**B.B.A. Aviation Management**

**Syllabus**

(With effect from 2023 -24)

**Program Code:**



**Bharathiar University**

**(A State University Accredited with “A” by NAAC and**

**14th Rank among Indian Universities by MHRD-NIRF)**

**Coimbatore 641046, INDIA**

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| **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 |

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| **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 |

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| **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 2025–2026 & onwards)***

**SCHEME OF EXAMINATIONS – CBCS PATTERN**

|  |  |  |  |  |
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| **Part** | **Title of the Course** | **Inst.****Hours** | **Examination** | **Credits** |
| **Duration in Hrs** | **Maximum Marks** |
| **CIA** | **ESE** | **Total** |
| **Semester I** |
| **I** | Language – I | **6** | **3** | **25** | **75** | **100** | **4** |
| **II** | English – I | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core I: Management Process | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core II: Introduction to Aviation Industry | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Allied I: Mathematics for Management | **6** | **3** | **20** | **55** | **75** | **3** |
| **IV** | Environmental Studies# | **2** | **3** | **-** | **50** | **50** | **2** |
|  | **TOTAL** | **30** | **18** | **120** | **405** | **525** | **21** |
| **SEMESTER II**  |
| **I** | Language II | **6** | **3** | **25** | **75** | **100** | **4** |
| **II** | English II | **4** | **3** | **25** | **25** | **50** | **2** |
|  | Naan Mudhalvan Course \*\* | **2** | **-** | **25** | **25** | **50** | **2** |
| **III** | Core III – Principles of Airline and Airport Management  | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core IV – Global Business Environment | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Allied II: Human Resource Management  | **5** | **3** | **20** | **55** | **75** | **3** |
| **IV** | Value Education – Human Rights# | **2** | **3** | **-** | **50** | **50** | **2** |
|  | **TOTAL** | **30** | **18** | **145** | **380** | **525** | **21** |
| **Semester III** |
| **I** | Language- III | **6** | **3** | **25** | **75** | **100** | **4** |
| **II** | English – III | **4** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core V : Organizational Behavior  | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core VI : Airline Customer Service | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Allied III: Financial Accounting | **5** | **3** | **20** | **55** | **75** | **3** |
| **III** | Core Practical 1: PC- Software - MS-Office | **3** | **3** | **10** | **40** | **50** | **2** |
| **IV** | Skill Based Subject 1: Naan Mudhalvan Course \*\* | **-** | **-** | **25** | **75** | **100** | **2** |
| **IV** | Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women’s Rights#Constitution of India # | **1** | **2** | **-** | **25** | **25** | **1** |
| **IV** | Health and Wellness | **1** | **2** | **-** | **25** | **25** | **1** |
|  | **TOTAL** | **30** | **21** | **155** | **520** | **675** | **25** |
| **Part** | **Title of the Course** | **Inst.****Hrs** | **Examination** | **Credits** |
| **Duration in Hrs** | **Maximum Marks** |
| **CIA** | **ESE** | **Total** |
| **SEMESTER IV** |
| **I** | Language- IV | **5** | **3** | **25** | **75** | **100** | **4** |
| **II** | English – IV  | **4** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core VII : Production and Operations Management | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core VIII: Cargo Management | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Allied IV: Principles of Marketing | **5** | **3** | **20** | **55** | **75** | **3** |
| **III** | Core Practical 2: Activity Learning Report: Aviation Management Skills ^ | **4** | **Viva** | **10** | **40** | **50** | **2** |
| **IV**  | Skill Based Subject-2: Naan Mudhalvan course - Office Fundamentals: Digital Skills for Employability \*\* | **-** | **-** | **25** | **75** | **100** | **2** |
| **IV** | Tamil @/ Advanced Tamil # (OR) Non-major elective – II (General Awareness)# | **2** | **3** | **-** | **50** | **50** | **2** |
|  | **TOTAL** | **30** | **18** | **155** | **520** | **675** | **25** |
| **SEMESTER V** |
| **III** | Core IX : Cost and Management Accounting | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core X: Customer Relationship Management | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core XI: Service Marketing for Aviation Industry | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core XII: Air Ticketing and Fare Construction | **6** | **3** | **25** | **75** | **100** | **4** |
| **III** | Elective I | **6** | **3** | **20** | **55** | **75** | **3** |
| **III** | Institutional Training ^ | **-** | **Viva** | **20** | **55** | **75** | **3** |
| **IV** | Skill Based Subject-3: Naan Mudhalvan Course \*\* | **-** | **-** | **25** | **75** | **100** | **2** |
|  | **TOTAL** | **30** | **21** | **165** | **485** | **650** | **24** |
| **SEMESTER VI** |
| **III** | Core XIII: Entrepreneurship Development | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core XIV: Travel and Tourism Management | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Core XV: Business Research Methods | **5** | **3** | **25** | **75** | **100** | **4** |
| **IV**  | **Core XVI:** Destination Mapping  | **5** | **3** | **25** | **75** | **100** | **4** |
| **III** | Elective II: | **5** | **3** | **20** | **55** | **75** | **3** |
| **III** | Elective III:  | **5** | **3** | **20** | **55** | **75** | **3** |
| **IV** | Skill Based Subject-4: Naan Mudhalvan Course \*\* | **-** | **-** | **25** | **25** | **50** | **2** |
| **V** | Extension Activities @ | **-** | **-** | **50** | **-** | **50** | **2** |
|  | **TOTAL** | **30** | **18** | **215** | **435** | **650** | **26** |
| **OVERALL TOTAL** | **180** | **114** | **955** | **2745** | **3700** | **142** |

^ Refer the detailed syllabus

@ No University Examinations. Only Continuous Internal Assessment (CIA) University Examination – Refer the detailed note on this curricular component.

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

\*\* Naan Mudhalvan Courses: Offered by Training Partners

**Elective: I**

A. Strategic Management for Aviation

B. Cabin Crew Management

C. Airport Ground Staff Training

**Elective: II**

A. Air Craft Maintenance Management

B. Aviation Risk and Safety Management

C. Tourism and Hospitality Management

**Elective: III**

A. Project Work & viva-voce [Mark Split: CIA:20, End Semester Viva Voce:55 (Report:15, & Viva:40)] ^

B. Domestic Airline and Travel Management

C. Aviation and Hotel Management

**Activity Learning Report**

 Student will have to perform subject oriented activities and record them in a Skill Development Record Note (SDRN). These activities will be evaluated at the end of the semester by both an internal and an external examiner. [Mark Split: CIA:10, End Semester Viva Voce:40 (Report:15, & Viva:25)] ^

**Institutional Training:**

Student will complete the internship in the summer vacation at the end of fourth Semester and appear for the viva voce along with the fifth semester ESE.

^ Refer the detailed syllabus

**Project Work:**

Students will do a Project work from the end of fifth Semester and a report of the project work should be submitted during the sixth semester. Viva voce Examination will be conducted at the end of VI semester.

^ Refer the detailed syllabus

**SEMESTER - I**

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| **Course Code**  |  | **MANAGEMENT PROCESS** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: I** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * Basic knowledge in management
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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
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| **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 Mangers 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** | Weihrich 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 :**  |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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**

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| **Course Code**  |  | **INTRODUCTION TO AVIATION INDUSTRY** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: II** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * Basic skills about aviation
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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
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| **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: -FAAICAO, 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** | IATABook 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**

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** |  | **MATHEMATICS FOR MANAGEMENT*****For BBA/BBA(CA)/BBA(IB)/BBA(RM)*** | **L** | **T** | **P** | **C** |
| **Allied – I** | ALLIED I | 6 | **-** | **-** | 3 |
| **Pre-requisite** | **+2 Business Maths** | **Syllabus****Version** | **I** |
| **Course Objectives:** |
| To make the students to understand the process of solving mathematics and interpret the final results and to train the students to apply the mathematical and statistical tools and techniques while solving business problems in their career. The course will also serve as a prerequisite for post graduate and specialized studies and research. |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Solve systems of linear equations by use of the matrix | **K3** |
| 2 | Be able to find the nature (maximum and minimum) of a turning point | **K5** |
| 3 | Outline the meaning of marginal revenue and marginal cost and their relevance for firm’s profitability. | **K1** |
| 4 | Understand and compute the sampling distributions, sampling distributions of means and variances (S2) and the t- and F-distributions | **K1** |
| 5 | Summarize a regression analysis, and compute and interpret the coefficientofcorrelation. | **K2** |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
| **Unit:1** | **MATRICES** |  |
| Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations. |
| **Unit:2** | **SET THEORY AND MATRICES** |  |
| Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only) |
| **Unit:3** | **STATISTICAL METHODS** |  |
| Meaning and Definitions of Statistics - Scope and Limitations. Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution. Measures of Central tendency - Arithmetic Mean, Median and Mode. |
| **Unit:4** | **MEASURES OF VARIATION** |  |
| Measures of Variation: Standard, Mean and Quartile deviations-Co efficient of variation.Simple Correlation - Karl Pearson‘s Co-efficient of correlation – Rank correlation - Regression lines. |
| **Unit:5** | **ANALYSIS OF TIME SERIES AND INDEX NUMBER** |  |
| Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices. |
| **Unit:6** | **CONTEMPORARY ISSUES** |  |
| Expert lectures, online seminars – webinars |
| **Questions in THEORY and PROBLEMS carry 20% and 80% marks respectively Problems need to be simple keeping students’ non-mathematical background** |

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| **Text Book(s)** |
| 1 | S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition,2007 |
| 2 | Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008 |
| **Reference Books** |
| 1 | Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Method |
| 2 | P.R.Vittal, “Business Mathematics”, Margham publications 2nd edition, 2003. |
| 3 | S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operation Research, Tata McGraw-Hell publishing company Ltd., 2nd edition, 2009. |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | <http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf> |

### Mapping with Programme Outcomes

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | M | S | S | S | S | M | S |
| **CO2** | S | S | S | S | S | S | S | S | S | S |
| **CO3** | S | M | M | S | S | S | M | M | S | S |
| **CO4** | M | S | M | S | M | M | S | M | S | M |
| **CO5** | S | S | S | S | M | S | S | S | S | M |

**SEMESTER – II**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code**  |  | **PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: III** | **6** | **-** | **-** | **4** |
| **Pre - requisite** | * Introduction to Aviation Industry
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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 |
| **3** | Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **GLOBAL BUSINESS ENVIRONMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: IV** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * +2 Commerce
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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 :**  |

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|  | **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**

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| **Course Code**  |  | **HUMAN RESOURCE MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Allied II** | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * Management Process
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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 :**  |

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|  | **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**

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| **Course Code**  |  | **ORGANIZATIONAL BEHAVIOUR** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: V** | **5** | **-** | **-** | **4** |
| **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.
 |
| 1. To develop human relation skills (group dynamics, team building and leadership).
 |
| 1. To analyze the impact of personality, values, perception, motivation and attitudes on behavior in organizations.
 |
| 1. 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 :**  |

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|  | **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**

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| **Course Code**  |  | **AIRLINE CUSTOMER SERVICE** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: VI** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * Basic Communication Skills
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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-relationsedx> |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **FINANCIAL ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Allied -III** | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * +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 statementby cash book | K2 |
| 3 | Summaries the manufacturing, trading, profit & loss account and balance sheetwith 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 Accountingstandards (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 CGupta. 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 :**  |

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|  | **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**

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| **Course Code**  |  | **PC SOFTWARE AND MS OFFICE (Practical)** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **PRACTICAL - I** | **-** | **-** | **3** | **2** |
| **Pre - requisite** | * 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 :**  |

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|  | **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**

PC SOFTWARE (MS-OFFICE) PRACTICAL

LIST OF PRACTICAL EXERCISES

**MS Word:**

1. Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\.docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.
2. Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.
3. Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.
4. Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.
5. Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).
6. Take a double column newspaper and design or create similar paragraph style in the word document
7. Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
8. Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
9. Use smart art and create organization charts with at least 3 levels.
10. Make books content page or index page (first line indent, hanging indent and the perfect useof ruler bar)
11. Insert Image into the shape. Type a title for the page and apply Styles to the same.
12. Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.
13. Take a double column newspaper and design or create similar paragraph style in the word document.
14. Type at least one A4 page with relevant matter to demonstrate superscript, subscript, specialcharacters (such as temp °C, rupee symbol `, Etc.,).
15. Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

### MS-PowerPoint:

1. Have a PowerPoint presentation for a seminar which you are handling for your classmates.
2. Design an advertisement campaign with minimum three slides.
3. Prepare a power point presentation with at least three slides for Department inaugural function
4. Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.

### MS-Excel:

1. Create an excel worksheet containing monthly Sales Details of five companies.
2. Prepare a list of students with their marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60% and create a chart to depict clearly.
3. Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.
4. Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

### MS-Access:

1. Use simple commands to perform sorting on name, designation, department and mobile number of employee’s database and Address printing using label format.
2. Create an Access database named Student\_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.
3. Create a form to enter inventory related data of a supermarketand generate stock report at the end of the day.
4. Create an Address Database of the companies in your area. Design a form to enter new datainto the database.

**SEMESTER – IV**

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| **Course Code**  |  | **PRODUCTION AND OPERATIONS MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: VII** | **5** | **-** | **-** | **4** |
| **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 proceduresand 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 Hallof India Private Limited, New Delhi, 2006 |
|  | **REFERENCE BOOKS:**  |
| **1** | DATTA. A.K. “Materials Management, Procedures, Text and Cases”: Prentice Hall ofIndia Pvt. Ltd, New Delhi, 2nd Edition, 2006. |
| **2** | M.M. Varma, 2012. Materials Management. Jain Book Agency Publishers, 4th Edition  |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **CARGO MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: VIII** | **5** | **-** | **-** | **4** |
| **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, 6th Edition, Ashgate. |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **PRINCIPLES OF MARKETING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Allied IV** | **5** | **-** | **-** | **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:**  |

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|  | **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**

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| **Course Code**  |  | **AVIATION MANAGEMENT SKILLS** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Practical 2: Activity Learning Report****(Record & Viva Voce)** | **4** | **-** | **-** | **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** |
|  |
| 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 OdoniPh.D.,Professor Cynthia Barnhart, 2009 |
| **Course Designed by:**  |

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|  | **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**

**Note:**

**Activity Learning**

 Student will have to perform subject oriented activities given in the above syllabus and record them in a Skill Development Record Note (SDRN). These activities will be evaluated at the end of the semester by both an internal and an external examiner in the viva voce. Internal marks shall be awarded by the concerned faculty member for the student activities.

[Mark Split: CIA:10, End Semester Viva Voce:40 (Report:15, & Viva:25)]

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**SEMESTER - V**

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| **Course Code**  |  | **COST AND MANAGEMENT ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: IX** | **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, NewDelhi, 2008 |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **CUSTOMER RELATIONSHIP MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: X** | **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 :**  |

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|  | **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**

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| **Course Code**  |  | **SERVICE MARKETING FOR AVIATION INDUSTRY** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XI** | **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 :**  |

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|  | **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**

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| **Course Code**  |  | **AIR TICKETING AND FARE CONSTRUCTION** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XII** | **6** | **-** | **-** | **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 :**  |

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|  | **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**

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| **Course Code**  |  | **INSTITUTIONAL TRAINING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Institutional Training**  | **-** | **1** | **-** | **3** |
| **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** |
|  |
| **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.**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.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.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].**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 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 fifth semester for a max of 20 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) 10 marks
* Structure and neatness of ITR 10 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 by internal and the external examiner during the viva- voce examination.The total mark of 75 shall be divided between internal and external evaluations (Internal: 20 ; External 55) |
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| **Total Hours** | **30 Hours** |
| **Course Designed by :**  |

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|  | **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**

**Note:** Student will complete the internship in the summer vacation at the end of fourth Semester and appear for the viva voce along with the fifth semester ESE.

**ELECTIVE – I (OPTIONS)**

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| **Course Code**  |  | **STRATEGIC MANAGEMENT FOR AVIATION** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective I** | **5** | **-** | **-** | **3** |
| **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** | [Werner Delfmann](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Werner+Delfmann&search-alias=stripbooks) (Editor), [Herbert Baum](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Herbert+Baum&search-alias=stripbooks) (Editor), [Stefan Auerbach](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=Stefan+Auerbach&search-alias=stripbooks) (Editor), [Sascha Albers](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_4?ie=UTF8&field-author=Sascha+Albers&search-alias=stripbooks) (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 :**  |

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|  | **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**

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| **Course Code**  |  | **CABIN CREW MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective I** | **5** | **-** | **-** | **3** |
| **Pre - requisite** |  | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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 throughtraining | 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, thebusiness 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 :**  |

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|  | **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**

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| **Course Code**  |  | **AIRPORT GROUND STAFF TRAINING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective I** | **5** | **-** | **-** | **3** |
| **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 :**  |

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|  | **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**

**SEMESTER - VI**

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| **Course Code**  |  | **ENTREPRENEURSHIP DEVELOPMENT**  | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XIII** | **5** | **-** | **-** | **4** |
| **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 :**  |

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|  | **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**

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| **Course Code**  |  | **TRAVEL AND TOURISM MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XIV** | **5** | **-** | **-** | **4** |
| **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** | Abrahim, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism |
| **Course Designed by :**  |

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|  | **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**

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| **Course Code**  |  | **BUSINESS RESEARCH METHODS** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XV** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * **Quantitative Techniques for Management**
 | **Syllabus version** | **I** |
| **Course Objectives**  |
| * 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 andtabulate 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 - ScalingTechniques |
| **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 :**  |

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|  | **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**

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| **Course Code**  |  | **DESTINATION MAPPING** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Core: XVI** | **5** | **-** | **-** | **4** |
| **Pre - requisite** | * 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). *World Wide Destination: The Geography of travel and tourism (4th Ed).*Butterworth-Heinemann |
| **2** | Lew, Hall M & Timothy J. (2008). *World Geography of Travel and Tourism*. Butterworth-Heinemann |
| **3** | R. (1998) *Travel Geography* (2nd Ed). Addison Wesley Loungman Ltd. England |
|  | **REFERENCE BOOKS:**  |
| **1** | Pathak R.S (2012), Tourism Geography in Nepal (1st). Published by Uma Pathak, Kathmandu, Nepal |
| **2** | Hall, CM and Page, SJ. *The Geography of Tourism and Recreation*, Routledge. International Atlas |
| **Course Designed by :**  |

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|  | **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**

**ELECTIVE – II (OPTIONS)**

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| **Course Code**  |  | **AIR CRAFT MAINTENANCE MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective II**  | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * **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 :**  |

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|  | **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**

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| **Course Code**  |  | **AVIATION RISK AND SAFETY MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective II**  | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * 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 :**  |

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|  | **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**

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| **Course Code**  |  | **TOURISM AND HOSPITALITY MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective II**  | **5** | **-** | **-** | **3** |
| **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 :**  |

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|  | **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**

**ELECTIVE – III (OPTIONS)**

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| **Course Code**  |  | **DOMESTIC AIRLINE AND TRAVEL MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective III** | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * **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 :**  |

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|  | **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**

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| **Course Code**  |  | **AVIATION & HOTEL MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective III** | **5** | **-** | **-** | **3** |
| **Pre - requisite** | * **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 :**  |

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|  | **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**

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| **Course Code**  |  | **PROJECT WORK** | **L** | **T** | **P** | **C** |
| **Core/elective/Supportive** | **Elective III** | **1** | **4** | **-** | **4** |
| **Pre - requisite** | Functional Areas of Management & Research Methodology | **Syllabus version** | **I** |
| **Course Objectives**  |
| Developing research skills and applying them to solve organizational problems |
|  |
| **Expected Course Outcomes** |
| 1 | Understand the scope of Management and solve managerial problems using research rationale  | K1-K6 |
|  |
|  | **GUIDELINES** |  |
| Project Work & Viva Voce: Students will do a Project work from the end of fifth Semester under the supervision of a faculty member. A report of the project work should be submitted to the concerned HOD during the sixth semester. Thereafter, the students will appear for a Viva voce examination conducted by the faculty guides and an External Examiner appointed by the University. Viva voce Examination will be conducted at the end of VI semester. [Mark Split: CIA:20, End Semester Viva Voce:55 (Report:15, & Viva:40)]The project may include a report that covers the following:Title: A title of the Project**Summary**: A summary of the projectIntroduction: An introduction about the projectObjectives: The goals of the projectSignifcance: The importance of the projectObjectives: The goals of the projectMethodology: The methods used to conduct the projectData Analysis: The analysis of the data collectedFindings: The results of the projectConclusion: A conclusion of the projectAppendix: OthersNote: The above contents serve only as a guideline and may vary according to the type of project chosen by the candidate. Academic and research standards should be followed.  |

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