

**MANONMANIASUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012.**



VISION OF THE UNIVERSITY

To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and outreach programmes to improve conditions of human living of knowledge, academic freedom and integrity
- To offer a wide variety of Off-campus educational and training programs, including the use of information technology to individuals and groups
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development
- To provide quality/ inclusive education, especially for the rural and un-reached segments of economically downtrodden students including women, socially oppressed and differently abled.

CHOICE BASED CREDIT SYSTEM

**BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)
(With effect from the Academic Year 2022-2023 onwards)**

Bachelor of Business Administration in Aviation Management is one of the popular bachelor degree program after class XII. An **Aviation Management** degree provides diverse range of skills both technical and managerial, that prepare individuals for long term careers in airline and airport management. The 3-year undergraduate course in Aviation Management (BBA- Aviation Management) is open to students from all the three streams of education namely Commerce, Arts and Science. The course is offered with a choice Based Credit System, where the students have wider choices of electives to choose from based on their interests. During the tenure of the course, candidates learn various aspects of Aviation Management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in Airline industry Graduates of the program may also choose to start their own entrepreneurial business ventures in civil aviation sector.

Departmental Vision:

To help students achieve pinnacle of success and groom them to become successful management professionals and entrepreneurs in the field of Airline and Airport sector through imparting continuous learning and attitude development.

Departmental Mission:

To impart quality education in diverse management domain, reinforce business ethics and social values among students, fine tune the students to be dynamic to the changing world and provide the platform to have smooth take-off to the corporate world.

ELIGIBILITY FOR Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

DURATION OF THE COURSE The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

REGISTRATION Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Sem (1)	Part I/ II/III/IV (2)	Subject number (3)	Subject Status(4)	Subject Title (5)	L	T	P	T	C	Maximum Marks		
										Internal	External	Total
I	I	1	Language	Tamil/other language				6	4	25	75	100
	II	2	Language	Communicative English -I				6	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	0	2	5	4	25	75	100
	III	4	Core-2	Principles of Management	3	2	0	5	4	25	75	100
	III	5	Allied -1	Business Statistics	2	2	2	6	4	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	2	25	75	100
	Sub Total								30	22		
II	I	7	Language	Tamil / Other language				6	4	25	75	100
	II	8	Language	Communicative English -II				4	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	0	2	5	4	25	75	100
	III	10	Core-4	Introduction to Aviation Industry	3	2	0	5	4	25	75	100
	III	11	Allied-2	Business Mathematics	2	2	2	6	4	25	75	100
	IV	12	Common	Value Based Education / Mana Vazhar Kalai	2	0	0	2	2	25	75	100
	IV	13	Naan Mudalvan	Effective English	2	0	0	2	2	25	75	100
Sub Total								30	24			
III	I	14	Language	Tamil / Other language				6	4	25	75	100
	II	15	Language	English-III				6	4	25	75	100
	III	16	Core-5	Financial Accounting	4	0	0	4	4	25	75	100
	III	17	Core-6	Principles of Airline and Airport Management	4	0	0	4	4	25	75	100
	III	18	Allied-3	Organisational Behaviour	2	2	0	4	3	25	75	100
	IV	19	Skill based Practical -I	Computer Applications in Business-I	0	0	4	4	2	50	50	100
	IV	20	Non-Major Elective-I	Advertising	2	0	0	2	2	25	75	100
	IV	21	Common	Yoga	2	0	0	2	2	50	50	100
Sub Total								30+2	25			
IV	I	22	Language	Tamil / Other language				6	4	25	75	100
	II	23	Language	English -IV				6	4	25	75	100
	III	24	Core-7	Cost and Management Accounting	4	0	0	4	4	25	75	100

	III	25	Core-8	Air Ticketing and Fair Construction	4	0	0	4	4	25	75	100
	III	26	Allied-4	Aviation Law	2	2	0	4	3	25	75	100
	IV	27	Skill based Practical -II	Computer Applications in Business-II	0	0	4	4	2	50	50	100
	IV	28	Non-Major Elective-II	Consumer behaviour	2	0	0	2	2	25	75	100
		29	Naan Mudalvan	Digital Office	2	0	0	2	2	50	50	100
	V	30	Extension Activity	NSS/NCC/YRC/Physical Education	-	-	-	-	1	-	100	100
	Sub Total							30+2	26			
V	III	31	Core-9	Human Resource Management	4	0	0	4	4	25	75	100
	III	32	Core-10	Research methodology	4	0	0	4	4	25	75	100
	III	33	Core-11	Air Traffic Control	4	0	0	4	4	25	75	100
	III	34	Core-12	Airline Marketing and Strategic Management	4	0	0	4	4	25	75	100
	III	35	Major Elective -I	Introduction to cargo Management / Airport Safety and Security Management	4	0	0	4	4	25	75	100
	IV	36	Skill based Practical -III	Effective Employability Skills-I	0	0	4	4	2	50	50	100
	IV	37	Skill based Subject Common	Personality Development	2	0	0	2	2	25	75	100
	III	38		Internship	0	0	4	4	2	50	50	100
	Sub Total				22	0	8	30	26			
VI	III	39	Core-13	Financial management	4	0	0	4	4	25	75	100
	III	40	Core-14	Entrepreneurship Development	4	0	0	4	4	25	75	100
	III	41	Core-15	Inflight Services	4	0	0	4	4	25	75	100
	III	42	Major Elective-II	Airline Advertising and Sales Promotion/ Introduction to Aeronautics	4	0	0	4	4	25	75	100
	IV	43	Skill Based Practical -IV	Effective Employability Skills- II	0	0	4	4	2	50	50	100
	III	44	Project	Major Project	0	0	8	8	4	50	50	100
	IV	45	Part IV- Naan Mudalvan	Fintech Course	2	0	0	2	2			
	Sub Total				16	0	14	10	24			

L-Lecture T-Tutorial P-Practical C- Credit

Allocation of questions for problem oriented subjects: 40% theory and 60% problems

EVALUATION PATTERN
CONTINUOUS INTERNAL ASSESSMENT TEST
INTERNAL VALUATION IS DONE BY COURSE TEACHERS
PART I, II AND III-THEORY PAPERS

COMPONENT	TIME	MAX.MARKS
TEST I	1 hour	20
TEST II	1 hour	20
TEST III	1 hour	20

PART III PRACTICAL PAPERS

COMPONENT	MARKS
TEST I	20
TEST II	20
OBSERVATION	5
ASSIGNMENT	5

CIA EXAMINATIONS QUESTION PAPER PATTERN-PART III

Section	Type of Questions	WORD LIMIT	Marks	Total
A	MULTIPLE CHOICE QUESTIONS	-	2 X 1=2	20
B	SHORT EASSY TYPE QUESTIONS (Either or Choice)	120	2 X 5 =10	
C	Essay type questions	200	1 X 8 =8	

END SEMESTER EVALUATION PATTERN
THEORY & PRACTICAL PAPERS
PART III SEMSTER I/II/III/IV/V/VI
SINGLE VALUATION BY EXTERNAL EXAMINER
MAXIMUM MARKS: 75

PASSING MINIMUM: 30 for External Examination

END SEMESTER EXTERNAL EXAMINATIONS QUESTION PAPER PATTERN- PART III

Model Question Paper

Q.P.S.No:

Course Code:

(For the candidates admitted from the academic year 2021-2022 onwards Under CBCS)
___BBA(AVIATION MANAGEMENT)___ Degree Examination, ___ - 2022 ___

Major: _BUSINESS ADMINISTRATION___, Semester - _SIXTH___

Core Course - ___: ___ ENTREPRENEURIAL DEVELOPMENT___

Time : 3 Hours

Maximum Marks:75

Section -A (10X1=10 Marks)

Answer all the Questions

- The word entrepreneur derived from
 a) Entreprena b) Enereprise c) Entarena d)Entreprendre
- First Generation Entrepreneur
 a) Who make a company b) Who make an organisation
 c) Who start a business with innovative idea and skills
 d)None of the above
- Entrepreneurship can the unemployment
 a) decrease b) Neither increase nor decrease
 c) Increase d) Non of the above
- The surroundings of business enterprise which have impact on the growth of business is called
 a) Environment b) Surroundings c) Both A and B d)Non of these
- The economic factors include
 a) Capital b) Education c) Family d) Caste

6. Agriculture entrepreneurship related to
a) Manufacturing activities b) Trading activities
c) Farming activities d) Non trading activities
7. In India village and Small industries sector consists of both traditional and modern small industries. This sector has sub groups
a) eleven b) Ten c) Five d) Eight
8. The small scale industry can enjoy the status of unit if it export more than 50 % of its production.
a) Import oriented units b) Export oriented units
c) Domestic units d) cottage industries
9. Micro enterprises are those whose investment in plant and machinery does not exceed rupees
a) 40 lakhs b) 50 lakhs c) 1 crore d) 80 Lakhs
10. Which of the following is not the purpose of feasibility study?
a) Providing quality information b) Establish market trends
c) Give focus to the project d) Specify Business Alternatives

Section - B (5X5= 25Marks)

Answer ALL Questions

- 11 a. What are the chief characteristics of an entrepreneur? **Or**
b. write a note on any four types of entrepreneurs?
- 12 a. What is the inter relationship between society and enterprise? **Or**
b. What are the constraints of social enterprise?
- 13 a. State the characteristics of small scale industries. **Or**
b. What are state assistances provided to MSME sector?
- 14 a. What are the important factors to be considered for project selection? **Or**
b. What are the different kinds of project plans?
- 15 a. Describe the role of Industrial development Bank of India. **Or**
b. What are the functions provided by the industrial estates to the promotion of entrepreneurship?

Section -C (5X8=40 Marks)

Answer all the Questions. Choose Either (a) or (b)

- 16 a) Trace the growth of entrepreneurship in India. **Or**
b) Elaborate on the evolution of the concept of entrepreneur.
- 17 a) Explain the measures taken by Government of India for developing rural entrepreneurship in the country. **Or**
b) Explain the role of entrepreneurship in economic development of the country

- 18 a) Discuss various policies of the government for the development of MSME Sector in India. **Or**
b) What are the main causes to become sickness by the small scale units? What remedial measures do you offer?
- 19 a) Explain about the contents and formulation of project report. **Or**
b) Explain about the concept and methods of project evaluation.
- 20 a) Explain the role of various organizations engaged in promoting entrepreneurship in India. **Or**
b) Write an essay on the role played by DIC & SISI for the development of entrepreneurship

Programme Outcomes (POs):

1. To impart knowledge of the foundations of management theory and its application in managerial decision making.
2. Select and apply appropriate tools required for solving complex managerial problems associated with aviation industry.
3. To develop capabilities in students to independently conduct theoretical as well as applied in the field of Aviation.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

Programme Specific Objectives (PSOs):

On successfully completing the program the student will be able to:

1. To provide adequate basic understanding about Management Education
2. Provide strong analytical and critical thinking foundation enabling problem solving skills in Aviation Management.
3. To prepare students to exploit opportunities being newly created in the Aviation Management Sector.
4. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
5. Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead Aviation industry with conscience- moral, ethical and environmental values.

PRINCIPLES OF MANAGEMENT

L	T	P	C
3	2	0	4

Course Objectives:

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
- 3.To identify the factors influencing individual behaviour and group behaviour

Course Outcomes:

1. Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
2. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
3. Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization.
4. Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees.
5. Control and coordinate the work force in a systematic approach

UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Gliberth and Mcgregor) - Levels and Functions of Management.

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management-Job design- Recruitment, selection, Training and Compensation.

UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TEXTBOOKS:

1. C.B Gupta, Business Management, Ninth edition, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, Sultan chand &sons, New Delhi.
3. Koontz O' Donell, Essentials of Management, Tata McGraw Hill.
4. M Prakash and Parag Diwan, Management principles and practices, Excel books, New Delhi.

REFERENCE BOOKS:

1. Appannaiah & Dinakar, Managing organizations, Himalaya publishing house, Mumbai
2. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, Pearson, Noida.
3. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited,

Web RESOURCES:

1. file:///C:/Users/bmlab34/Downloads/116_Sample_Chapter.pdf
2. <http://www.civicus.org/view/media/Overview%20of%20Planning.pdf>
3. <https://www.managementstudyhq.com/advantages-and-disadvantages-of-mbo.html>
4. <http://egyankosh.ac.in/bitstream/123456789/13299/1/Unit-7.pdf>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	2	0	4

Course Objectives:

To enable students to

1. Understand the concepts of statistics in the context of business.
2. Apply the statistical tools in decision-making.
3. Utilize statistical analysis in Research

Course Outcomes:

1. Apply descriptive statistics in effective business decision making
2. Ascertain cause and effect relationship between business factors and predict direction of business
3. Analyse time series data to identify trend and seasonal variations to forecast and take business decisions
4. Construct and compare index numbers to analyse business and economic activities
5. Utilize statistical analysis in business projects to arrive at solutions

UNIT I MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only)

UNIT II CORRELATION ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation co-efficient.

UNIT III REGRESSION ANALYSIS

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates.

UNIT IV TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series- Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend.

UNIT V INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
2. N.Arora, S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi
3. R.S.N. Pillai and Bhagavatyhi, Statistical Methods, S.Chand and Company Ltd.; New Delhi
4. Wilson, Statistics for Commerce and Management, Himalaya Publishing house, Mumbai

REFERENCE BOOKS:

1. P.R.Vittal, Business Mathematics and Statistics, Margham publications, Chennai.
2. J.K.Sharma, Business Statistics, Pearson education, New Delhi,
3. Richard.I.Levin, David.S.Rubin; Statistics for Management; Pearson Education; New Delhi
4. Divya Saxena; Business Statistics; Vayu Education of India; New

WEB RESOURCES:

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1071>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

INTRODUCTION TO AVIATION INDUSTRY

L	T	P	C
3	2	0	4

COURSE OBJECTIVES:

1. A fundamental concept of airline economics as well as fleet selection criteria
2. An opportunity to learn the basic principles of flight and their application in actual flying
3. A basic understanding of international air laws, competition and government regulations

COURSE OUTCOMES:

1. Study of the air transportation industry.
2. Understanding of Ownership of airlines,
3. Know key players in the airfreight and airfreight charges
4. Understanding distribution of world passenger traffic
5. Aircraft Types and safety methods

UNIT I INTRODUCTION

Aviation – Introduction - Meaning & Genesis of Aviation - Aviation Terminology - Regulatory Bodies – DGCA, BCAS, ICAO, IATA - IATA Phonetics - Airport and Airline Codes - World Time Zone - Land side and Airside – Areas – Terminal Building – Apron – Runway

UNIT II: Airline Fleet Planning

History of Aircraft-Difference between Aircraft and Airplane-List of Civil Aircraft Manufacturing Companies – Classification of Airplanes-Physical Description of an Aircraft- Short range - Medium range- Long range – New aircraft vs Used aircraft – Acquisition vs leasing – impact to environment

UNIT III: Airline economies

Airline costs: Directing Operating Cost (DOC) and Indirect operating Cost (IOC)- Productivity measurements: Load Factor or Breakeven load factor, Available seat Kilometers (ASK), Yield, Revenue Passenger kilometers(RPK), Cost per Available Seat Kilometers(CASK), Revenue per Available Seat Kilometers(RASK)- Fuel and currency hedging.

UNIT IV: Airports and its services:

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

UNIT V: Safety and security:

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

TEXTBOOKS:

1. Fred Mabonga, Introduction to Aviation, Author house
2. GeraldN. Cook and Bruce.G. Billing, Airline operations and Management, Routledge
3. Seth Young and Alexander T Wells, Airport Planning and Managemnt, McGraw Hill
4. Rishiraj Singh Rathore, A study about Aviation, Notion Press

REFERENCE BOOKS:

- 1.Col.(Retd.). R.M. Lohia SM, Aviation Industry,SUMIt Enterprises
2. Arsalan Zahor mir, The Rise of Aviation, Notion Press
3. Air Commondore Jasjit Singh, Indian Aircraft Industry, KW Publishers
4. Edissa Uwayo, Airline and airport Operations, Notion Press

WEB RESOURCES:

1. <https://ael.aero>
2. <https://www.iata.org>
3. <https://www.classcentral.com>
4. <https://aopa.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	2	0	4

Course Objectives:

1. To develop mathematical continuity for learning.
2. To apply mathematical concepts in finding solutions to business problems.
3. To familiarize students with the application of mathematical techniques in business decision process.

Course Outcomes:

1. Apply the concept of geometry in the field of business
2. Draw and use Venn diagrams to solve real problems in business.
3. Use derivatives in marginal analysis
4. Application of differential calculus to find the maxima and minima of a function.
5. Perform elementary matrix operation and use matrices in business decision making.

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to business using marginal concept

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. V.Sundaresan and S.D.Jeyaseelan, Business Mathematics, S Chand Publishers, New delhi
2. P.R Vittal , Business mathematics & Statistics , Margham publications, Chennai.
3. M. Wilson, Business Mathematics, Himalaya Publising house, Mumbai
4. S.R.Arora& Dinesh Khattar , Business Mathematics with applications, S.Chand& company ltd, New Delhi

REFERENCE BOOKS:

1. R.S,Soni Essentials of Business Mathematics &Business Statistics,Ane Books pvt ltd, New Delhi.
2. D.C Sancheti& V.K Kapoor Business Mathematics, Sultan Chand & Sons,New Delhi.
3. S.P. Gupta & P.K. Gupta, Business Statistics & Business Mathematics,Sultan Chand & sons ,New Delhi,
4. D.Bose, An Introduction to Mathematical Methods, Himalaya Publishing

WEB RESOURCES:

1. <https://www.toppr.com/guides/maths/sets/venn-diagrams/>
2. <https://www.scribd.com/doc/19613606/Applications-of-Matrices-to-Business-andEconomics>
3. <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/4/0134437764.pdf>
4. <http://math.hawaii.edu/~mchyba/documents/syllabus/Math499/extracredit.pdf>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
III/Ppr.no.16/Core-5
FINANCIAL ACCOUNTING

L	T	P	C
4	0	0	4

Course Objective:

To enable students to

1. Understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports.
2. Prepare financial statements of the company.
3. Analyze and interpret financial statements of a company.

COURSE OUTCOMES:

CO1: Apply accounting concepts and accounting standards in practical situations

CO2: To be familiar with the rules governing accounting transactions.

CO3: Prepare Final accounts to ascertain profit or loss of the business and its financial position

CO4: Critically analyze financial statements of the enterprise , vertically and horizontally for business decision making

CO5: Identify the methods of calculating depreciation charges.

UNIT – I:INTRODUCTION

Meaning and Scope of Accounting – Need for Accounting – Nature and Objectives of Accounting – Developing of Accounting – Book Keeping and Accounting. Accounting Concepts and Conventions – Accounting Standard in India- IFRS.

UNIT – II: BOOKS OF ACCOUNTS

Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

UNIT – III: SUBSIDIARY BOOKS

Benefits- Basic Documents-Preparation of Purchase Book, Sales Book-Purchase Return Book-Sales Return Book-Cash Book-Single, Double and Triple Column Cash Book-Petty Cash Book.

UNIT – IV: FINAL ACCOUNTS

Manufacturing Account–Trading Accounts – Profit and Loss A/C - Balance Sheet – Adjustment entries.

UNIT – V:DEPRECIATION ACCOUNTING

Meaning – Causes – Objectives – Methods of Depreciation – Reserves and Provisions.

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Gupta, R.L. and Radhaswamy M., Financial Accounting,– Sultan and Chand Sons – New Delhi.
2. Maheswari, S.N and Maheshwary, S.K., Fundamental of Accounting, Vikas Publications.

REFERENCE BOOKS:

- i. T.S.Reddy & Y.Hariprasad Reddy, Financial & Management Accounting, Margham Publications, Chennai
- ii. M.C.Shukla, T.S.Grewal & S.C.Gupta, Advanced Accounts, S.Chand, New Delhi
- iii. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
- iv. R.S.N.Pillai & Bagavathi, Management accounting, S.Chand, New Delhi
- v. P. C. Tulsian, Financial Accounting – Pearson Edcation, New Delhi

WEB RESOURCES:

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://www.icai.org/>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong M – Medium L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-III/Ppr.no.17/Core-6

Principles of Airline and Airport Management

L	T	P	C
4	0	0	4

Course Objective:

1. To impart in-depth knowledge of the Airport Management
2. To provide a basic knowledge of the agency has to be operated.
3. To provide an insight into the application of airline business operations

COURSE OUTCOMES:

- CO 1: Provide the knowledge of airport planning
- CO 2: Understand Airline Management and operations
- CO 3: Have the right foundation for a prospective career in Airlines and Airport Management
- CO 4: Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties
- CO 5: Interpret critical issues of partnership business and can recognize rights and duties of partners.

UNIT -1: INTRODUCTION AIRLINE AND AIRPORT MANAGEMENT

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

UNIT -2: ICAO & IATA

ICAO – International Civil Aviation Organisation International body comprising Governments of various Countries Origin – Aims of ICAO, Functions of ICAO-Role of ICAO in International Air Transportation IATA- International Air Transportation Association IATA is the world organization of Scheduled Airlines of all countries Origin – Aims of IATA, Functions of IATA- Role of IATA in International Air Transportation

UNIT- 3: AIRPORT MANAGEMENT

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

UNIT - 4: AIRLINE OPERATIONS

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

UNIT -5:GROUND SUPPORT EQUIPMENT (GSE)

Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments. Ground Support Equipment (GSE) – Meaning – Meaning – Type of GSE’s – Chocks Trestles – Air Cart – Dollies – Ladders – Belt Loader – Catering Truck -Hi lift Vehicle – Container Loader – De-Anti Icing VehiclesCoaches – Tractor – Trolleys – Pushback Vehicle – Ground Power Unit (GPU) – Air Conditioning Unit (ACU) – Toilet Cart – Water Cart

Text Books:

1. Wells. A, “Airport Planning and Management,” 4th edition, McGraw-hill, London, 2000.
2. Alexander T. Well, Seth Young, “Principles of Airport Management,” McGraw Hill 2003

Reference Books:

- 1.Harry A. Kinnison , Aviation Maintenance Management– McGraw Hill
2. Manoj S. Patankar and James C. Taylor, Risk Management and Error Reduction in Aviation Maintenance– Ashgate Publishing Ltd. ●
3. James Reason and Alan Hobbs, Managing Maintenance Error — Ashgate Publishing Ltd

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

ORGANIZATIONAL BEHAVIOR

L	T	P	C
4	0	0	3

Course Objective:

- 1.To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
- 2.To understand group behavior in the organization
- 3.To understand the concepts of organizational behavior and its systems.

COURSE OUTCOMES:

- CO1:Apply theories and concepts of organisational behaviour in workplace to create an effective organisational environment
- CO2: Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
- CO3: Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context
- CO 4: Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
- CO 5:Identify forces of change and manage a planned organizational change

UNIT-I:INTRODUCTION

Definition, Nature and Scope of organizational behavior – Need for studying organizational behavior- Disciplines that contribute to OB- OB models – Challenges and Opportunities of OB (12hrs)

UNIT-II:INDIVIDUAL BEHAVIOR

Perception: meaning – process-improving perception, Personality development determinants of personality - personality traits. Learning theories and principles of Learning. Motivation: meaning and Importance – Theories of Motivation (12hrs)

UNIT-III: GROUP BEHAVIOR

Groups – definition – types – Group development;-Group norms–Group cohesiveness–Group decision making – Conflict- Individual Conflict – Interpersonal conflict- group conflict – Resolving conflict. (12hrs)

UNIT-IV:ORGANIZATIONAL CULTURE

Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture – communicating culture. (12hrs)

UNIT-V:ORGANIZATIONAL CHANGE AND ORGANIZATIONAL DEVELOPMENT

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development); Organizational development – OD interventions. (12hrs)

TEXT BOOKS:

1. L.M.Prasad, Organizational behaviour-Sultan Chand, New Delhi
2. J. Jayashankar, Organizational Behavior- Margham publications, Chennai

REFERENCE BOOKS:

1. K.Aswathapa, Organisational behavior- Himalayas publishing house, Mumbai,
2. Luthans Fred, Organizational Behavior- Tata McGraw Hil
3. Stephen P Robins, Organisational behavior- Pearson Education, 2018, Noida
4. S.S.Khanga -OrganizationalBehaviour, S Chand publishers, New Delhi

WEB RESOURCES:

1. <https://iedunote.com/organizational-behavior>
2. <http://www.indiaclass.com>
3. https://www.tutorialspoint.com/organizational_behavior
4. <https://www.referenceforbusiness.com/management/Gr-Int/Group-Dynamics>

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

COMPUTER APPLICATIONS IN BUSINESS – I
(Practical Subject)

L	T	P	C
0	0	4	2

Course Objective:

1. To gain practical knowledge and depth working application principles in the office packages for the day to day office transactions.
2. To provide practical knowledge of basic operations in MSWord, MS Excel, MS Power point
3. To integrate Microsoft Office applications for use in business

COURSE OUTCOMES:

CO1: Apply word basic commands, editing and proofing tools, creating tables, changing layout and mail merge concept for creating and managing business documents and effective communication

CO2: Handle business data by applying the in- built features of excel

CO 3: Apply financial and statistical function of excel for financial forecast, project analysis and analysis of business data

CO 4: Create a new presentation, modify presentation themes and add or edit text to slides

CO 5: Design a simple data base, build a new data base with related tables and manage the data in a table

SOFTWARE: MS – OFFICE Package

EXERCISES: Word

1. Create Table with five columns and six rows. Do the following options using that Table:
a) Sorting b) The Sum Function c) Merge cell d) Table Headings
Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview. (Use Mail Merge)
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:
a) Header and Footer
b) Borders and shading for title
c) Use WordArt for heading
d) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station
 - Draw Chart to Find Out The % Of Male & Female Working (Pie Chart)
 - Find Out How Many Employees Drawn Salary Above 10000.
 - Draw a Chart For Emp Id And Salary Drawn.
3. Create Balance Sheet and Profit & Loss Statement by your own data for an organization and use atleast 10 Different Formulas in Different Cells.

4. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

Use the following chart types: a. Bar Chart b. 3-D Column

EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.

- Set a suitable timing between two slides.
- Use appropriate templates, fonts and styles.
- Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
- The timing between slides is 30 seconds.
- Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

- Changing background colour, font colour using wordart.
- Use manual mode for the slide show.
- Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

- Create a table, form and report for the database: "Patient details"
- Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

TEXT BOOKS:

- Ananthi Sheshasaayee and Sheshasaayee, Computer Applications in Business And Management - Margham Publications, Chennai.
- Dr Ahmad Tasnim Siddiqui, Vivekanand Pandey, Computer Application in Management- Himalaya publishing house, Mumbai

REFERENCE BOOKS:

- Sinha, P.K. and Sinha, P. Foundation of computing.- BPB Publications.New Delhi
- Arora, A, Computer fundamentals and applications. Vikas Publishing.
- Rajaraman, V, Fundamentals of Computers. Prentice-Hall, Delhi
- Parameswaran R, Computer applications in business-S Chand & company, New Delhi.

WEB RESOURCES:

- <https://edu.gcfglobal.org>
- <https://www.invensislearning.com>
- <https://www.makeuseof.com>
- <https://johnacademy.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
III/Ppr.no.20/Non-Major-Elective I

ADVERTISING

L	T	P	C
2	0	0	2

COURSE OBJECTIVES:

- 1.To enable the students to study the evolution of advertising
- 2.To study the functions of advertising agencies
3. to explain the process of advertisement making and launching

COURSE OUTCOMES:

CO 1: Understand the origin and growth of advertising sector

CO 2: Explain types of advertising

CO 3: describe about the functions of advertising agencies

CO 4: To identify and make decisions regarding the most feasible advertising appeal and media mix

CO 5: To conduct pre-testing and post testing of advertisement to determine their effectiveness

UNIT-I:INTRODUCTION TO ADVERTISING

Advertising – Meaning- Origin and Development- Objectives- Importance- Functions of advertising- Classification and Types of advertisements – merits and demerits

UNIT –II:ADVERTISING AGENCIES

Type and functions of advertising agencies-Advertisement campaign- Social, economic and legal aspects of advertisements - Misleading advertisements- Advertisement Standards council of India- Regulation of advertising in India

UNIT-III: DRAFTING ADVERTISEMENT COPY

Advertisement copy- Requisites of an effective advertisement copy-Types of copy- Elements of copy- Layout- functions of layout – Elements of layout – Principles of design and layout- Copy writing- Qualities of good Copy Writer-Copy testing and Advantages

UNIT–IV: ADVERTISING MEDIA

Media Planning and Strategy -Importance of media planning and selection- Problems in media planning- Internet as an advertisement medium-Objects of Internet advertisement – Advantages and disadvantages of internet advertising

UNIT-V: MEASURING THE EFFECTIVENESS OF ADVERTISING

Need and importance for measuring the effectiveness of advertising- Methods of Measurement: Pretesting, Concurrent testing, Post testing-DAGMAR Model

Text Books:

1. Manendra Mohan – Advertising Management – Concepts and Cases, Tata McGraw Hill
2. Sherlekar, Victor & Nirmala Prasad – Advertising Management – Himalaya Publishing House

REFERENCE BOOKS:

1. C.L. Tyagi, Arun Kumar- Advertising Management- Atlantic Publishers and Distributors
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education
3. Ruchi Gupta, Advertising – Scholar Tech Press
4. Rajeev Patra and John G. Myers, Advertising Management -Pearson India, New Delhi

WEB RESOURCES:

1. <https://www.slideshare.net>
2. <https://neilpatel.com>
3. <https://open.umn.edu>
4. <https://courses.lumenlearning.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

COST AND MANAGEMENT ACCOUNTING

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

1. To provide basic knowledge on cost concepts
2. To impart knowledge on accounting techniques useful in managerial functions.
3. To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned

COURSE OUTCOMES:

- CO1: To provide basic understanding of cost concepts and classification.
CO2: To develop skills in tools & techniques and critically evaluate decision making in business.
CO 3: To understand various ratios and cash flow related to finance
CO4: To recognize the role of budgets and variance as a tool of planning and control.
CO 5: To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT-1:INTRODUCTION TO COST ACCOUNTING

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations-
Cost concepts and classification – Cost sheets – Tenders & Quotation

UNIT-2: MANAGEMENT ACCOUNTING

Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting, Management Accounting vs. Financial Accounting.
Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT-3: RATIO ANALYSIS

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

UNIT-4: BUDGETS AND BUDGETARY CONTROL

Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT-5: MARGINAL COSTING

Marginal Costing – CVP analysis – Break even analysis

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Jain, S.P. & Narang, Cost Accounting: Principles & Methods - K.L.-Kalyani Publishers
2. M.N. Arora , A Text Book of Cost Accountancy - Vikas Publishing Pvt. Ltd.

REFERENCE BOOKS:

1. R.S.N.Pillai&Bagavathi, Management accounting- S.Chand, New Delhi.
2. N.P.Srinivasan & M.Sakthivel Murugan, Accounting For Management- S.Chand, New Delhi
3. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
4. S.N. Maheshwari, Studies in Cost Management- Sultan Chand & Sons

WEB RESOURCES:

1. <https://www.prestoexperts.com>
2. <https://www.tutorialspoint.com>
3. <https://www.accounting-simplified.com>
4. <https://www.study.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong M – Medium L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-IV/Ppr.no.25/Core-8

AIR TICKETING AND FARE CONSTRUCTION

L	T	P	C
4	0	0	4

Course Objective:

1. To understand the nature and significance of fixing fare in civil aviation.
2. To gain knowledge about the key aspects of the air ticketing and fare construction
3. To explain the factors affecting various decisions in connection with air fare construction

COURSE OUTCOMES:

CO1: Understand Discounts, Taxes in Ticketing.

CO 2: Assess the factors influencing consumer behavior and apply recent marketing trends in business

CO 3: Develop new products and services that are consistent with evolving marketing needs.

CO 4: Formulate effective pricing policy and select an appropriate channel of distribution

CO 5: Summarize the nature and functions of the elements of Promotion mix

UNIT-I: AIR TRANSPORT

Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.

UNIT-II: AIRFARES

Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents

UNIT-III: TICKETING

Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fare.

UNIT-IV: AIRFARES & TICKETING

Terms and abbreviations, Types of Tours, How and why tours are produced, Item included in a tour brochure, Booking Conditions, Reservation Procedures

UNIT-V: TOUR PROGRAMMES

The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence

Text Books:

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)

2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004

Reference Books:

1. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi,
3. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.

WEB RESOURCES

1. <https://www.tutorialspoint.com>
2. <https://www.feedough.com>
3. <http://www.yourarticlelibrary.com>
4. <https://www.tutor2u.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-III/Ppr.no.26/Allied-4

AVIATION LAW

Course Objectives:

1. To gain knowledge on civil aviation regulatory authority
2. To familiarize on the aircraft rules and aircraft act.
3. To gain knowledge on the national legislations on aviation.

Course Outcomes:

CO 1: Understand the functions and organisation of DGCA

CO 2: Familiarise the aircraft rules and act.

CO 3: Understand the importance of various national legislations in aviation industry

CO 4: Understand the civil aviation requirements

CO 5: Familiarise the various international conventions in aviation industry.

UNIT – 1: INTRODUCTION TO DGCA

Introduction to directorate general of civil aviation – DGCA – Functions – DGCA Organisations – DGCA as regulatory authority - ICAO (International Civil Aviation Organisation)- Functions, IATA (International Air Transport Association) -Functions, BCAS (Bureau of Civil Aviation Security) - Functions.

UNIT – 2: AIRCRAFTACT1934AND THEAIRCRAFT RULESANDREGULATIONSACT 1937.

The salient features of AircraftAct1934-TheAircraft RulesandRegulationsAct 1937.

UNIT – 3: IMPORTANT AVIATION LAWS

The Air corporations Act, 1953 (27 of 1953) The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) -The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) -The International Airports Authority of India act, 1971 (43 of 1971) -The National Airports Authority of India, 1985 (64 of 1985) - The Airports Authority

of India Act 1994 (55 of 1994) - The Carriage by Air Act, 1972 (69 of 1972) - The Anti-hijacking Act, 1982 (65 of 1975) - The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982).

UNIT -4: CIVIL AVIATION REQUIREMENTS

Section 1-General

Section 2-Airworthiness

Section 3-Air Transport

Section 4- Aerodrome standards and Air Traffic Services

Section 5-Air Safety

Section 6 - Design standards and type certification-

Section 7- Flight crew standards, training and licensing

Section 8 - Aircraft operations

UNIT -5: INTERNATIONAL CONVENTIONS:

The Chicago conventions, 1944 Hauge Convention, 1970 – Montreal Convention, 1999 – The International Air Services Transit Agreement, 1944 – The International Air Transport Agreement 1944, - The Warsaw Conventions, 1920-The Geneva Convention, 1948 -The Rome Convention, 1952- The Tokyo Convention , 1963 Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010.

Text Books:

Vikrant Pachnada, Guide to India's Aviation Law, Thomson Reuters

Piyush Singh Phogat, International conventions on Air Law, Aviationlawhub.com

Reference Books:

Civil Aviation Law and Regulations by FlySky Aviation, 1st edition, 2020.

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

Web Resources:

1. <https://www.tutorialspoint.com>
2. <https://www.feedough.com>
3. <http://www.yourarticlelibrary.com>
4. <https://www.tutor2u.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

COMPUTER APPLICATIONS IN BUSINESS-II
(PRACTICALSUBJECT)

L	T	P	C
0	0	4	2

Course Objective:

1. To impart knowledge regarding concepts of Financial Accounting.
2. To make students capable to create company, enter accounting voucher entries including advance voucher entries, and also print financial statements.
3. To make students ready with required skill for employability in the job market.

Course Outcomes:

CO1: To help students to work with well- known accounting software i.e. Tally ERP.9.

CO2: Students will learn to create company, enter accounting voucher entries including advance voucher entries

CO3: Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited stock items.

CO 4: Demonstrate an understanding of how to maintain a payroll register .

CO5: To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc

SOFTWARE: Tally

1. To Create, Alter and Delete a Company owned by you.
2. Do the voucher entry for the transactions
 1. Mr. Girish started business with Rs. 1,00,000
 2. Bought furniture for Rs.1,000
 3. Goods purchased for Rs.1,500
 4. Goods sold for Rs.2,500
 5. Goods purchased from Selva & Co for credit worth Rs.7,500
 6. Goods sold from Cheenu & Co for credit worth Rs.10,000

3. Alter the following vouchers:

Entry No	Date	Party Name	Alternations
4	7.4.2019	Britannia Industries	Order No. SO 118-due on 7.4.2019
6	9.4.2019	Britannia Industries	Order No. SO 156-due on 10.4.2019 for both items
33	3.5.2019	Beauty Care Centre	Order No .So 1189-due on 5.5.2019
41	5.5.2019	Beauty Care Centre	Order No. SO 2369-due on 15.5.2019

4. Enter the following transactions of the company in Tally and show various reports

January 1	Commenced business with a capital of 80,000
January 3	Purchased machinery 10,000
January 5	Withdrawn from bank for office use 10,000
January 7	Purchased goods from Siam on credit 9,000
January 8	Paid cash to Siam 8,800 Discount received 200
January 11	Sold goods to Kima 5,000
January 16	Received cash from Kima 4,900 Discount allowed 100
January 18	Purchased goods from Siam from cash 6,000
January 20	Paid wages 3,000
January 22	Rent received 5,000

5. Record the following transaction that took place during the April to September 2020

S.No	Transactions	Item	Quantity	amount
1	Purchase from Suresh	Reynolds Pen	20	200
2	Sales to Vani	Parker Pen	125	2400
3	Sales to Ragu	Camel Geometry	100	7500
4	Paid money to Suresh in full settlement for the transaction at Ser.No 1 above			190
5	Received from Vani and Ragu Rs.9,500 cash in full settlement for their asset transaction at Ser.No 2 and 3 above.			
6	Paid to Manoj			1000
7	Purchase from Hari	Parker Pen	15	1600
8	Purchase from Manoj	Reynolds pen	18	360
9	Sales to Priya	Pilot Pen	100	15000
10	Purchased furniture			2500
11	Paid insurance premium			1560
12	Sold all the investments			25000
13	Paid 1. Outstanding salaries 2. Electricity charges 3. Tax of the last year			2000 1000 23000
14	Out standing 1. Salaries 2. Provision for Tax			5000 24000

Charge depreciation for the period 1.4.2020 to 30.9.2020 on furniture @ 20% p.a and Machinery @10% p.a.

1. Create a company as per details given above
2. Create appropriate groups and ledgers
3. Enter the transaction as given selecting appropriate voucher type
4. Trail balance as on 30.9.2020
5. Profit and loss account
6. Balance sheet as on 30.9.2020
7. Cash book

6. From the following Trial Balance, prepare Trading, Profit & Loss A/c and a Balance Sheet as on 31st March, 2015 :

Particulars	Debit	Credit
Machinery	14,000	
Furniture	200	
Opening stock	2,000	
Wages	5,000	
Purchases	10,500	
Return inward	400	
Cash at bank	800	
Cash in hand	200	
Debtors	2,400	
Drawings	1,000	
Manufacturing expenses	800	
Rent	400	
Depreciation	420	
Sundry expenses	400	
Repairs	50	
Traveling expenses	100	
Bad debts	150	
Printing and stationary	50	

Carriage	130	
Capital		10,000
Sales		26,800
Creditors		1,700
Return outward		500
	39000	39000

The value of closing stock was Rs.11,355

7. Bill of Material Purchase the following items from Rishav Stores vide Ref No./Invoice No. 01/19-20

Sl No.	Particulars	Under	Rate	Qty (Pcs)	Amount	Godown
1	Perk	Raw Materials	7	100	700	Girish Park
2	Dairy Milk	Raw Materials	8	100	800	Girish Park
3	Gems	Raw Materials	8	100	800	Girish Park
4	Double Shots	Raw Materials	8	100	800	Girish Park
5	5-Stars	Raw Materials	6	100	600	Girish Park
After purchase all the items the company has decided to create 50 box finished goods named "Cadbury Celebration" containing the above items plus cost Rs.2/- per box and labour charges of Rs.500						
Sold 25 boxes of "Cadbury Celebration" @ 15% Profit on cost to Shuvam Stores (Invoice No.S/001)						

8. Create the following stock particulars for Vimal Distribution

Stock Item	Stock Group	Sub stock group	Units of measures	Opening quantity	Unit Price
Bourbon	Biscuits	Cream Biscuits	Packet of 10 Pieces	500 Pcs	10/pkt
Horlicks	Biscuits	Plain Biscuits	Packet of 10 Pieces	1000 pkts	15/pkt
Lacto king	Chocolates	Candy	Packet of 50 Pieces	250 pkts	1/pce
Five star	Chocolates	Bar	Box of 100 Pieces	50 Boxes	10/piece
Lays	Snacks	Potato chips	Box of 100 pieces	150 pkts	10/pkt
Sunfest	Biscuits	Plain biscuits	Packet of 10 pieces	100 pkts	12/pkt
Bournvita	Biscuits	Plain biscuits	Packet of 10 pieces	800 pkts	20/pkt
Alphenliebe	Chocolates	Candy	Packet of 50 Pieces	100 pkts	1/pce
Dairy Milk	Chocolates	Bar	Box of 100 Pieces	250 Boxes	10/piece
Bingo	Snacks	Potato chips	Box of 100 packets	300 boxes	15/pkt

9. on 1st October 2017 purchase raw material in cash for manufacture of pressure cooker voice GST-0111

S.No	Item name	Qty	Rate	GST rate
1	Handel set	100 pcs	50	28%
2	Rubber gasket	100 pcs	3.10	28%
3	Aluminium circle sheet	100 kg	190	18%
4	Safety valve	100 pcs	25	18%
5	Weight set	100 pcs	50	18%
6	Vent tube	100 pcs	53	18%
7	Pressure cooker manual	100 pcs	5	12%
8	Pressure cooker box	100 pcs	11	12%

Pass the necessary entry

10. Generate salary slip from the following particulars

Date	Name	Pay Heads	Amout Rs.	Dr/Cr
30.04.2020	Thamizhselvan	Basic pay	30000	Dr
		D.A	15000	Dr
		H.R.A	2500	Dr
		C.C.A	1500	Dr
		Gratuity	2000	Cr
		P.F	1000	Cr
30.04.2020	Malar	Basic pay	25000	Dr
		D.A	9000	Dr
		H.R.A	1500	Dr
		C.C.A	1000	Dr
		Gratuity	1500	Cr
		P.F	800	Cr
30.04.2020	Manimaran	Basic pay	20000	Dr
		D.A	7000	Dr
		H.R.A	5000	Dr
		C.C.A	3000	Dr
		Gratuity	2000	Cr
		P.F	3000	Cr
30.04.2020	Palani	Basic pay	20000	Dr
		D.A	7500	Dr
		H.R.A	6000	Dr
		C.C.A	3500	Dr
		Gratuity	2500	Cr
		P.F	4000	Cr

TextBooks:

1. Tally software Package–Manual.
2. Computer Application in Accounting Software –Dr.P.Kasivairavan.

WEB RESOURCES:

1. <https://tallysolutions.com>
2. <https://www.tallylearning.net>
3. <https://www.udemy.com>
4. <https://tallyschool.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

EvaluationofthePracticalSubject:

A Board of two examiners (Internal Examiner and External Examiner) appointed by theUniversity shall conduct the practical examinations. Internal marks (50) are awarded on thebasis of students performance in regular activitiesand continuous internal assessmentexaminations and external marksare awarded on the basis of students performance in thefinal practical examinations conducted by the board of examiners appointed by theUniversity.

CONSUMER BEHAVIOUR

L	T	P	C
2	0	0	2

Course objective:

1. To explain the elements constituting Human Behaviour and their relevance towards consumption and purchase
2. To describe the marketing programs and strategies while keeping in mind factors that may influence consumer behaviour
3. To identify consumer decision making models and trends.

COURSE OUTCOMES:

CO 1: understand concept of Consumer Behaviour, types of Consumers, Diversity of Consumers.

CO 2: Acquire basic knowledge about issues and dimensions of Consumer Behaviour.

CO 3: Analyzing consumer information and using it to create consumer oriented marketing strategies.

CO 4: Understand the formulation of marketing strategies based on consumer behaviour

CO 5: Describe the innovation diffusion process

UNIT- I: INTRODUCTION TO CONSUMER BEHAVIOUR

Nature, scope & application and Characteristics of consumer Behaviour– Importance of Consumer behaviour in marketing decisions.

UNIT- II: FACTORS AFFECTING CONSUMER BEHAVIOUR

External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family - Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT -III: CONSUMER DECISION MAKING PROCESS

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, -Decision Making Models – Black Box Model - Economic model - Howard & Sheth model.

UNIT- IV: CONSUMER BEHAVIOR ANALYSIS AND MARKETING STRATEGY

Consumer Behaviour and Product Strategy - Consumer Behaviour and Pricing Strategy - Consumer Behaviour and Distribution Strategy - Consumer Behaviour and Promotion Strategy

UNIT- V:DIFFUSION OF INNOVATION

Definition of innovation, product characteristics, influencing diffusion, resistance to innovation, adoption process. Buying pattern in the new digital era.

TEXT BOOKS:

1. Hawkins, Best and Coney, Consumer Behaviour,Tata McGraw Hill, New Delhi
2. Leon G Shiffman& Leslie LazerKanuk, Consumer Behaviour –. Pearson Education publishers, Singapore

REFERENCE BOOKS:

- 1.John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
- 2.Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
- 3.Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
- 4.Consumer Behaviour in Indian Perspective –Suja R. Nair,Himalaya Publishing House, Mumbai.

WEB RESOURCES:

1. <https://www.michaelsolomon.com>
2. <https://www.classcentral.com>
3. <https://cooltool.com>> blog
4. <https://www.my-mooc.com>>mooc

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong M – Medium L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-V
/Ppr.no.31/Core-9

HUMANRESOURCEMANAGEMENT

L	T	P	C
4	0	0	4

CourseObjective:

1. To equip the students with knowledge, skills and competencies required to manage people.
2. To acquaint the students with various functions and processes related to human resource management.
3. To provide conceptual framework required for human resource planning and development.

COURSE OUTCOMES:

CO 1: Develop an understanding of the human resource functions and environment to manage human resource effectively.

CO 2: Identify the human resource requirement and select suitable work force.

CO 3: Evaluate the performance of human resource and develop suitable training, development and career planning programs

CO 4: Frame sound compensation policy for high employee retention

CO 5: Develop an effective grievance handling procedure

UNIT- I:INTRODUCTION

HRM-meaning, nature, objectives and scope– Importance –Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

UNIT –II: HUMANRESOURCE PLANNING

Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

UNIT-III: TRAININGANDDEVELOPMENT

Meaning and Importance – Methods of Performance Appraisal. Training – Importance-Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives

UNIT-IV: COMPENSATION MANAGEMENT

Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans(ESOP).

UNIT-V: GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process – approaches – punishment – exit interview- Legislative Framework – Trade Unions - Collective Bargaining - Labour participation in management and worker empowerment.

TEXT BOOKS:

1. Dr. C B. Gupta, Human Resource Management-Sultan Chand & Sons, New Delhi
2. K. Aswathappa, Human Resource Management - Mc Graw Hill, India Pvt Ltd.,

REFERENCE BOOKS:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Rao V.S.P. Human Resource Management, Excel books
3. C.B. Memoria, Personal Management- Himalaya Publishing House
4. Dr. S S. Khanka, Human Resource Management- S. Chand & company ltd., New Delhi

WEB RESOURCES:

1. <https://www.citehr.com>,
2. <https://www.whatishumanresource.com>
3. <https://shrm.org>
4. <https://www.coursera.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

RESEARCH METHODOLOGY

L	T	P	C
4	0	0	4

Course Objective:

1. Develop an understanding of Role of Business Research, Process of Research and types of research.
2. Explain the mechanism for defining the Research problems and develop Research proposals.
3. Develop an understanding of merits and limitations of various research designs, types of data and methods of data collection.

COURSE OUTCOMES:

CO 1: Gain the Knowledge & understanding of concept / fundamentals for different types of research.

CO 2: Applying relevant research techniques.

CO 3: Evaluating relevant data collection techniques and displaying of data collected

CO 4: Classifying different techniques of sampling.

CO 5: Applying Interpretation and prepare research report.

Unit-I: INTRODUCTION

Research – Meaning – objectives –Importance of research– Features of good research — Types of Research - Problems encountered by researchers in India. Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research

UNIT-II: RESEARCH DESIGN

Research process – Steps involved .Research Design: meaning, need, Features of a good design, important concepts relating to research design- different Research designs - Exploratory, Descriptive, Experimental Research Designs

UNIT-III: DATA COLLECTION AND SAMPLING

- primary Data - Observation, Questionnaire, Schedule, Interview. Other methods of data collection: Pantry Audit, Consumer panels, mechanical devices, projective techniques, In depth interviews - Case study method - Secondary data - Documentary Sources. Sampling - Design of Sample – How to select Sample – Types of Sampling.

UNIT-IV: DATA ANALYSIS

Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio - Test of sound measurement - Scaling techniques- paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert's Scale – Introduction to Statistical Packages–SPSS, Uses of SPSS – Precaution on using SPSS.

UNIT- V: RESEARCH REPORTING

Research Report - types of reports – content of report –Style of Reporting – Steps in Drafting Reports – Qualities of a good report –References -Bibliography – APA Format in writing references and bibliography.

Text Books:

1. Rajinder Nargundhkar, Marketing Research- Tata McGraw Hill
2. C.R. Kothari, Research Methodology-New Age International Publishers

Reference Books:

1. K.V. Rao, Research Methodology-Sterling Publishers
2. Cooper and Schindler, Business Research Methods-Tata McGraw Hill
3. R.Panneerselvam, Research Methodology-PHI Learning Private Ltd.; New Delhi
4. S.Nakkiran, M.Nazer, Fisseha Girmay; Business Research Methods-Avinash Paperbacks, Delhi

Web Resources:

1. <https://ala.org>
2. <http://edutechwiki.unige>
3. <https://www.ijlist.org>
4. <https://www.researchgate.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-V/Ppr.no.33/Core-11

AIR TRAFFIC CONTROL

L	T	P	C
4	0	0	4

Course Objective:

1. To impart knowledge on ATS and its types.
2. To gain knowledge on Aerodrome data, physical characteristics, and obstacles restriction.
3. To impart knowledge on visual aids for navigation and for denoting obstacles, emergency and other services.

COURSE OUTCOMES:

- CO 1 Understand the objectives and various classifications of Air Traffic Services..
- CO 2: Ability to use Radar Services and other alerting services and to coordinate during emergency.
- CO 3: Ability to assign raising levels, ATS routes and flight plans.
- CO 4: Understand about the aerodrome data and physical characteristics of runway
- CO 5: Identify visual aids for navigation, obstacles, emergency and other services..

UNIT- I: AIR TRAFFIC SERVICE (ATS) –

Objectives – Types of ATC Service — VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation- Meteorological Support-providing ATS – Air Traffic Services Division (ATSD)

UNIT- II: AREA CONTROL SERVICE

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

UNIT- III: RADAR SERVICE

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

UNIT- IV: AERODROME DATA:

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

UNIT- V:- Visual aids for Navigation

Wind Direction Indicator – Landing Direction Indicator - Location and Characteristics of Signal Area – Marking General Requirements - Lights, Aerodrome Beacon, Identification Beacon- Simple Approach Lighting System and Various Lighting Systems – VASI & PAPI- Visual Aids for Denoting Obstacles- Emergency and Other Services.

TEXT BOOKS

1. P.S. Senguttuvan, Fundamentals of Air Transport Management
2. Richard de Neufville/ Amedeo Odoni, Air Traffic Control:–Airport Systems-Planning, Design and management

REFERENCE BOOKS

1. Hinnerk Eibfeldt, Mike C. Heil and Dana Broach, Staffing the ATM System — Ashgate Publishing Limited
2. Graham Edkins and Peter Pfister, Innovation and Consolidation in Aviation — Ashgate Publishing Ltd
3. Margaret Arblaster, “AirTrafficManagement:Economics,Regulation andGovernance”,Elsevier,

WEB RESOURCES

1. <http://www.classcentral.com>
2. <http://www.alison.com>
3. <http://www.oxfordhomestudy.com>
4. <http://www.nitc.ac.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

Airline Marketing and Strategic Management

L	T	P	C
4	0	0	4

Course Objectives:

1. To understand the marketing environment in aviation industry
2. To gain knowledge about the products and pricing strategy in aviation industry.
3. To gain knowledge on strategic management process in aviation industry.

COURSE OUTCOMES:

- CO 1 Understand the marketing concepts in aviation industry.
- CO 2: Familiarise the various products and pricing strategies in aviation industry.
- CO 3: Ability to develop and design various promotional tools
- CO 4: Understand the concepts of strategic management.
- CO 5: Understand the implementation, evaluation and control of strategy

UNIT- I: INTRODUCTION TO MARKETING

Marketing Strategy in Airline business- Marketing environment - marketing mix — customer-oriented organization – brand building and brand loyalty - Michael Porters Five Forces and their application to the Airline Industry- — differentiation strategy in airline industry-

UNIT- II: PRODUCT ANALYSIS

Product Analysis – Product definition – product life cycle in aviation industry - fleet and schedules related product features – customer service-related product features – product quality – Pricing decisions – building blocks in airline pricing policy – uniform and differential pricing – the structures of airfreight pricing

UNIT- III: DISTRIBUTION CHANNEL

Distribution channel strategies - Promotion - relationship marketing – airline advertising – selling in air freight market – sales promotion – integrated sales promotion- online sales promotion.

UNIT- IV: INTRODUCTION TO STRATEGIC MANAGEMENT

Strategic Management: Need – Strategic Management Planning: Process in aviation industry- level of Strategy: Corporate level- Business Level- Functional level – Strategy formulation - Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix – Generic Strategic Alternatives.

UNIT- V: STRATEGY IMPLEMENTATION

Strategies – Implementation – Elements - Procedural Implementation – Structural Implementation – Behavioural Implementation- Leadership Implementation - Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Policies – Strategy Evaluation – Evaluation criteria – Strategic Control.

Text Books:

- 1 Philip Kotler, Keven Lane Keller, Marketing Management, Pearson Education
 2. Rao, V.S.P., & Harikumar, V., 2014, Strategic management, First Edition, Excel Books, New Delhi.
- Reference Books:
1. Sub Rao ,Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House.
 2. Dr.C.B.Gupta & Dr.N.Rajan Nair, Marketing Management Text & Cases, , Sultan Chand & Sons.
 3. V. S. Ramaswamy, S. Namakumari, Marketing Management, ,Sage Publications India Pvt Ltd
 4. Kazmi, A., 2014, Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi

Web Resources:

1. cbseacademic.nic.in
- b. <https://ncfe.org.in>
- c. <https://onlinejain.com>
- d. <https://egov.uok.edu.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
V/Ppr.no.35/MajorElective-1A

INTRODUCTION TO CARGO MANAGEMENT

L	T	P	C
4	0	0	4

Course Objectives:

1. To give an overview of the conceptual aspects of cargo management.
2. To foster the development of the students' critical and creative thinking skills.
3. To prepare students for positions in the cargo sector or positions in the logistics divisions of consulting companies.

COURSE OUTCOMES:

CO 1: Clarify the concept and related terms in cargo management

CO 2: Comprehend the ways traders use tools and techniques to the shipment of products.

CO 3: Understand various formats of retail in the industry.

CO 4: Recognize and understand the operations-oriented policies, methods, and procedures

CO 5: Understand how to create a shopping experience that builds customer

I**UNIT 1: INTRODUCTION:**

Operations at cargo agencies, airlines, and freight forwarders

UNIT 2: RATING PRINCIPLES:

Air cargo acceptance basic rating principle

UNIT 3: BILL:

Air waybill completion

UNIT 4: TERMINOLOGY:

Industry terminology and abbreviations

UNIT 5: CARGO MANUALS:IATA geography, TACT, OAG, and other cargo manuals **BOOKS FOR REFERENCE:** 1.

IATA Book on Airline Cargo Management.

TEXT BOOKS:

1. L. Nadarajan, Logistics and Supply chain Management, Margham Publications.
2. N.V. Suresh, Deepa Rajesh and Suganya.V, Logistics and Air Cargo Management, IIP publications

REFERENCE BOOKS:

1. Saair J. Shah, International Freight Forwarding, JBS Academy Private Limited

2. Tan Miller and Matthew J. Liberatore, Logistics Management- An Analytical – based

Approach, Business Expert Press

WEB RESOURCES:

1. <https://classcentral.com>
2. <https://www.skillscommons.org>
3. <https://www.benzinga.com>
4. <https://www.mindluster.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong M – Medium L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
V/Ppr.no.35/Major Elective-1B

Airport Safety and Security Management

L	T	P	C
4	0	0	4

Course Objective:

1. To gain fundamental knowledge of managing aviation safety and security
2. Develop students understanding of methods and techniques used in evaluating the safety and security of aviation operations;
3. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

COURSE OUTCOMES:

CO 1: Understand the Concept of safety, reliability and security provisions and infrastructure in aviation administration and service providers.

CO 2: Identify major causes of aviation accidents and security infiltrations

CO 3: Participate in the planning and execution of aviation safety and security programmes

CO 4: Analyse the role and relevance of safety and security in civil aviation.

CO 5: Visualise the safety and security strategies in the Airline industry

UNIT 1: AIRPORT SECURITY-I:

Introduction, security planning, responsibility and organisation, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

UNIT 2: AIRPORT SECURITY-II:

Airport security programme, Airport security authority, Airport civil aviation security committee, preventative measures, security v/s facilitation training and awareness, testing inspection and audit. Bureau of Civil Aviation Security (BCAS).

UNIT- 3: PHYSICAL SECURITY FOR THE AVIATION ENVIRONMENT:

Introduction Intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing security lighting, window security.

UNIT -4: AIRPORT AIRCRAFT EMERGENCIES:

Types of emergencies, level of protection required, water supply and emergency access roads communication and alarm requirements. Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

UNIT- 5: AIRPORT EMERGENCIES RESPONSE AND NOISE CONTROL:

Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation, functions of Aerodrome committee.

TEXT BOOKS:

1. WG.CDR.S.M. Shukla, Security Management- A comprehensive Guide for Improving Security Environment, Notion Press Media Private Ltd.
2. Alan J Stolzer and John J. Goglia, Safety Management systems in Aviation, Routledge Publishers
3. Michael Ferguson and Sean Nelson, Aviation Safety – A balanced Approach , Cengage Publishers

WEB RESOURCES:

1. [https:// www.mooc-list.com](https://www.mooc-list.com)
2. <https://onlinecourses.nptel.ac.in>
3. <https://ebs.online.hw.ac.uk>
4. <https://www.classcentral.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

EFFECTIVE EMPLOYABILITY SKILLS- 1
(Practical Subject)

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments.

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal.

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT- 1: ENGLISH

Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms---
Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences-
Double blank sentences- Commonly misspelled words - Comprehensions

UNIT-II:TEST OF REASONING –I

Symbols and their relationships- Arithmetical computation – Decision making- verbal and
figure classification- Analytical functions -Space visualization- Judgement- Problem Solving-
Discrimination

UNIT-III: TEST OF REASONING –II

Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory
– Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_
Similarities-Analogies

UNIT -IV: QUANTITATIVE APTITUDE I

Number System:Decimals and Fractions- Whole numbers- Relationship between numbers-
Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work-

UNIT-V: QUANTITATIVE APTITUDE II

Average ---Simple Interest---Compound Interest– Time and Distance – Permutations &
combinations- Probability- Data interpretation – Data sufficiency

Note: Examination Pattern:

- The Effective employability Skills IPaper is 100 marks (**50 Continuous Internal Assessment Marks + 50 End Semester PRACTICAL Examinations marks**).
- For Continuous **Internal Assessment Examination ONE** test is to be conducted with **50 MCOQs**.
- For **End Semester PRACTICAL Examinations**; **Seventy five multiple choice objective type questions** are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

Text Books:

1. Dr.Lal&Jain,Upkar’s Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2. Dr.Lal&A.K.Singh Quicker Reasoning Test--- -UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3. Dr.K.Alex ,Soft Skills

E-RESOURCES:

1. www.bankersadda.com
2. www.gktoday.comwww.jagranjosh.com/bankexams/bank_recruitment-study_material
3. www.affairscloud.com/studymaterial-pdf-download/

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

Internship

L	T	P	C
0	0	2	2

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 Airline 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 an organization belongs to civil aviation industry [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: The 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 External evaluation by the concerned training supervisor along with the external examiner appointed by the Controller of Examinations shall be made during the end of fifth semester for award of two credits and report the same to the university.

FINANCIALMANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

COURSE OUTCOMES:

CO 1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO 2: Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost.

CO 3: Determine and maintain optimal working capital.

CO 4: Apply modern techniques in capital budgeting analysis.

CO 5: Assess the capital structure of the organization and evaluate the profitability condition

Unit-I:INTRODUCTION

Financial Management: Meaning, Nature and Scope of financial Management-Traditional and Modern Approach; Profit Maximization, Wealth Maximization - Finance Function – Concept of Time Value of Money, present value, future value, and annuity.

UNIT-II: WORKING CAPITAL MANAGEMENT AND COST OFCAPITAL

Working Capital – concept – Types – Operating and cash cycle – Importance – Determinants of working capital-Sources of working capital-Estimation of working capital-Cash management-Receiveable Management – Inventory management.

Concept of Cost of Capital- Significance of Cost of capital – Measurement of specific costs of capital – Cost of debt – Cost of Equity Share – Cost of Preference Share- Cost of Retained Earning- Measurement of overall cost of capital based on Historical and Market value weights.

UNIT-III:DIVIDENDDECISION

Dividenddecisions – Dividendpolicy – Determinantsofdividend – Conservativevs.liberalpolicy – Payoutratio – Retentionratio – Dividendtheories – Waltersmodel – Gordonmodel – MMhypothesispolicy – Bonusshares – Stocksplits.

UNIT –IV: CAPITAL STRUCTURE DECISIONS

Capitalstructure-Meaning-CapitalstructureVsfinancialstructure-Optimal capital structure-Factors determining capital structure-Capital structure theories – Netincome approach-Net-operating income approach-Modigliani and Miller Approach-Arbitrageprocess-Traditionalapproach.

UNIT-V:CAPITALBUDGETING

Capital Budgeting –Nature and meaning of capital budgeting- Cash flow-Capital budgetingtechniques–Paybackperiod- AccountingRateofReturn,NetPresentValue,InternalRateofReturn – ProfitablyIndexMethod.

(Marks:Theory40%andProblems60%)

TEXTBOOKS:

1. Khan, M. Y. and Jain P. K,Financial Management, Text, Problems & Cases - Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N,Financial Management – Principles & Practice- Sultan Chand & Sons, New Delhi.

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objective:

- 1.To simulate the real life activities of entrepreneurs in the startup age of a new venture.
2. To provide the skills to start and build enterprise, implement it successfully
3. To inculcate skills to manage the transition of a start up to a full fledged business entity.

COURSE OUTCOMES:

CO 1: List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country

CO 2: Explain the entrepreneurial environmental factors

CO 3: Design business plan

CO4: Raise funds and avail assistance through various funding and support agencies for their finance

CO 5: Identify the factors influencing rise of small and medium enterprises.

UNIT -I:INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship –Role of entrepreneurs in economic development-Entrepreneur Vs. Intrapreneur - Characteristics of a successful Entrepreneur – Functions of an entrepreneur -Types of entrepreneurs –Factors influencing entrepreneurial growth- Entrepreneurial challenges – E-entrepreneurship.

UNIT - II: ENTREPRENEURIAL ENVIRONMENT

EDPinIndia–PhasesofEntrepreneurialprograms—IndustrialEstates–Industrialclusters – Incentivesandsubsidies– Advantages – Needs&Problems–Promotionalagencies– NMCC,SIDO,NSIC,NAYE,TCO,SISI’s – Khadi&VillageCommission – STEP–NIESBUD– SIDCO – TIIC- MSME & DICs- Business Incubators& Start-ups.

UNIT-III:BUSINESSPLANPREPARATION

Defining Business Idea – Idea generating techniques- Identification of business opportunities- Business plan- Perspectives in business plan preparation- Elements of business planBusiness plan failures.

UNIT-IV:FINANCING OFSMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness,Causes-Remedies-

Anoverviewontherolesofinstitutions/schemesinentrepreneurialdevelopment-Commercial banks, IDBI, ICICI, SIDBI, SFCs - Role of Central Government and State Government in promoting Entrepreneurship - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Micro Small and Medium Enterprises(MSME), National Entrepreneurship Development Board (NEDB), Entrepreneurship development institute of India (EDII), National Institute for Entrepreneurship and Small Business Development(NIESBUD)

UNIT-V:MANAGEMENTOFSMALLBUSINESS

Small Scale Industries – introduction – types – objectives – Role of small business enterprises – establishing a small scale enterprise –Organization structure for small scale industries – ownership pattern – the start-up process-growth -problems – success stories.

TextBooks:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya publishing house, Mumbai,
2. S.S.Khanka, Entrepreneurial Development, S.Chand & Company ltd, New Delhi
3. Kumar,Arya,“Entrepreneurship”, Pearson, New Delhi.

REFERENCE BOOKS:

1. Gopal,V.P.Nanda), Entrepreneurial Development - Vikas Publishing, New Delhi.
2. Vasant Desai, Dynamics of Entrepreneurial Development & Management - Himalaya Publishing House.
3. E.Gordon, & K.Natarajan, Entrepreneurship Development; Himalaya Publishing House; Mumbai
4. Jayashree Suresh, Entrepreneurial Development-Margham Publications, Chennai

WEB RESOURCES:

1. <https://courses.lumenlearning.com>
2. <http://www.rroj.com>
3. <https://www.businessstudynotes.com>
4. <https://msme.gov.in/all-schemes>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
VI/Ppr.no.40/Core-15
INFLIGHT SERVICES

L	T	P	C
4	0	0	4

Course Objectives: To understand the concepts, tools and techniques of inflight services

COURSE OUTCOMES:

- CO1: An understanding of the types of restaurants and its knowledge.
CO2: Ability to examine Waiter Skills through interpersonal skills
CO3: Ability to analyse various hotel beverages
CO4: Ability to analyse various sales & leadership skills in flight services.
CO5: An understanding of Food Crisis Management.

UNIT-I: INTRODUCTION TO RESTAURANTS

Restaurant, Basic Knowledge of Restaurant, Service Equipment and Briefing, Preparation of Service & Safety.

UNIT-II: SKILL MANAGEMENT

Skills and Demonstrations, Waiter Skills & Hospitality, Waiter Attitude, Work Tact, Inter Personal Skills & Intra Personal Skills. Skill Demonstration

UNIT-III: HOTEL BEVERAGES

Beverages, Supervisor Skills, Supervisors Knowledge, Alcoholic & Non Alcoholic Beverages, , Food Demonstration & Preparation.

UNIT-IV: SALES & LEADERSHIP

Sales Management, Nature & Scope, Importance. Process and Strategies, Tools CRM, Strategy, Sales Planning, Sales Budget, Leadership Skill in Sales Management, Leadership Skills, Leadership Traits & Leadership Quality.

UNIT-V: FOOD IN CRISIS MANAGEMENT

Practical Approach for Food & Beverage, F & B Management, Crisis Management in food and drink industry food and beverage control.

TEXT BOOKS:

1. Steven A. Brandt, Randall J. Stiles, John J Bertin and Ray Whiteford, Introduction to Aeronautics : A Design Perspective, AJAA Education series
2. John D. Anderson Jr. Fundamentals of Aerodynamics, Mcgraw Hill Publishers
3. John J. bertin and Russell M. Cummings, Aerodynamics for Engineers, Cambridge University Press

WEB RESOURCES:

1. <https://inlibnet.ac.in>
2. <https://onlinecourses.nptel.ac.in>
3. <https://nsdcindia.org>
4. <https://managementhelp.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

Airline Advertising and Sales Promotions

L	T	P	C
4	0	0	4

Course Objectives:

1. To familiarize the students with the financial services industry as the growing phenomenon of Liberalization, Privatizations and Globalizations.
2. To impart knowledge about Indian financial system and Indian financial market and its assets.
3. To develop knowledge about new and innovative financial services introduced in recent years.

COURSE OUTCOMES:

CO 1: Understand the functioning of the financial system & Financial services

CO 2 Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing

CO 3: Utilise factoring, forfaiting and leasing services for their enterprises.

CO 4: Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.

CO 5: Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.

UNIT 1: INTRODUCTION TO ADVERTISEMENT:

Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - advertisement campaign

UNIT 2: ADVERTISEMENT MEDIA:

Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling.

UNIT 3: DESIGN AND EXECUTION OF ADVERTISEMENTS:

Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio. T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements.

UNIT 4: AIRLINE ADVERTISING:

Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies.

UNIT 5: SALES PROMOTION CAMPAIGN:

Sales promotion - designing of sales promotion campaign - out sourcing sales promotion strategies (worldwide) - Integrated promotion - online sales promotions.

Text Books:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H. Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.

Reference Books:

1. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 2017
4. Julian Cummings, "Sales Promotion", Kogan Page, London 2008.
2. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill, 2014.

Web Resources:

<https://www.questia.com/library/economics-and-business/business/management/operationsresearch>

- <https://dialnet.unirioja.es/descarga/articulo/5014738.pdf> 8.
<https://targetstudy.com/courses/mba-aviation-management.html> 9.
<https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf> <https://www.glbimr.org>
 1. <https://due.com>
 2. <https://www.cipfa.org>
 3. <https://corporatefinanceinstitute.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

INTRODUCTION TO AERONAUTICS

L	T	P	C
4	0	0	4

CourseObjective:

- 1.To understand the basic concept and nature of Aeronautics.
2. To analyze different types of airport atmospheres.
3. To familiarize among students the concept of Aeronautics.

COURSE OUTCOMES:

- CO1: Ability to understand the Design Method, History of the Aeronautics.
- CO 2: To analyse the Airport Atmospheres , Density , Pressure and Temperature Altitude for Aeronautics
- CO 3: To understand the concept of Aircraft Lift, Drag and whole Aircraft Lifts
- CO 4: Ability to understand the stability of the aircraft in air and how does it control
- CO 5: To Analyse the sizing of the aircraft, aircraft Weight and Balance and Cost involved.

UNIT-1: DESIGN THINKING

Introduction, The Design Method, Design Example - Design and Aeronautics, A brief History of Aircraft Design.

Unit -2: The OPERATING ENVIRONMENT

Design Motivation 2.2 Characteristic of the Atmosphere, 2.3 Pressure Measurement, 2.4 The Standard Atmosphere.2.5 Density , Pressure and Temperature Altitude

UNIT-3: WINGS AND AIRPLANES.

Design Motivation -Wings - High Lift Devices - Whole Aircraft Lift - Whole Aircraft Drag - Mach Number Effects - Whole Aircraft Analysis Example, - Aerodynamic

UNIT-4: STABILITY AND CONTROL

Design Motivation - The Language - Longitudinal Control Analysis - Longitudinal Stability - Stability and Control Analysis Example

UNIT-5: SIZING

Design Motivations - Internal Layout - Structure and Weight - Geometry Constraints - Mission Analysis - The Sizing Equation - Weight & Balance - Mission Analysis and Sizing Example - Cost

TEXT BOOKS

1. Francis Cherunilam, Business Policy & Strategic Management text and cases - Himalaya Publishing House, Mumbai
2. L.M Prasad, Business policy and strategic management – Sultan Chand & Sons.

REFERENCE BOOKS:

1. Sujatha B. Manohar and Munawar Ahmed (2021), introduction TO Aeronautics, Jayvee International Publications, Bangalore
2. Vipin Gupta, Kamala , Gollakota and R.Srinivasan, Business policy and Strategic Management Concepts and applications- PHI, New Delhi.
3. Subbarao, Strategic Management , Himalaya Publication
4. Azhar Kazmi and Adela Kazmi, Strategic Management, Mcgrew Hill Education

WEB RESOURCES:

1. <https://pll.harvard.edu>
2. <https://www.mooc-list.com>
3. <https://mygreatlearning.com>
4. <https://www.alison.com/>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

EFFECTIVE EMPLOYABILITY SKILLS- II

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT -I: GENERAL AWARENESS- I

India and its neighboring countries especially pertaining to History, culture, geographic, economic Scene, General Policy & Scientific Research- Government schemes and policies – Banking and Insurance awareness – Financial awareness

UNIT-II: GENERAL AWARENESS- II

Current affairs — Books and Authors – Sports - Important days in a year – Abbreviations- Portfolio – People in news

UNIT-III: Numerical ability -III

UNIT – IV:COMPUTER PROFICIENCY TEST -II

Computer Fundamentals – Computer Hardware- Computer software- Memory- Key board shortcuts- Computer Abbreviations- Microsoft Office – Networking –Internet.

UNIT -V: INTERVIEW SKILLS

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.

Note: Examination Pattern:

- The Effective employability Skills II Paper is 100 marks (25 Continuous Internal Assessment Marks + 75 End Semester External University Examinations marks).
- For Continuous Internal Assessment Examinations: three tests are to be conducted with 25 MCOQs. The best two test marks are considered for awarding internal marks.
- For External University Examinations, Seventy five multiple choice questions are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

Text Books:

1. Dr.Lal&Jain,Upkar's Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2. Dr.Lal&A.K.Singh Quicker Reasoning Test--- -UpkarPrakasan Publications Pvt Ltd – Agra.
3. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
4. Dr.K.Alex ,Soft Skills

WEB RESOURCES:

1. www.bankersadda.com,
2. www.gktoday.comwww.jagranjosh.com/bankexams/bank_recruitment-study_material
3. www.affairscloud.com/studymaterial-pdf-download/

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2022-23/UG-Colleges/Part-III(B.B.A. AVIATION MANAGEMENT.)/Semester-
VI/Ppr.no.43/MajorProject
MAJORPROJECT

L	T	P	C
0	0	10	5

Course Objectives:

Major Project is expected provide students with an opportunity to apply their class room learning to a real life business situation. The Projectworkcan bedoneeither**individually** or byagroupnot**exceedingt**wostudents.

UnderthesupervisionandguidanceoftheteachersoftheDepartment.Thetopicsshalleitherbe allotted by the supervising teacher or be selected by the students in consultation with thesupervisingteacher.

Theprojectworkshallhavethefollowingstages:

- a. Projectproposalpresentationandliteraturereview
- b. Fieldworkanddataanalysis
- c. Reportwritinganddraftreportpresentation
- d. Finalreportsubmission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layouts:

Font: Times New Roman

Font: Size:12

LineSpacing:1.5

Margin:Left- 1.5;Right-1;Top-1;Bottom-1

The project report should be submitted to the Department at least 15 days before the lastworking day of the sixth semester. The candidate shall prepare three copies of the report: twocopies for submission to the Department and one copy for the student to bring at the time ofviva-voce.

StructureoftheReport

1. TitlePages
2. CertificateofthesupervisingTeacherwithsignature
3. Contents
4. ListofTables,Figuresetc.
5. **Chapter 1-** Introduction, Review of literature, Statement of the problem, Need andSignificance of the study, Objectives of the study, Research Methodology (Sample, Datasources,Tools ofanalysis etc.),Limitations ofthestudy,Presentationofthestudy(3-5pages)
6. **ChapterII** – TheoreticalBackGround(3-5pages)
7. **ChapterIII** – DataAnalysis andInterpretation(10-15pages)
8. **ChapterIV** – SummaryofFindings,ConclusionandSuggestions
9. **Appendix:**Questionnaire,Specimencopiesofforms,otherexhibits
10. **Bibliography**(Books,journalarticles,websiteetc.usedfortheprojectwork)(Wri-
ttenbasedon APAformat)

Evaluation oftheReport

- ABoardoftwoexaminersappointedbytheUniversityshallevuatethereport.
- AVivavocebasedontheprojectreportshallbeconductedindividuallybytheBoardofExami-
ners.
- Thetotalcredits forProjectworkis6.
- TheMaximumMarks

forevaluationofthereportshallbe100distributedamongthefollowingcomponents,

i	Statementoftheproblem	5
ii	Objectives ofthestudy	5
iii	Review ofliterature	5
iv	Methodology	5
v	AnalysisandInterpretation	10
vi	Presentationofthereport	5
vii	Findingsandsuggestions	10
viii	Bibliography	5
ix	Viva-Voce	50
	Total	100