BANGALORE UNIVERSITY

B.B.A. (CBCS) DEGREE IN **AVIATION MANAGEMENT**

SEMESTER SCHEME

DEPARTMENT OF COMMERCE

Central College Campus, Bengaluru – 560 001.

BANGALORE UNIVERSITY
DEPARTMENT OF COMMERCE

REGULATIONS PERTAINING TO B.B.A AVIATION MANAGEMENT (CBCS) DEGREE SEMESTER SCHEME 2017 - 18

I. OBJECTIVES :

1. To develop ethical managers with inter disciplinary knowledge'
2. To develop entrepreneurs in Civil Aviation related organization
3. To prepare students to take the responsibility of full line of Finance function of a company
4. To prepare students to take the responsibility of full line of Marketing function of a company
5. To prepare students to take the responsibility of full line of Human Resource function of a company
6. To develop Aviation Global Leaders.
7. To develop business analysts for companies, capital markets and commodity markets.
8. To prepare students to take up higher education to become business scientists, researchers consultants and teachers, with core competencies.
9. Also to develop the students for competitive examinations of UPSC, KPSC, BSRB, Airline Selection, etc.

II. ELIGIBILITY FOR ADMISSION :

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

III. DURATION OF THE COURSE:

The course of study is Three (03) years of Six Semesters. A candidate shall complete his/her degree within eight (08) academic years from the date of his/her admission to the first semester. Students successfully completes Three (03) years of the course will be awarded Bachelors Degree in Aviation Management.

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English.

V. CLASS ROOM STRENGTH OF STUDENTS

There shall be Maximum of 60 students in each section.

VI. ATTENDANCE:

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

VII. COURSE MATRIX

See Annexure – 1

VIII. TEACHING AND EVALUATION:

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

VIII. SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION:

a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/on line assignments to be written in the record.
b. Visit and preparation of report of Aviation Industry.

IX. SCHEME OF EXAMINATION:

a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 70.
b. Of the 30 marks of Internal Assessment, 20 marks shall be based on Two tests. Each test shall be of at least 01 hour duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Skill Development Record of 05 marks each.
c. The marks based on attendance shall be awarded as given below:
   75% to 80% = 02 marks.
   81% to 85% = 03 marks.
   86% to 90% = 04 marks.
   91% to 100% = 05 marks.
d. Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each paper. The student is required to prepare/workout the concerned exercises in a Record Book maintained by him/her and shall submit it the faculty concerned at least 15 days before the last date of the semester.

X. PROJECT REPORT AND VIVA-VOCE:

a) The Project report in the sixth semester carries 100 marks (70 marks for project report and 30 marks for viva – voce) which shall form part of Sixth semester examination.
b) There shall be single valuation of project report and this will be done simultaneously along with Vive - Voce. Internal Assessment does not carry any marks.
c) A batch of Two (02) Project Report and Viva – Voce Examiners shall evaluate and conduct Viva - Voce examinations for a maximum of Thirty (30) Project Reports and Conduct Viva – Voce Examinations for the same candidates.
d) The principal of the college shall submit the project reports of the students, to the university within three days after the completion of Viva - Voce examination.
e) Candidate shall obtain a minimum of 40% marks (Including Viva-Voce) in this subject (project Report) failing which he she shall revise and resubmit before the commencement of the next examination. However, no student shall be allowed to resubmit the project report after three consecutive chances.
f) The student who fails to submit the project report shall not be permitted to take the examination.
g) The board of examiners or their nominees' shall conduct viva-voce examination for Project Report.

XI. APPEARANCE FOR THE EXAMINATION:

a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
b) A candidate who has passed any language under Part-I shall be eligible to claim exemption from the

study of the language if he/she has studied and passed the language at the corresponding level.

c) Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.

d) A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

XII. MINIMUM FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination (i.e. 25 marks out of 70 marks of theory examination) and 40% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.

XIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
    a. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
    b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
    c. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II and III.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part I) and non-core subjects (Part III)) as a whole. However, only those candidates who have passes each semester university examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified.

XIV. MEDALS AND PRIZES:

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

XV. TERMS AND CONDITIONS:

a) A candidate is allowed to carry all the previous uncleared papers to the subsequent semester/semesters.

b) Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.

c) The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XVI. PATTERN OF QUESTION PAPER:

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

SECTION-A **1.** a,b,c,d,e,f,g,	(Conceptual questions) Answer any Five	(05 X 02 = 10 Marks)
SECTION -B: **2,3,4,5,6.**	(Analytical questions) Answer any Three	(03 X 06 = 18 Marks)
SECTION-C: **7,8,9,10,11.**	(Essay type questions) Answer any THREE	(03 X 14 = 42 Marks)
Total		**70 Marks**

XVII. PROVISION FOR IMPROVEMENT OF RESULTS:

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

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

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

B.B.A (CBCS) IN *AVIATION MANAGEMENT* COURSE SEMESTER SCHEME 2017 – 18
COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Languages**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu / Malayalam / Additional English / Marathi / Hindi	1.1	4	3	30	70	100	2
	Language: English	1.2	4	3	30	70	100	2
Part 2 **Optional**	Management Process	1.3	4	3	30	70	100	2
	Financial Accounting	1.4	4	3	30	70	100	2
	Mathematics for Management - I	1.5	4	3	30	70	100	2
	Entrepreneurship and Project Management	1.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								**15**

II SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 **Language**	**Language:** Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam / Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language: English	2.2	4	3	30	70	100	2
Part 2 **Optional**	Organisational Behaviour	2.3	4	3	30	70	100	2
	Economics for Executives	2.4	4	3	30	70	100	2
	Mathematics for Management - II	2.5	4	3	30	70	100	2
	Cost & Management Accounting	2.6	4	3	30	70	100	2
Part 3	Foundation Course*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								**15**

III SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
optional	Business Communication	3.1	4	3	30	70	100	2
	Production and Material Management	3.2	4	3	30	70	100	2
	Marketing Management	3.3	4	3	30	70	100	2
	Management Information System	3.4	4	3	30	70	100	2
	Income Tax	3.5	4	3	30	70	100	2
	Retail Management	3.6	4	3	30	70	100	2
	Airline and Travel & Tourism Industry: Introduction	3.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								**17**

IV SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 **Optional**	Human Resource Management	4.1	4	3	30	70	100	2
	Financial Management	4.2	4	3	30	70	100	2
	Principles of Airlines and Airport Management	4.3	4	3	30	70	100	2
	PC Software (MS Office) – Theory & Practical	4.4	4	3	30	70	100	2
	Logistic and Air cargo Management	4.5	4	3	30	70	100	2
	Business Law	4.6	4	3	30	70	100	2
	Consumer Behavior	4.7	4	3	30	70	100	2
Part 3	SDC*		3	3	30	70	100	2
	CC & EC*				50	-	50	1
Total Credits								**17**

V SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 **Optional**	Marketing Research	5.1	4	3	30	70	100	3
	Airline Finance and Insurance	5.2	4	3	30	70	100	3
	Aviation Law and Aircraft Rules and Regulations	5.3	4	3	30	70	100	3
	Air Traffic Control	5.4	4	3	30	70	100	3
	Air Transportation Safety & Security	5.5	4	3	30	70	100	3
	Mini Project on Airline Operations : Industrial Visit to Domestic Airport	5.6	4	-	30 Viva-Voce	70 Project Report	100	3
Part 3	SDC		3	3	30	70	100	2
Total Credits								**20**

VI SEMESTER

	Subjects	Paper	Instruction hrs/week	Duration of Exam(hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 **Optional**	Airport Strategic Planning	6.1	4	3	30	70	100	3
	Airline & Airport Marketing Management	6.2	4	3	30	70	100	3
	Services Marketing	6.3	4	3	30	70	100	3
	Aircraft Maintenance Management	6.4	4	3	30	70	100	3
	Customer Relationship Management	6.5	4	3	30	70	100	3
	Major Project on Airport Management : Industrial Visit to International Airport	6.6	4	-	30 Viva-Voce	70 Project Report	100	3
Part 3	SDC		3	3	30	70	100	2
Total Credits								**20**

1. **Foundation, Skill Development or Interdisciplinary Courses (Foundation Course*)**
   (Common for all programmes):
   - Constitution of Indian and Human Rights
   - Environment and Public Health
   - Computer Applications and Information Technology
   - Business Entrepreneurship and Management

- Philosophy, Psychology and Life Skills
- Personality Development and Leadership / Integrating Mind, Body and Heart
- Indian History, Culture and Diversity
- Research Methodology
- Education and Literacy / Science and Life
- Human Resource Development .Management
- One of the Foreign Languages such as German, French etc.
- Any other Course prescribed by the University from time to time
- Commodity & Stock Market
- Mathematics in Finance

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

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

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

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

SEMESTER – I

Goal: **1.3 MANAGEMENT PROCESS**

To enable the students to learn principles, concepts and functions of management.

Objective:

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

UNIT -I

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

UNIT –II

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

UNIT –III

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

UNIT -IV

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

UNIT - V

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

REFERENCE BOOKS

1.Business Organisation - Bhushan Y.K.
2.Principles of Management – L.M. Prasad
3.Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

1.4 FINANCIAL ACCOUNTING

Goal:
To enable the students to acquire knowledge of Accounting principles and practice

Objective:
On successful completion of this course, the students should have understood, The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc.

UNIT - I
Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book -problems - purchase book - sales book - sales return and purchase return books.

UNIT - II
Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

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

UNIT - IV
Accounting for non-trading institutions-Income &Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V
Preparation of accounts from incomplete records.
(Theory and problems may be in the ratio of 20% and 80%respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L.: Advanced Accountancy B.B.M -Services Management -2010-11 -Colleges

1.5 MATHEMATICS FOR MANAGEMENT- I

Goal:
To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

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

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

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

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

UNIT-IV
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonicmean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson‘s Co-efficient of correlation – Rank correlation - Regression lines.

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

* Questions in theory and problems carry 30% and 70% marks respectively

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

1.6 ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Goal:

To enable the students to acquire knowledge of Entrepreneurship

Objective:

On successful completion of this course, the students should have understood EDP, Project management Institutional support to entrepreneurial development.

UNIT I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

UNIT III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

UNIT IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

UNIT V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock

SEMESTER – II
2.3 ORGANISATIONAL BEHAVIOUR

Goal:
To enable the students to acquire knowledge of organisational behaviour

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

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

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

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

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

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder‘s contingency - Organisational culture, Organisational change - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor- types of counselling - merits of counselling.

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

2.4 ECONOMICS FOR EXECUTIVES

Goal:
To enable the students to learn principles and concepts of Business Economics

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

UNIT - I
Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

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

UNIT - III
Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

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

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

REFERENCE BOOKS
1.Sankaran - Business Economics
2.Markar Et al - Business Economics
3.Sundaram K.P & Sundaram E - Business Economics

2.5 MATHEMATICS FOR MANAGEMENT- II

Goal:
To enable the students to learn the techniques of Operation Research and their applications in business management.

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

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

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

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

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

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

Note: Theory and problem shall be distributed at
20% and 80% respectively.

REFERENCE BOOKS
1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

2.6 COST AND MANAGEMENT ACCOUNTING

Objective:
On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost...Financial statement analysis, Budgeting,..

UNIT I (Theory questions only)
Meaning-definition-scope-objectives-function-meritsand demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (Problems and theory questions)
Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST,STANDARD PRICE-methods -labour cost-remuneration and incentives. UNIT III (Problems only) Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT IV (Problems only)
Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

SEMESTER - III
3.1 BUSINESS COMMUNICATION

Goal:
To enable the students to learn the nuances of good communication.

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

UNIT-I
Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

UNIT – II
Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Bank correspondence – Tenders – Letter to the editor.

UNIT – III
Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

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

UNIT - V
Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media –Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:
1 Rajendra Pal Korahill, ―Essentials of Business Communication‖, Sultan Chand & Sons, New Delhi, 2006.
2 Ramesh, MS, & C. C Pattanshetti, ―Business Communication‖, R.Chand&Co, New Delhi, 2003.
3 Rodriquez M V, ―Effective Business Communication Concept‖ Vikas Publishing Company ,2003.

3.2 PRODUCTION AND MATERIALS MANAGEMENT

Goal:
To enable the students to acquire knowledge of production processes and Materials Management

Objective:
On successful completion of this course, the students should have understood
Principles, functions and process of Production Management Effective management of materials

UNIT-I
Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

UNIT-II
Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles– work measurement.

UNIT-III
Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development.

UNIT-IV
Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

UNIT-V
Quality control - Types of Inspection – Centralised and Decentralised. TQM: Meaning Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:
1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

3.3 MARKETING MANAGEMENT

Goal:
To enable the students to acquire knowledge of principles of marketing management

Objective:
On successful completion of this course, the students should have understood Principles of marketing management, market segmentation
Product life cycle, pricing, branding,

UNIT - I
Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II
Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III
The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

UNIT - IV
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

UNIT - V
Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

3.4 MANAGEMENT INFORMATION SYSTEM

Goal:
To enable the students to acquire knowledge of MIS

Objective:
On successful completion of this course, the students should have understood
Computer based information system MIS support for the functions of management

UNIT I
Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II
MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

UNIT III
Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers – personal computers. Computer Software -types of software - data representation in computers - Introduction to client-server.

UNIT IV
Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM

UNIT V
Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross
Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
Management Information System - Gordon B Davis
Management Information System - James O brien
Computer applications in business – Subramanian K

3.5 INCOME TAX

Goal:

To enable the students to acquire knowledge of Income Tax.

OBJECTIVE

The Objective of this subject is to expose the students to the various provisions of Income Tax Act 1961 relating to computation of Income of individuals.

Unit 1:

INTRODUCTION TO INCOME TAX

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

Unit 2:

EXEMPTED INCOMES

Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assessee.

Unit 3:

RESIDENTIAL STATUS

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

Unit 4:

INCOME FROM SALARY

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

Unit 5:

INCOME FROM HOUSE PROPERTY

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

SKILL DEVELOPMENT

- Form No. 49A (PAN) and 49B.
- Filling of Income Tax Returns.
- List of enclosures to be made along with IT returns (with reference to salary & H.P).
- Preparation of Form 16.
- Computation of Income Tax and the Slab Rates.
- Computation of Gratuity.

BOOKS FOR REFERENCE

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lectures – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications.

3.6 RETAIL MANAGEMENT

Goals:

To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives:

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

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT II

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

UNIT III

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

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

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

REFERENCE BOOKS:

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

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

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

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

3.7 AIRLINE AND TRAVEL AND TOURISM INDUSTRY - INTRODUCTION

Goals:

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

UNIT -1:

Commercial Aviation-Air Taxi Operations-
Private Operation- Airport Handling
Functions of IATA-ICAO - Aims and Objectives.
IATA Geography and Global indicators

UNIT -2:

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

UNIT -3:

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

UNIT - 4:

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

UNIT – 5:

Tourism Management-
Domestic and International Tourism.
Discover India-Government Regulations on Tourism Management.
Exploring new Destinations-Foreign Currency Earner.

Reference Book:

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

SEMESTER – IV
4.1 HUMAN RESOURCE MANAGEMENT

Goal:
To enable the students to acquire knowledge of Human Resource Management

Objective:
On successful completion of this course, the students should have understood
Functions of HR/Personnel Department Manpower planning, performance appraisal,...
Salary administration, Labour Welfare, Industrial Relations,

UNIT - I
Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

UNIT - II
Manpower planning - Job description - Job analysis - Role analysis - Job specification Recruitment and Selection - Training and Development.

UNIT - III
Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV
Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefitsto employees.

UNIT - V
Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management

4.2 FINANCIAL MANAGEMENT

Goal:
To enable the students to acquire knowledge of Financial Management

Objective:
On successful completion of this course, the students should have understood
Finance Functions, Cost of capital, Capital structure,...
Capital Budgeting, Working capital management,...

UNIT - I (Theory only)
Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Problem & Theory questions)
Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)
Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (Theory only)
Working capital management: Working capital management - concepts – importance Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

UNIT - V (Problems& theory questions)
Capital budgeting-meaning-objectives-preparation of various types capital budgeting.
(Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS
1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

4.3 PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT

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

UNIT – 1: INTRODUCTION

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: AIRTRANSPORT SERVICES

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

References:

1. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis .R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
6. P.S. Senguttuvan –Principles of Airport Economics-Excel Books-2007
7. Richard De Neufville – Airport Systems: Planning, Design, and Management.- McGraw-Hill,London- 2007
8. Kent Gouiden- Global Logistics Management –Wiley Black Well
9. Lambert –Strategic Logistic Management – Academic Intl Publishers
10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
11. Paul R .Murphy, JR and Donal & F. Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

4.4 PC SOFTWARE (MS OFFICE) –
Theory and Practical

Goal: To enable the student to learn the basic theory and practical's of various softwares, which are used in the day-to day operations.

Unit-I

Windows 2000- working with windows – moving formation within windows arranging Icons- Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

Unit-II

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

Unit-III

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

Unit-IV

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

Unit-V

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Unit-VI - **List of Practicals**

MS-Word

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

MS – EXCEL

1. Worksheet Using Formulas.
2. Working Manipulation for electricity bill preparation.
3. Drawing graphs to illustrate class performance
4. An excel worksheet contains monthly sales details of five companies.

MS ACCESS

1. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
2. Pay rolls processing and prepare report
3. Inventory control.
4. Screen designing for data entry.

MS POWER POINT

1. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
2. Draw an organization chart with minimum three hierarchical levels.
3. Design an advertisement campaign with minimum three slides.
4. Insert an excel chart into a power point slide.

Text Books

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu- Sultan Chand and Company.

4.5 LOGISTICS & AIR CARGO MANAGEMENT

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

UNIT: 1 Concept of Logistics

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

UNIT: 2 Transport System Model and Warehousing

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

UNIT: 3 Global Environment & Strategy

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

UNIT: 4 Air Cargo Concept

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

UNIT: 5 Handling Facility

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

References:

1 Kent Gourdin, ―Global Logistics Management‖, Wiley Blackwell
2 Lambert, ― Strategic Logistic Management‖, Academic Int Publisher
3 Alan Rushton & John Oxley, ―Hand Book of Logistic and Distribution‖, Kogan Page
4 John F Magee & William C Copalino, ―Modern Logistics Management‖, John Wiley & Sons
5 Paul R. Murphy, Jr and Donald F. Wood, ―Contemporary Logistics‖, Prentice Hall, 9th edition,2008
6 Edward J Bardi / John J Coyle / Robert A Novack, ―Management of Transportation‖, Thomson – South- Western, 2006.

4.6 BUSINESS LAW

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

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

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

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

UNIT - IV
Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.
UNIT V
Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque- Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.
REFERENCE
1.N.D. Kapoor - Elements of Mercantile Law
2.Shukla M.C. - A Manual of Mercantile Law
3.Venkatesan - Hand Book of Mercantile Law
4.Pandia R. H. - Mercantile La
5.K.P.Kandasami - Banking Law & Practice

4.7 CONSUMER BEHAVIOUR

Subject Description:
This course presents the basics of consumer behaviour

Goals:
To enable the students to learn the basics of consumer behaviour

Objectives:
On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

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

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

UNIT – III
Consumer Learning — Behavioural learning theories —Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

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

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

REFERENCE BOOKS:
Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.
Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002
Barry Berman and Joel R Evans — Retail Management —A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER – V

5.1 MARKETING RESEARCH

Goal: To enable the students to acquire the knowledge of conducting Market Research

Unit – I Introduction to Research
Meaning of research – Objectives – Types – Significance of research –criteria of good research – problems encountered by researchers in India –Research problem – techniques involved in defining a problem.

Unit –II Research Design:
Meaning – Need – Features –Different research designs – sampling design– steps in samplings – Characteristics of a good sample design – different types ofsample design- measurement and scaling technique.

Unit – III Data Collection
Collection of Primary data – observation method – Interview method –collection of data through questionnaires & schedules – difference between questionnaires and schedules – other methods of data collection – collection of secondary data.

Unit –IV statistical techniques:
Factor Analysis – cluster analysis – discriminate analysis – multiple regression & correlation – application of SPSS package.

Unit –V Research Report
The purpose of the Written report – Basics – The integral parts of a report –the title of a report – the table of content – synopsis – Introductions to recommendation sections.

Reference :

1. Donald R. Cooper and Rama‘s S. Schindler, business research method – tata McGraw Hill Publishing
2. C.R. Kothari – Research methodology – wishva prakashan, new delhi

5.2 AIRLINE FINANCE AND AVIATION INSURANCE

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

UNIT -1: Airline finance – Introduction

Airline Finance

Need & Importance – World Airline financial results

Factors affecting financial results – Asset Utilization – Key Financial issues

Airline financial ratio – Performance Earnings Ratio – Risk solvency ratio

Liquidity Ratio – Stock Market Ratios – inter – Airline comparison of financial ratio

UNIT – 2: Airline Valuations & Source of finance

The valuation of tangible and intangible assts – The valuation of the Airline as a whole

Rating agencies – Sources of internal and external finance – Institutions involved in Airline Finance

Term Loan payment, book profit and manufacturer‘s prepayment

UNIT – 3: Aircraft Leasing & Finance

Finance Lease – Meaning, Objectives, Different type of leasing, major differences between Wet, Sale and Operating lease.

Securitization of Aircraft – Meaning, Purpose and advantages, Airline traffic and Financial forecasts

Airline capital expenditure projections and airline financial requirement forecasts

UNIT – 4: Principles of Insurance & Risk Management

History of Aviation insurance – Basic Principles of Insurance – Basic Terminologies in General Insurance.

Insurers – Risk & Insurance – Risk Management

UNIT – 5: Aivation Insurance

Aircraft hull and liability insurance – Sample policy and endorsement – Airport premise liability and other aviation coverage.

Underwriting and pricing aviation risk – Aviation business property insurance and transport insurance.

Text Books

1. Peter.S. Morrel, ―Airline Finance‖, Ashgate
2. M.N. Mishra: Insurance principles and practices

References:

1. P. Periyasamy : Principles and Practices of Insurance
2. Gail F Butler & Martin R Keller, ―Airline Finance‖, Mc Graw Hill
3. Alexander. T. Wells & Bruce. D, ―Aviation Insurance and Risk Management‖, Krieger
4. Vera Foster Rollo, ―Aviation Insurance‖, Meryland Historical.

5.3 AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS

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

UNIT – 1: Civil Aviation Regulations Authority

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

UNIT – 2: Aircraft Rules

Aircraft Act 1934
The Aircraft Rules 1937

UNIT – 3: National Legislation

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

UNIT – 4: Civil Aviation Requirements (CAR)

Section 1-General
Section 2-Airworthiness
Section 3-Air Transport
Section 4-Aerodrome standards and Air Traffic Services
Section 5-Air Safety
Section 6-Design standards and type certification
Section7-Flight crew standards, training and licensing
Section 8-Aircraft operations

UNIT- 5: International Conventions:

The Chicago conventions, 1944
The International Air Services Transit Agreement, 1944
The International Air Transport Agreement, 1944
The Warsaw Conventions, 1920
The Geneva Convention, 1948
The Rome Convention, 1952
The Tokyo Convention, 1963

References:

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

5.4 AIR TRAFFIC CONTROL

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

UNIT- 1: Basic Concept

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

UNIT – 2: Air Traffic Services

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

UNIT - 3: Flight Information Alerting Services, Coordination, Emergency Procedure and Rule of the Air

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

UNIT – 4: Aerodrome Data, Physical Characteristics and Obstacles Restriction

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

UNIT – 5: Visual and for Navigation, Visual Aids for Denoting Obstacles Emergency and other Services:

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

Reference Book:

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

5.5 AIR TRANSPORTATION SAFETY AND SECURITY

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

UNIT-1: Importance of Air Transportation Safety and Security-Airport- Airways.

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

UNIT-2: Terrorism

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

UNIT-3: Hijacking

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

UNIT-4: Legislations and Regulations

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

UNIT-5: Technological Improvements on Aviation Safety and Security

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

Text Book:

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

Reference Books:

1. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
2. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson Inc

5.6 Mini Project on Airline Operations: Industrial visit to Domestic Airport

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

SEMESTER – VI

6.1 AIRPORT STRATEGIC PLANNING

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

Unit – 1

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

Unit – 2

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

Unit – 3

AIRPORT PLANNING AND SURVEYS:
Runway Length and Width, Sight Distances,
Longitudinal And Transverse, Runway Intersections,
Taxiways, Clearances, Aprons, Numbering, Holding Apron.

Unit – 4

PLANNING AND DESIGN OF THE TERMINAL AREA:
Operational Concepts, Space Relationships and Area Requirements,
Noise Control, Vehicular Traffic and Parking at Airports.

Unit – 5

AIR TRAFFIC CONTROL AND AIDS:
Runways and Taxiways markings,
Day & Night Landing Aids,
Airport Lighting and other Associated Aids.

Text Book:

1. Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd
2. Airport Marketing –David Jarach –Ashgate Publishing Limited

Reference Books:

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

6.2 AIRLINE AND AIRPORT MARKETING MANAGEMENT

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

UNIT – 1: Market for Air Transportation

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

UNIT- 2: Air Travel -Marketing Strategy & Product Analysis

Michel Porter‘s Five Factors and their Application to Airline –
Cost leadership –Focus strategies
Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules Related Product Features.
Customer Service and Controlling Product Quality-Air Freight Product.
Strategic Airline Alliances

UNIT – 3: Airlines-Revenue Management and Distribution and Promotion

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

UNIT – 4: Airport Marketing

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

UNIT- 5: Airport Marketing Planning

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

Text Book:

1. Airport Marketing – David Jarach – Ashgate Publishing Limited
2. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd

Reference Books:

1. Marketing Management – Philip Kotler – Pearson Education/PHI
2. Marketing Management – Rajan Saxena –Tata McGraw Hill
3. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition.
4. Global Marketing Management – Warren J. Keegan – PHI
5. Marketing Management – Ramaswamy & Namakumari – Mac Millnan(I)

6.3 SERVICES MARKETING

Goal: To enable the students to acquire the knowledge of marketing Various Services.

Unit – 1:

Services Marketing – meaning – nature of services – Types and importance – Relationship marketing – Mission, Strategy, elements of design, marketing plan market segmentation.

UNIT – 2:

Marketing mix decision:- unique features of developing, pricing, promoting and distributing services

Positioning and differentiations strategies, quality of service industries

Achievement and maintenance, customer support service.

UNIT – 3:

Marketing of hospitality:- Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and goods Transport – Leisure Service.

UNIT – 4:

Marketing of Financial services - Concept – features of banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services.

UNIT – 5:

Marketing of Non – Profit organizations:- services offered by charities – Educational service – miscellaneous service – power and Telecommunication.

Text Book:

1. Services marketing - S. M. Jha – Himalaya Publishing Company 1998, Mumbai.

Reference Book:

1. Services Marketing – Indian experience – Ravishankar, South Asia publication 1998, Delhi
2. Services Marketing – Text & Reading – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Services Marketing – Loveck – Prentice Hall
4. Services Marketing – Gousalves –Prentice Hall
5. Services Marketing – Principles & Practice – Palmer, Prentice Hall
6. Services Marketing – Woodrufee - McMillan

6.4 AIRCRAFT MAINTENANCE MANAGEMENT

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

UNIT-1: Goals and Objectives of Maintenance

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

UNIT-2: Documentation for Maintenance

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

UNIT-3: Production Planning and Control

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

UNIT-4: Maintenance Control Centre

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

UNIT-5: Quality Assurance and Quality Control

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

Text Book:

1. Aviation Maintenance Management - Harry A Kinnison mc Graw hill.

Reference Books:

1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd
2. Managing Maintenance Error – James Reason and Alan Ho

6.4 CUSTOMER RELATIONSHIP MANAGEMENT

Goals: To enable the students to learn the basics of Customer Relationship Management as well as Relationship Marketing, Sales Force Automation, Database Marketing and so on….

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

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

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

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

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

REFERENCE BOOKS:
S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
Philip Kotler, Marketing Management, Prentice Hall, 2005
Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

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

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