R Shrestha, Kathmandu						
Course Designed by :							

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

* **S-Strong** **M- Medium** **L – Low**

Course Code		PRINCIPLES OF MARKETING	L	T	P	C
Core/elective/Supportive		Allied IV	4	-	-	3
Pre - requisite			Syllabus version		I	
Course Objectives						
This course will help you to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.						
Expected Course Outcomes						
1	Recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large					K2
2	Describe the role of marketing in building and managing customer relationships					K2
3	Select, analyze and define a target market for a selected product or service.					K3
4	Develop a marketing plan or strategy for a product or service					K3
5	Evaluate/analyze the marketing strategy for an existing product and/or services. Know the basic marketing concepts and theories					K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	MARKETING					12 Hours
Introduction to Marketing: Meaning, definition, Core Concept, Marketing Management Process, Marketing Environment						
UNIT II	MARKETING PLANNING					12 Hours
Marketing Planning: Identification of market, Market Segmentation, MIS, MR, Consumer Behavior and Demand Forecasting (Case study)						
UNIT-III	PRODUCT PRICING					12 Hours
Product Pricing Strategy: Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.(Case Study)						
UNIT -IV	PROMOTION AND PLACEMENT MANAGEMENT					12 Hours
Promotion and Placement Management: Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.						
UNIT- V	CONTEMPORARY TOPICS IN MARKETING					12 Hours
Contemporary topics in Marketing: in Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing.						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	Philip Kotler, Kevin Keller, Abraham Koshey and MithileshwarJha. Marketing Management: South Asian Perspective, 13th Edition. Pearson Education New Delhi, 2007					
2	Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control, New Delhi, Macmillan, 2002					
REFERENCE BOOKS:						
1	Enis, B M., Marketing Classics: A Selection of Influential Articles, New York, McGraw Hill, 1991					

2	William D. Perreault, Jr. & E. Jerome McCarthy, Basic Marketing: A Global Managerial Approach, Tata McGraw-Hill, 15th edition, New Delhi, 2003
Course Designed by:	

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

* **S-Strong** **M- Medium** **L – Low**

SEMESTER - V

Course Code	COST AND MANAGEMENT ACCOUNTING			L	T	P	C
Core/elective/Supportive	Core: XII			6	-	-	4
Pre - requisite				Syllabus version		I	
Course Objectives							
The main objectives of this course are to: This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing							
Expected Course Outcomes							
1	Understanding the concept of cost accounting, Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts						K2
2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues						K2
3	Measure the financial statements through comparative and common size by using various financial ratios						K3
4	Simplify the fund flow and cash flow statements by calculating funds and cash from operations						K3
5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit						K5
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I	INTRODUCTION TO COST ACCOUNTING						12 Hours
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification. (Theory and Problems).							
UNIT II	COST SHEETS & STORES CONTROL						12 Hours
Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods –labour Cost-remuneration and incentives. (Problems and theory questions)							
UNIT-III	FINANCIAL STATEMENT ANALYSIS						12 Hours
Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison. (Theory and Problems)							
UNIT -IV	FUND FLOW & CASH FLOW STATEMENT						12 Hours
Fund flow analysis-cash flow analysis (problems only)							
UNIT- V	MARGINAL COSTING AND STANDARD COSTING						12 Hours
Standard costing-variance analysis-material and labour variances Marginal Costing-cost							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.						
2	Jain S.P and Narang, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5th Edition						
REFERENCE BOOKS:							
1	Saxena and Vashisth : Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008						
Course Designed by :							

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	CUSTOMER RELATIONSHIP MANAGEMENT			L	T	P	C
Core/elective/Supportive	Core: XIII			6	-	-	4
Pre - requisite				Syllabus version		I	
Course Objectives							
This course will help the participants to understand the role and importance of CRM in customer-centric, marketing cum services continuum and designing innovative strategies with technological support for long-term customer retention							
Expected Course Outcomes							
1	Understand the meaning and importance of CRM						K2
2	Define the benefits of CRM to companies and consumers						K2
3	Analyse the ERP related technologies						K4
4	Evaluate the merits and demerits of CRM						K5
5	Understand the implementation of CRM						K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I CUSTOMER SUPPORT PRODUCT 12 Hours							
Introduction to Customer Support Product & Customer – Overview - Importance of a Customer - Consumer behaviour							
UNIT II CUSTOMER SUPPORT METHODOLOGY 12 Hours							
Customer support Methodology: Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support							
UNIT-III INTRODUCTION TO ERP 12 Hours							
Introduction to ERP Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies							
UNIT -IV BASICS OF CRM 12 Hours							
CRM: Basics CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM							
UNIT- V IMPLEMENTATION OF CRM 12 Hours							
Implementation of CRM: CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press						
2	For Sugar-CRM & Microsoft Dynamic CRM - Refer Internet						
REFERENCE BOOKS:							
1	Kaushik Mukerjee – CRM – PHI						
2	M.Peeru Mohamed – CRM – Vikas						
Course Designed by :							

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	SERVICE MARKETING FOR AVIATION INDUSTRY			L	T	P	C
Core/elective/Supportive	Core: XVI			6	-	-	4
Pre - requisite	• Marketing Management			Syllabus version		I	
Course Objectives							
By completing this course, students will appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non-commercial environments; Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;							
Expected Course Outcomes							
1	Understanding the principles of services marketing, outlined in service marketing components and classification						K2
2	Enabling the importance of service marketing system buyer behaviour and market segmentation						K3
3	Illustrating SERVQUAL for developing Service Quality						K5
4	Analysing sectorial perspective to enhancing different service sector marketing knowledge						K4
5	Understanding the Financial and Educational services to frame the marketing strategies.						K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I	SERVICES MARKETING						12 Hours
Services marketing –meaning, components, classification and evaluation Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services							
UNIT II	SERVICE MARKETING SYSTEM						12 Hours
Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees’ and Customers’ Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.							
UNIT-III	SERVICE QUALITY						12 Hours
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services							
UNIT -IV	SECTORAL PERSPECTIVE						12 Hours
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.							
UNIT- V	FINANCIAL AND EDUCATION SERVICES						12 Hours
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001						
2	Rajendra Nargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3rded 2010						
REFERENCE BOOKS:							
1	Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed						

Course Designed by :

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

* **S-Strong** **M- Medium** **L - Low**

Course Content: Skill Based Subject 5

Course code	SOFT SKILLS FOR BUSINESS <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
	Skill Based Subject-5				-		
Pre-requisite				Syllabus Version	First		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Enable the students to understand the importance of soft-skills. 2. Acquire different soft skills to be an employable person. 3. Improving the competitive edge and increasing the chances of recruitment and selection. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remember the various organizational entry level skill requirements						K1
2	Understand the need for different skill requirement at different occasions						K2
3	Able to appropriately respond to the situation during recruitment and selection						K3
4	Demonstrate a good command in work environment						K4
5	Achieve the desired result of a good employability						K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Emotional Intelligence						
Emotional intelligence, emotional quotient, ability to understand, use manage own emotions, positive ways to relieve stress, empathy and resolving conflict – Exercises							
Unit:2	Team Spirit and Growth						
Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.							
Unit:3	Openness to Feedback						
Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls							
Unit:4	Adaptability						
Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning							
Unit:5	Work Ethics						
Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism.							
Unit:6	CONTEMPORARY ISSUES						
Interaction with executives, success stories of professional and business people.							
Text Book(s)							
1	Meenakshi Raman, Shalini Upadyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1 st Edition 2017						
Reference Books							
1	Barun K. Mitra, Personality Development & Soft Skills, Oxford Higher Education, 2012						
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://learnenglish.britishcouncil.org/skills						

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



ELECTIVE - I

Course Code	STRATEGIC MANAGEMENT FOR AVIATION			L	T	P	C	
Core/elective/Supportive	Elective I			5	-	-	4	
Pre - requisite				Syllabus version		I		
Course Objectives								
The purpose of the course is to provide the student with a basic understanding of the various approaches to strategic management process and business policies that should be used in the context of aviation sector at national and international levels in order for firms in the aviation sector to gain and sustain competitive advantage. Students should learn to use and compare managerial techniques, to acquire, develop, and manage internal resources, such as people knowledge, financial capital, and physical assets. Students should understand how environmental forces change in a dynamic environment creating new threats and opportunities for the organization is of central importance to the course.								
Expected Course Outcomes								
1	Conduct an external and internal analysis using appropriate tools, for the purpose of identifying a tourist sector organization's strategic capability in view of changing conditions						K2	
2	Discuss the need in aircraft fleet management and decision taking on the number and type of aircraft as well as the crewing possibilities						K2	
3	Identify business opportunities in developing and underserved markets through the use of statistical analysis and mathematical tools						K3	
4	Create and implement an attractive business plan with realistic assumptions and sensitivity analysis						K6	
5	Assess the impact of economic, strategic and regulatory changes, analyze the risks associated and provide mitigation measures to overcome the short falls						K5	
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create								
UNIT – I INTRODUCTION TO STRATEGIC MANAGEMENT 12 Hours								
Introduction to Strategic Management and Business Policy Basic concepts of Strategic Management - Corporate governance - Airline Business Plan basics								
UNIT II FORECAST ROUTE PROFITABILITY 12 Hours								
Forecast route profitability- Aircraft fleet and crewing- Corporate Social Responsibility (CSR) and Ethics in Strategic Management - Environmental scanning and aviation industry analysis								
UNIT-III INTERNAL SCANNING AND ANALYSIS 12 Hours								
Internal Scanning and Analysis: resource-based view (RBV) of the firm and its more recent developments in terms of ordinary capabilities and strategic dynamic capabilities; approaches to internal scanning and analysis; scanning the internal environment with functional analysis; synthesis of internal strategic factors (IFAS)								
UNIT -IV STRATEGY FORMULATION 12 Hours								
Strategy Formulation: Situational Analysis and Corporate Strategy: SWOT analysis - Strategy Formulation: Business and Functional Strategy								
UNIT- V STRATEGY IMPLEMENTATION 12 Hours								
Strategy Implementation: Organizing for Action - Strategy Implementation: Recruitment/Staffing and Directing - Evaluation and control in strategic management- Risk definition and mitigation measures inclusion in the business plan								
Total Lecture Hours						60 Hours		
Text Book(s)								

1	Flouris, T.G. and Oswald, S.L. 2006, Designing and Executing Strategy in Aviation Management, Ashgate, Farnham
2	<u>Werner Delfmann</u> (Editor), <u>Herbert Baum</u> (Editor), <u>Stefan Auerbach</u> (Editor), <u>Sascha Albers</u> (Editor) - Strategic Management in the Aviation Industry
	REFERENCE BOOKS:
1	By Herbert Baum, Stefan Auerbach, Werner Delfmann - Strategic Management in the Aviation Industry
Course Designed by :	

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

* S-Strong M- Medium L - Low

Course Code		CABIN CREW MANAGEMENT	L	T	P	C
Core/elective/Supportive		Elective I	5	-	-	4
Pre - requisite			Syllabus version		I	
Course Objectives						
<ul style="list-style-type: none"> • Define the cabin crew profession, its origins and current practices • Identify aircraft types and relevant cabin crew functions • Manage passenger interactions in a variety of circumstances • Recall emergency ad safety procedures 						
Expected Course Outcomes						
1	Understanding the skills for effective revalidation and implementation through training					K2
2	Enabling the standards and requirements for crew professionalism					K2
3	Identifying errors and corrective actions on time					K3
4	Analyzing the depth of knowledge requirement in every crew designation, the business environment and through effective communication skills					K3
5	Understanding and implementing CRM skills in different levels and versions					K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	Airline organizational structure					12 Hours
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 II	CRM for Cabin Crew					12 Hours
CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping						
UNIT-III	CRM Training					12 Hours
Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion						
UNIT -IV	Crew Leadership					12 Hours
Facilitation Skills – Continuous development – Crew co – ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment						
UNIT- V	Passenger Handling					12 Hours
Aircraft familiarization – Food and Catering Services – Flight Evaluation - First Aid – Leadership and inter departmental coordination – Passenger handling						
Total Lecture Hours						60 Hours
Text Book(s)						
1	Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose Anca;Academic Press, 2010					
REFERENCE BOOKS:						
1	Cockpit Resource Management: Earl L Wiener, Barbara G Kanki; Gulf Professional Publishing,1993					
Course Designed by :						

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	S	M	S	M	S	S

CO2	S	S	S	M	S	S	M
CO3	S	S	S	S	S	M	S
CO4	M	S	M	S	S	S	S
CO5	S	M	S	S	S	S	M

* **S-Strong** **M-Medium** **L – Low**

Course Code		AIRPORT GROUND STAFF TRAINING	L	T	P	C
Core/elective/Supportive		Elective I	5	-	-	4
Pre - requisite			Syllabus version		I	
Course Objectives						
This course is to enable the students to acquire knowledge of aviation industry and regulatory agencies of airline. Also manage passenger interactions in a variety of circumstances.						
Expected Course Outcomes						
1	Understand the history of aviation					K2
2	Familiarize with Govt. rules for getting approval in this sector					K2
3	Analyse the trends in airlines					K3
4	Understand Attires and professionalism					K3
5	Identify the functions of Civil Aviation Authority					K5
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	AVIATION INDUSTRY					12 Hours
Introduction to the Aviation Industry- Aviation History - Aviation History of India - Introduction to the Aviation Industry - The Wright brothers - Types of Aircraft – Scheduled Airlines and Alliances - Civil Aviation - Military Aviation - General Aviation.						
UNIT II	TERMINOLOGIES IN AIRLINE INDUSTRY					12 Hours
Terminologies in Airline Industry- Aviation Term - Airline Term – Terminologies – Airline Codes – Airport Codes - 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-III	ATTIRES AND PROFESSIONALISM					12 Hours
Landing the Job- Attires and professionalism - Grooming and Personal Appearance - Soft Skills-Grooming- Group Discussion- Interview Training & Mock Interviews—Resumes and applications.						
UNIT -IV	PASSENGER SERVICE					12 Hours
Passenger Service and Principles of Handling – Principles of Service – Flight Information Facility – Handling – Transit/Connection – Connection/Transfer-Special Passenger – Special Passenger Handling - Interline Connection Process - Safety and Emergency Procedures.						
UNIT- V	REGULATORY AGENCIES					12 Hours
Regulatory Agencies- ICAO- History of ICAO – DGCA – Functions of DGCA – Civil Aviation Authority – Functions of Civil Aviation Authority - Air Traffic Control – Airport Authority of India - History of AAI - Functions of AAI - Federal Aviation Administration.						
Total Lecture Hours						60 Hours
Text Book(s)						
1	Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford					
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					
REFERENCE BOOKS:						
1	Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003					
2	P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003					
3	The Complete Cabin Crew Interview Manual					
4	Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill					

Course Designed by :

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

* **S-Strong** **M-Medium** **L - Low**

Course Code		PRACTICAL ON SKILL DEVELOPMENT	L	T	P	C
Core/elective/Supportive		Supportive	3	-	-	2
Pre - requisite		• Airline Customer Service	Syllabus version		I	
Course Objectives						
At the end of the course learners will be able to gain self-competency and confidence, gain an edge through professional competency and aim for high sense of social competency.						
Expected Course Outcomes						
1	Identify common communication problems that may be holding learners back					K2
2	Identify Basic Flight Mechanics and Types of Aircrafts					K2
3	Understand difference between Manual Ticket and E Ticket					K3
4	Explore communication beyond language					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
<ol style="list-style-type: none"> 1. Prepare a Report on Aviation History. 2. Make a chart on Basic Flight Mechanics and Types of Aircrafts. 3. Analyse Case study on passenger death- (Inflight/Terminal/Ramp). 4. Make a PPT on Roles and Responsibilities of Terminal Staff. 5. Any other activities, which are relevant to the course. 6. A Case Study on Handling Passengers during Baggage Mishandled/Damaged. 7. Prepare a report on Flights Delayed Beyond 4 Hours. 8. Analyse the difference between Manual Ticket and E Ticket 9. Prepare a Letter of Internship requisition and send email. 10. List out the Consequences of Negligence during Tour. 						
Total Lecture Hours						48 Hours
Text Book(s)						
1	EROSPACE: The Journey of Flight, 2nd Edition					
2	. IATA Book on Airline Customer Service					
REFERENCE BOOKS:						
1	The Global Airline Industry, Dr. Peter Belobaba Master of Science, Ph.D.,Amedeo Odoni Ph.D.,Professor Cynthia Barnhart, 2009					
Course Designed by:						

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

* S-Strong M- Medium L - Low

SEMESTER - VI

Course Code		ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
Core/elective/Supportive		Core: XV	5	-	-	3
Pre - requisite			Syllabus version		I	
Course Objectives						
On successful completion of this course, the students should have understood EDP, Project management Institutional support to entrepreneurial development						
Expected Course Outcomes						
1	To industrialize rural and backward sections of the society					K2
2	To understand the merits and demerits of becoming an entrepreneur					K2
3	To investigate the environmental set-up relating to small industries and small businesses					K3
4	To design project for manufacturing a product					K3
5	Identify business opportunities in chosen sector / sub-sector and plan and market and sell products / services					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	Entrepreneurship and Types					12 Hours
Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development						
UNIT II	Factors affecting entrepreneur growth					12 Hours
Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs						
UNIT-III	Project Management					12 Hours
Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager						
UNIT -IV	Formulation of Project Formulation					12 Hours
Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report						
UNIT- V	Project Financing					12 Hours
Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.						
Total Lecture Hours						60 Hours
Text Book(s)						
1	Entrepreneurial Development: S.S.Khanka					
2	Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan					
REFERENCE BOOKS:						
1	Project Management : S.Choudhury					
2	Project Management : Denis Lock					
Course Designed by :						

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	S	M	S	S	M	S	S
CO2	S	S	S	M	S	S	S

CO3	S	S	S	S	S	M	S
CO4	M	S	M	S	M	S	S
CO5	S	M	S	S	S	M	M

* **S-Strong** **M-Medium** **L - Low**

Course Code		TRAVEL AND TOURISM MANAGEMENT	L	T	P	C
Core/elective/Supportive		Core: XVI	5	-	-	3
Pre - requisite		• Destination Mapping	Syllabus version		I	
Course Objectives						
The Course aims at familiarizing the students with tourism concepts and processes. It will acquaint the students with the various aspects in the tourism sector. It will give an understanding of the different organizations in the Tourism Industry						
Expected Course Outcomes						
1	To know about the functions of travel agency and tour operator					K2
2	To understand the various activities of travel agency and tour operation business.					K2
3	To identify itinerary preparation for inbound, outbound and domestic tours					K3
4	To familiarize with Govt. rules for getting approval in this sector					K4
5	To understand the linkages of travel agency with related organizations					K4
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	TOURISM					12 Hours
Tourism- Meaning and Scope Tourist, Visitor, Traveler, Excursionist and Transient - Definition and Differentiation; Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism; Components and Elements of tourism; Interrelationship between Leisure, Recreation and Tourism; Tourism Infrastructure (Case study)						
UNIT II	FACTORS INFLUENCING THE GROWTH AND DEVELOPMENT OF TOURISM					12 Hours
Factors Influencing the Growth and Development of Tourism. Motivation for Travel and Tourism; Travel de-motivators; Relevance of Motivation Studies; Concept of 'Push' and 'Pull' Forces. Typology of Tourism						
UNIT-III	INTER DISCIPLINARY AND TRANS DISCIPLINARY					12 Hours
Inter disciplinary and Trans Disciplinary Nature of Tourism Different approaches to study Tourism Chain of distribution in Tourism Unique Features of Tourism Industry Relevance Tourism Measurement; Measurement Techniques and Their Limitations (Case study)						
UNIT -IV	TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS					12 Hours
Travel Agency and Tour Operations Business : Origin, Definition and Differentiation Intensification of Travel Trade Services Over the Years Role and Contribution of Travel Agents and Tour Operators in the Development of Tourism Industry Changing Trends in Travel Trade Business vis a vis Internet Revolution Growth Prospects						
UNIT- V	FUNCTION OF TRAVEL AGENCIES					12 Hours
Function of Travel Agencies Collection and Dissemination of Travel Information, Travel Documentation, Preparation of Itineraries, Planning and Costing of Tours, Ticketing, Product Promotion and other Miscellaneous work Types of Tour Itineraries Organizational Structure of a Standard Travel Agency						
Total Lecture Hours						60 Hours
Text Book(s)						
1	Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint					
2	Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986					
3	SyrattGweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995 Malik Harish					
4	Dr.Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010					

REFERENCE BOOKS:	
1	Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996 NegiJagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997
2	Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.)
3	Abraham, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism
Course Designed by :	

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

* **S-Strong M- Medium L - Low**

Course Code	BUSINESS RESEARCH METHODS		L	T	P	C
Core/elective/Supportive	Core: XVII		5	-	-	3
Pre - requisite	<ul style="list-style-type: none"> Quantitative Techniques for Management 		Syllabus version		I	
Course Objectives						
<ul style="list-style-type: none"> Introduce the basic concepts of research and apply the fundamentals of sampling and scaling techniques along with methods of data collection. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation 						
Expected Course Outcomes						
1	Understand fundamental concepts of research, types and research process.					K2
2	Summarize the sampling design and scaling techniques					K4
3	Construct a method for data collection and able to edit, code ,classify and tabulate the collected data					K5
4	Analyze the collected data to prove or disprove the hypothesis					K3
5	Interpret the data and prepare a research report					K4
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I INTRODUCTION TO RESEARCH METHODOLOGY 12 Hours						
Introduction to Research Methodology Research - Definition - Significance – Criteria of Good Research – Types -Research Process – Selecting the Research Problem – Techniques Involved in Defining a Problem – Research Design : Features of a Good Design - Important Concepts Relating to Research Design - Different Research Designs						
UNIT II SAMPLING AND SCALING 12 Hours						
Sampling: Design – Steps - Types - Sampling Errors and Non-Sampling Errors – Factors Influencing the Size of the Sample - Scaling – Classification of Measurement Scales - Scaling Techniques						
UNIT-III DATA COLLECTION AND PREPARATION 12 Hours						
Collection of Primary Data : Observation Method –Interview Method- Questionnaire Method –Schedule Method- Some other Methods of Data Collection - Collection of Secondary Data - Case Study Method – Data Preparation : Editing - Coding- Classification - Tabulation- Graphical Representation						
UNIT -IV HYPOTHESIS 12 Hours						
Hypothesis – Basic Concepts Concerning Testing of Hypothesis - Procedure for Hypothesis Testing - Z Test - T Test - Chi-Square Test - ANOVA - Application of SPSS (Simple Problems Only).						
UNIT- V INTERPRETATION AND REPORT WRITING 12 Hours						
Interpretation and Report Writing Interpretation : Techniques - Precautions- Report Writing – Steps in Writing Report – Layout						
Total Lecture Hours						60 Hours
Text Book(s)						
1	C.R.Kothari, Gaurav Garg. 2019. Research Methodology (Methods & Techniques). New Age International Publishers, New Delhi. 4th Edition					
2	S.P.Gupta. 2017. Statistical Methods. Sultan Chand & Sons, New Delhi. 44thEdition					
REFERENCE BOOKS:						
1	Boyd and Westfall: Marketing Research					
2	Gown M.C. : Marketing Research					
3	Green Paul and Tall : Marketing Research					
Course Designed by :						

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

* **S-Strong** **M-Medium** **L - Low**

ELECTIVES - II

Course Code		AIR CRAFT MAINTENANCE MANAGEMENT	L	T	P	C
Core/elective/Supportive		Elective II	5	-	-	4
Pre - requisite		<ul style="list-style-type: none"> Production and Materials Management 	Syllabus version		I	
Course Objectives						
On successful completion of this course, the students should have describe how an aircraft maintenance programme is developed and evaluate how recent developments in aircraft design and manufacture will impact on aircraft maintenance						
Expected Course Outcomes						
1	Identify and explain the regulatory functions and the airworthiness requirements associated with aircraft maintenance					K2
2	Describe the design and certification processes for aircraft and aircraft parts					K2
3	Analyse the structure of an aircraft maintenance organisation					K4
4	Assess the human resources, facilities and equipment required for aircraft maintenance for a small airline					K5
5	Evaluate how recent developments in aircraft design and manufacture will impact on aircraft maintenance					K4
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	INTRODUCTION, MAINTAINABILITY, AVAILABILITY AND SAFETY					12 Hours
Management – Definition -Functions of Management. Types of management. Introduction to Maintenance and its importance towards maintaining optimum serviceability of the aircraft. Explanation of important terms like Life Cycle profitability, maintenance cost, Explanation of life Characteristic curve						
UNIT II	RELIABILITY AND FAILURE ANALYSIS					12 Hours
Reliability Concept and definition- Failure Rate: Explanation of term. Mean Time Between Failure (MTBF) - Explanation of the term Hazard Rate -Explanation of term areas of Reliability -Explanation of the term Reliability Specification- Reliability studies: brief explanation -Life testing and Reliability -Classification of Life Testing-Quality control Life Test.						
UNIT-III	COMPUTERIZATION OF AIRCRAFT MAINTENANCE					12 Hours
Computerization of Aircraft Maintenance. Basic data maintained with computerization: Main Schedule. Component Service life as applicable to that maintenance. Parts Catalogue with illustration. Work Card Reference. List of authorized modification and their implications. Existing Technical orders and Service Instructions. Details of Flying hours for that Aircraft. Condition of information like – Mechanics, Work areas, Flight destination detail etc.						
UNIT -IV	MATERIALS MANAGEMENT					12 Hours
Material management – definition, functions- Storekeeping- classification of stores –. Store management- Bin Card – Material Issue Requisition- Material Returned Note- Store ledgers - Codification of stores-Inventory Management- Definition – functions of Inventory Control- Advantages of Inventory Control. Enterprise resource planning – concept, features and applications						
UNIT- V	QUALITY, STANDARDS AND STATISTICS					12 Hours
Quality-Concept-Quality control- Definition – Factors affecting quality- Advantages of quality control -Inspection-Different types of inspection. Total Quality Management-Meaning- Principles of total quality management- TQM, Problem solving tools- Flow charts, Control charts, Histograms, Pareto charts, Cause and effect diagram, 5-S, Kaizen, and Six-sigma. ISO 9000 series quality standards,- quality certification procedure						
Total Lecture Hours						60 Hours

Text Book(s)	
1	Safety Management in Industry Krishnan.N V Jaico Publishing House, Bombay, 1997
2	Industrial Organization and Engineering Economics T.R.Banga & S C Sharma Khanna Publishers
3	Total Quality Management S Raja Ram, Shivashankar
REFERENCE BOOKS:	
1	Industrial management and engineering economics O.P.Khanna Khannapublishers
2	Production and operations management -Dr .K.Aswathappa And Dr.Sreedhar Bhatt Himalaya Publishers
3	Environmental Engineering BR Sharma
Course Designed by :	

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

* **S-Strong M- Medium L – Low**

Course Code	AVIATION RISK AND SAFETY MANAGEMENT			L	T	P	C
Core/elective/Supportive	Elective II			5	-	-	4
Pre - requisite	<ul style="list-style-type: none"> Principles of Airline and Airport Management 			Syllabus version		I	
Course Objectives							
After completion of this course, students can explain the basics of how the aviation industry is regulated. Articulate the relationship of ethics and safety in an organization. Discuss the primary responsibility of employers in providing a safe working environment							
Expected Course Outcomes							
1	Describe aviation safety and risk management concepts						K2
2	Discuss the historical context of flight safety and development of the FAA, NTSB, ICAO, and OSHA						K2
3	Apply the principles of aviation safety programs to the student's organization						K3
4	Examine select accident reports while applying lessons learned to current operations						K3
5	Introduction into Crew Resource Management (CRM) concepts						K2
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create							
UNIT – I							
Airport surface operations						12 Hours	
Airport – Runway : Non instrumental runway – instrumental runway –Declared distances – Runway marking and lightings – Apron – Terminal building – Control tower- Radar							
UNIT II							
Crew alerting management						12 Hours	
Types of equipment –Various types of emergencies – Precautionary landing - Unlawful interference and aircraft bomb threat - Emergency descent - Fuel dumping							
UNIT-III							
Transportation of Hazardous Material						12 Hours	
Classifications of dangerous goods – Labeling and marking – shipper's responsibilities –operators responsibilities – Inspection							
UNIT -IV							
Administrative Practices & Procedures						12 Hours	
Designated authorities - Civil aviation- Ministry of Civil Aviation- the Director General of Civil Aviation - Role and Responsibilities - Airports Authority of India (AAI) - The Bureau of Civil Aviation Security (BCAS)							
UNIT- V							
Aircraft Rescue and Fire Fighting Services						12 Hours	
The Chemistry of Fire- Classes of Fire - Extinguishing Agents - Aircraft Fire Hazards - General Hazards - Determining the category of the aerodrome - ARFF vehicles - Aerodrome emergency planning.							
Total Lecture Hours						60 Hours	
Text Book(s)							
1	Aeronautical Information Circular No. 03 of 2006 issued by DGCA Dt 19th May 2006						
2	Aviation Risk and Safety Management - Roland Müller · Andreas Wittmer Christopher Drax Editors						
3	ICAO Airport Services Manual (Doc 9137) Part 1 - Rescue and Fire Fighting						
4	ICAO Annex-18 to the Convention on International Civil Aviation-The Safe Transport of Dangerous Goods by Air						
REFERENCE BOOKS:							
1	Technical Instructions for the Safe Transport of Dangerous Goods by Air (ICAO Doc 9284).						
2	AAI Air Traffic Services Manual						
3	DGCA Website http://dgca.nic.in/ also http://dgca.gov.in/						
Course Designed by :							

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

* **S-Strong** **M-Medium** **L - Low**

Course Code	TOURISM AND HOSPITALITY MANAGEMENT			L	T	P	C	
Core/elective/Supportive	Elective II			5	-	-	4	
Pre - requisite	• Destination Mapping			Syllabus version		I		
Course Objectives								
After completion of this course, students can demonstrate ability to perform basic and supervisory level job functions in travel and tourism careers								
Expected Course Outcomes								
1	Identify and apply business concepts and skills relevant to the operational areas of hospitality management						K2	
2	Describe and apply the fundamental principles of leadership and model the behavior of effective leaders						K2	
3	Demonstrate effective communication skills						K3	
4	Analyze information and make decisions using critical thinking and problem solving skills						K4	
5	Evaluate diversity and ethical considerations relevant to the hospitality industry						K5	
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create								
UNIT – I		TOURISM PRODUCT					12 Hours	
Tourism Product- Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India –Physical and Political features								
UNIT II		NATURE BASED TOURISM					12 Hours	
Nature based Tourism: Wild life Sanctuaries, National Parks, Botanical gardens, Zoological parks, Biosphere reserves; Mountain Tourism with special reference to Himalayas - Adventure tourism – Classification of Adventure Tourism – Land Based –Water Based –Aero Based with suitable examples								
UNIT-III		HOSPITALITY					12 Hours	
Hospitality: Classification & Categorization of Hotels- Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. FHRA								
UNIT -IV		VALUE CHAIN					12 Hours	
Value Chain: Definitions: Hospitality and Hotel. Link between Hospitality and Travel and Tourism industry: Travellers at rest, Home away from Home, Hospitality culture, Expectations of the guest								
UNIT- V		TOURISM					12 Hours	
Prime force in expansion of tourism- High speed trains, Cruise liners - Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India								
Total Lecture Hours						60 Hours		
Text Book(s)								
1	IATA Manual on Diploma in Travel & Tourism Management							
2	ICAO Manuals							
3	Air Travel: A Social History – Hudson							
4	Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi							
REFERENCE BOOKS:								
1	Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.							
2	Manoj Dixit, Charu Sheela , Tourism Products, New Royal Books							

3	Hussain.A.K , The National Culture of India, national Book Trust, New Delhi
4	Air Travel: A Social History – Hudson, Kenneth
5	Tourism development – Principles and practices – AR Bhatia.
6	Tourism in India – V.K. Goswami
Course Designed by :	

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

* **S-Strong M-Medium L - Low**

ELECTIVES - III

Course Code		DOMESTIC AIRLINE AND TRAVEL MANAGEMENT	L	T	P	C
Core/elective/Supportive		Elective III	5	-	-	4
Pre - requisite		<ul style="list-style-type: none"> Tourism and Hospitality Management 	Syllabus version		I	
Course Objectives						
The course will give the students for better understanding of new trends and dimensions of aviation and tourism industry, airport planning and operations, importance of air transport in tourism and components of tourism infrastructure						
Expected Course Outcomes						
1	Analyze Tourism as an industry					K2
2	Discuss the role of trade routes in the growth of Tourism					K2
3	Examine the importance of tourism industry in India					K3
4	Discuss on the contemporary role of domestic airline					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I	EVOLUTION OF AVIATION					12 Hours
The Evolution of Aviation - Issues and Challenges - Global Aviation Industry - Aviation Industry in India - An Overview - Aircraft Types and Structures - Aircraft Manufacturers - Airports - Domestic and International - World Airlines - World Major Airports - IATA and ICAO - National Aviation Authorities						
UNIT II	LAYOUT OF AN AIRPORT AND GROUND HANDLING					12 Hours
Layout of an Airport and Ground handling - Airport and Aircraft Security - Managerial Operations - Airport planning - Terminal planning design and operation - Airport operations -Airport functions - Organization structure in an airline - Comparison of global and Indian airport management - Role of AAI						
UNIT-III	INTRODUCTION TO TOURISM					12 Hours
Introduction to Tourism – Tourism Definition – Meaning - Nature & Scope – Tourists – Travellers – Visitors - Transit Visitors & Excursionist – Definition & Differentiation. Types of Tourist – International & Domestic - Inbound & Outbound - Types of Tourism - Tourism & Transport – Role of Air Transport in tourism						
UNIT -IV	COMPONENTS OF TOURISM INFRASTRUCTURE					12 Hours
Components of Tourism Infrastructure – Introduction, 4 A’s of Tourism (Accessibility, Accommodation, Attraction, Amenities) Types - Forms & Significance						
UNIT- V	TOURISM INDUSTRY IN INDIA					12 Hours
Tourism Industry In India – Major issues of development - Growth and development of tourism industry in India - Income generation - Employment generation - factors influencing the growth of tourism industry - The relationship between Tourism and the aviation industry - Loans and grants for tourism projects						
Total Lecture Hours						60 Hours
Text Book(s)						
1	Senguttavan, Fundamentals of air transport management, excel books 2007					
2	Tourism and Sustainability by Martin Mowforth & Ian Munt					
REFERENCE BOOKS:						
1	Introduction to Tourism & Hotel Industry, Zulfikar, SPD					
2	Christopher.J. Hollway: Longman ; The Business of Tourism					

3	Tourism in India – V.K. Goswami
4	Tourism and growth – Manohar Sajevi
5	Wells.a, Airport planning and management, 4th edition Mcgraw- Hill, London 2000
Course Designed by :	

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

* **S-Strong** **M- Medium** **L - Low**

Course Code	AVIATION & HOTEL MANAGEMENT		L	T	P	C
Core/elective/Supportive	Elective III		5	-	-	4
Pre - requisite	<ul style="list-style-type: none"> Tourism and Hospitality Management 		Syllabus version		I	
Course Objectives						
The course will give the students a clear understanding of key principles of Aviation and Hotel Management and the inter-dependencies between the various sectors in the industry						
Expected Course Outcomes						
1	Apply knowledge of business sustainability to aviation issues					K2
2	Assess the national and international aviation environment.					K2
3	Apply communication skills effectively involving diverse individuals in the hotel and travel industry					K3
4	Developing knowledge civil aviation hospitality					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I INTRODUCTION TO AVIATION 12 Hours						
Introduction to Aviation - Development of Air transportation in India - Aviation organization structure - Type of Aviation - Aviation regulatory Bodies (ICAO, IATA, DGCA, BCAS) & Functions						
UNIT II AVIATION TERMINOLOGY 12 Hours						
Aviation Terminology - Full forms – Abbreviations - Phonetic codes (ICAO, IATA) - Airport signs - Airport Markings - Time Zones & Time calculations - Aviation Geography						
UNIT-III TYPE OF AIRPORTS AND CODES 12 Hours						
Type of Airports - Airport codes (ICAO, IATA) - Airport Areas (Landside, Terminal Building, Airside) & operation - Type of Airlines - Airlines Codes (ICAO, IATA) - Airline related passengers services - (CIP, VIP, VVIP) handling.						
UNIT -IV INTRODUCTION TO HOSPITALITY IN HOTEL INDUSTRY 12 Hours						
Introduction to Hospitality / Hotel Industry - Types of Hotels - Classification of Star Category & Scaling of large, medium, small and budgetary hotel - All major & Minor departments of Hotel.						
UNIT- V INTRODUCTION TO CIVIL AVIATION HOSPITALITY 12 Hours						
Introduction to civil aviation hospitality - Cabin crew profession - History, origin and milestones of cabin crew profession - Duties and responsibilities - A typical working day of a cabin crew - Benefits and challenges of the profession						
Total Lecture Hours					60 Hours	
Text Book(s)						
1	IATA Book on Airline Customer Service					
2	Negi Jag Mohan: Hotels for Tourism Development (2nd Edition) Metropolitan, New Delhi.					
REFERENCE BOOKS:						
1	AEROSPACE: The Journey of Flight, 2nd Edition					
2	Gee, Chuck Y: International Hotel Management Educational Institute, America.					
3	The Principles and Practice of International Aviation Law by Brian F. Havel and Gabriel S. Sanchez					
4	Introduction to Tourism & Hospitality Industry by Sudhir Andrews, Tata McGraw Hill					
5	Introduction to Hospitality Management 1st Edition 2008 by WALKER, PEARSON INDIA					
Course Designed by :						

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

* **S-Strong** **M-Medium** **L - Low**

Course Code		AIRLINE ACCOUNTING	L	T	P	C
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Core/elective/Supportive	Skill Based	2	-	-	2
Pre - requisite	<ul style="list-style-type: none"> Financial Accounting 	Syllabus version		I	
Course Objectives					
To be able to describe key financial management concepts and how they are applied to the management of airlines					
Expected Course Outcomes					
1	Understand the basic Concepts of Accounting	K2			
2	Pass Journal Entries and Prepare Ledger Accounts	K2			
3	Prepare Rectification of errors and Bank Reconciliation Statement	K3			
4	Prepare various methods of depreciation accounting	K3			
5	Prepare Trial Balance and Final Accounts of Proprietary concern and company accounts	K4			
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create					
UNIT – I	SCOPE OF ACCOUNTING				12 Hours
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping – Journal – Ledger - Preparation of Trial Balance - Preparation of Cash Book					
UNIT II	FINAL ACCOUNTS				12 Hours
Preparation of Trading, Profit & Loss Accounts and Balance sheet of a Sole Trading Concern and Company Accounts with adjustments					
UNIT-III	RECTIFICATION OF ERRORS				12 Hours
Rectification of errors and Preparation of Bank Reconciliation Statement					
UNIT -IV	DEPRECIATION				12 Hours
Depreciation – Meaning – Causes - Methods of Depreciation - Problems on Straight - line method - Written down value method and Sinking fund method					
UNIT- V	ACCOUNTS OF NON-TRADING CONCERNS				12 Hours
Accounts of Non-Trading concerns: Receipts and Payments Account – Income and Expenditure Account and Balance sheet					
Total Lecture Hours					60 Hours
Text Book(s)					
1	T.S. Reddy & A.Murthy - Financial Accounting, Margham Publications.-6th edition, 2012				
2	Dr.S.N.Mageswari - Financial Accounting, Vikas Publishing house - Jan 2012				
REFERENCE BOOKS:					
1	M C Shukla , T S Grewal & S C Gupta. S. Financial Accounting Chand Publishing				
2	R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.				
3	Jain &Narang, Financial Accounting, Kalyani publishers, 12th edition, 2014				
4	Maheswari, S.N., & Maheswari S.K., 2012, Financial Accounting, Fifth Edition, Vikas Publishing House Pvt Ltd., New Delhi.				
Course Designed by :					

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

CO4	S	M	S	S	S	S	S
CO5	M	S	S	S	S	S	M

* **S-Strong** **M-Medium** **L - Low**