



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY **NAAC** WITH '**A**' GRADE

*Marching Beyond **25** Years Successfully*

BBA AVIATION MANAGEMENT

Curriculum and Syllabus Regulations 2021

**(Based on Choice Based Credit System (CBCS)
and
Learning Outcomes based Curriculum Framework (LOCF))**

**Effective from the Academic year
2021-2022**

**Department of Business Administration
School of Management Studies and Commerce**

Department of BBA Aviation Management

VISION

To train and deliver industry ready professionals for the safe, efficient and sustainable aviation industry.

MISSION

To serve the next generation aviation professionals educational needs from India as well as students from around the world.

PROGRAMME EDUCATIONAL OUTCOME (PEOs) BBA AVIATION MANAGEMENT

- I. To produce graduates having a strong background of accounting, finance, marketing, human resources and information technology in Aviation business administration.
- II. To produce graduates who can demonstrate core competencies in aviation business.
- III. To produce graduates having professional competence through life-long learning such as advanced degrees, professional skills and other professional activities related globally to Aviation & society.
- IV. To produce graduates who function effectively in a corporate environment and individually.

PROGRAM OUTCOMES (POs) BBA AVIATION MANAGEMENT

PO1: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO2: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO3: Students are competent in the uses of technology in modern organizational operations.

PO4: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO5: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO6: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7: Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PROGRAMME SPECIFIC OUTCOME (PSOS) BBA AVIATION MANAGEMENT

At the end of the program, the students are

- I. Able to understand the various management principles and they can able to apply in the field of Aviation Business.
- II. Able to develop entrepreneurial skill for solving real world problems.
- III. Able to work as a management trainee in the aviation field and financial supporting services concerning for societal wellbeing.

LIST OF BOARD OF STUDIES (BOS) MEMBERS:

S.NO	NAME OF THE MEMBER	DESIGNATION & ROLL
1	Dr. M. Thailyanayaki	Professor, HOD, Department of BBA, Chairman, VISTAS
2	Mr.C.V.Raveendran	Training Manager MH Cockpit
3	Capt. Adil Bharia	Internal Board Member MH Cockpit
4	Mrs. Farah Khan	Internal Board Member MH Cockpit
5	Mrs. Vandhika Lambha	Internal Board Member MH Cockpit
6	Mrs. Lina Bose	Internal Board Member MH Cockpit
7	Mr. Waseem Raja	Internal Board Member MH Cockpit
8	Mrs. Ashika parveen	Internal Board Member MH Cockpit

UG REGULATIONS 2021

DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AVIATION MANAGEMENT

1. DURATION OF THE PROGRAMME

1.1. Three years (six semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission – Pass in Higher Secondary or equivalent to HSC

3. MEDIUM OF INSTRUCTION

The medium of instruction for all UG programmes is English excluding Tamil, Hindi and French Language Papers

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than three academic years and passed the examinations of all the prescribed courses of Six Semesters earning a minimum of 140 credits as per the distribution given in for Part I, II, III and also fulfilled such other conditions as have been prescribed thereof.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist Part I, II & III:

The UG programme consists of a number of courses. The term 'course' is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a 'paper' in the conventional sense. The following are the various categories of courses suggested for the UG programmes.

Part I – Language Courses (LC) (any one of Tamil, Hindi, French or special subject designed in lieu of the above).

Part II – English Language courses (ELC) or special subject designed in lieu of.

The Language courses and English Language Courses are 4 each / 2 each in number and the LC and ELC are meant to develop the students communicative skill at the UG level.

Part III – Core courses i.e. major courses that compulsorily required for each of the programme of study (CC), Ability Enhancement Course (AHC), Discipline Specific Elective Course (DSE) and Skill Enhancement Course (SEC).

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical hours	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

7.4. Detained students for want of attendance: Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.5. Transfer of Students and Credits: The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.

7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.

7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

Structure of UG Courses in BBA AVIATION MANAGEMENT

**Distribution of different Courses in each semester with their credits
for B.B.A AVIATION MANAGEMENT**

Semester	Compulsory Core Courses (CC)	Discipline Specific Elective (DSE) each with 05 credit	Ability Enhancement Compulsory Courses (AECC) each with 04 credit	Skill Enhancement Course (SEC) each with 02 credit	Generic Elective (GE) each with 02 credit	Total Credits
Sem I	CC -1		AECC-1			23
	CC -2					
	CC -3					
	CC -4					
	CC -5					
Sem II	CC -6			SEC-1		23
	CC -7					
	CC -8					
	CC -9					
	CC -10					
Sem III	CC -11	DSE-1	AECC-2	SEC-1		24
	CC -12					
	CC -13					
Sem IV	CC-14	DSE-2		SEC-2		24
	CC -15			SEC-3		
	CC -16					
	CC -17					
SEM V	CC-18	DSE-3		SEC-3	GE-1	23
		DSE-4		SEC-4		
		DSE-5				
SEM VI		DSE-6		SEC-4	GE-2	23
		DSE-7		SEC-5		
		DSE-8 & DE-1				
Total Credits	80	38	4	12	6	140

***Language and English are treated as core papers in the SEM I and SEM II**

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)

TABLE OF CONTENTS

1. Introduction
2. Learning outcomes based approach to curriculum
 - 2.1 Nature and Extent of the Program
 - 2.2 Aims of Bachelor's Degree Program
3. Graduate attributes
4. Qualification description
5. Programme Learning Outcomes
6. Teaching Learning Process
7. Assessment Methods

Learning Outcomes-Based Curriculum Framework for Undergraduate Education in B.B.A (AVIATION MANAGEMENT)

1. Introduction

The Learning Outcomes-based Curriculum Framework (LOCF) for the undergraduate programs in Business Administration BBA is intended to make available an extensive structure to create an academic base that responds to the requirements of the students to understand the basics of business administration. The curriculum framework is designed and formulated in order to understand the basic business functions with global perspectives, to develop critical and analytical thinking abilities, to equip interpersonal skill development, creating social sensitivity and understanding CSR to inculcate the ethical activities of business and its sustainable development, to provide business practices demonstrate sensitivity to social, ethical and sustainability issues, to develop and build the entrepreneurship wisdom and its qualities.

The learning outcome-based curriculum framework of B.B.A provides for the flexibility and modernization in the program design of the UG education, and its syllabi development, teaching learning process and the evaluation measures of the learning outcomes. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry as a part of the BBA Course syllabus. The process of learning is defined by the following steps which should form the basis of final evaluation of the achievement at the end of the program.

- i. The ability to use this information to study new business situations and learn skills and tools like business solutions, new business strategies and corporate governance to find the solution, interpret the results and make predictions for the future developments.
- ii. The ability to create the acquired information, understanding and experience for a better and improved comprehension of the Organizational problems in nature and to create new skills and tools for their possible business solutions.

2. Learning Outcomes based Curriculum framework

2.1 Nature and extent of BBA Aviation Management Programme

The UG programs in BBA aviation management builds on the basic Accountancy, economics, Commerce and business math's taught at the +2 level in all the schools in the country. Ideally, the +2 senior secondary school education should aim and achieve a sound grounding in understanding the basic fundamentals of business orientated subjects with sufficient content of topics from the modern business subjects and contemporary areas of exciting developments in business administration to ignite the young minds. Students should orient towards fundamentals of Economics, Statistics, Organizational Behaviour and Personality Developments.

The students would examine the role of competitive advantage in business environments using strategic and operational methods. A Business Administration degree typically includes courses in Finance, Business environment, Information systems and technology, human resources, business and product management, sales promotion, etc. As a Business Administration student will receive a well-versed, broad-based education that equips students with the skills that are always in demand in the workplace. The different types of knowledge and training that the students acquire from Business Administration courses can also help the students to decide which particular skill the students could concentrate on for their future career.

The students may wish to pursue further studies to become an accountant for example, or a human resources specialist. Regardless of your decision, a degree in Business Administration prepares you for both and so much more.

2.2 Aims of BBA AVIATION MANAGEMENT Programme

The aims and objectives of our BBA Programme is structured to:

1. To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence
2. To demonstrate a knowledge of how global issues, including multicultural and diversity concerns, affect business via specific questions.
3. Apply critical reasoning process to specifically employ appropriate analytical models to evaluate, select among alternatives, and generate creative options in furtherance of effective decision making
4. To practice high level of professionalism necessary to deliver the knowledge, expertise

and skill of students through the application of research to business problems and issues

3. Graduate attributes in BBA AVIATION MANAGEMENT

Some of the characteristic attributes of a graduate in BBA Aviation Management are

- i. **Disciplinary knowledge and skills:** Capable of Understanding the major concepts and principles in Business and administration and its different subfields like Human Resource management, financial management, Production management, marketing management, national and international business environments and its related information's and market research etc.
- ii. **Skilled communicator:** Ability to transmit National and international information relating all areas in Business and administrations in a clear and concise manner in writing and oral.
- iii. **Critical thinker and problem solver:** Ability to employ critical thinking and efficient problem-solving skills in all the fields in business and management in order to meet the competition and for proper decision making in business.
- iv. **Sense of inquiry:** Capability for asking relevant/appropriate questions relating to the contemporary issues and problems in the field of business administration, and planning, executing and reporting the results business environment research.
- v. **Team player/worker:** Capable of working effectively in diverse teams in both classroom and field visits like industry and market.
- vi. **Skilled project manager:** Capable of identifying/mobilizing appropriate resources required for a project, and manage a project through to completion, while observing responsible and ethical business conduct like CSR etc.
- vii. **Digitally Efficient:** Capable of using computers for business analytics and computation and appropriate software for numerical and statistical analysis of data, and employing modern e-library search tools, various websites of the renowned business strategies of topmost companies in global wise.
- viii. **Ethical awareness / reasoning:** The graduate should be capable of demonstrating ability to think and analyze rationally with modern and business trending outlook and identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights, and adopting objectives, unbiased and truthful actions in all aspects of work.

ix. **National and international perspective:** The graduates should be able to develop a national as well as international perspective for their career in the chosen field of the academic activities. They should prepare themselves during their most formative years for their appropriate role in contributing towards the national development and projecting our national priorities at the international level pertaining to their field of interest and future expertise.

x. **Lifelong learners:** Capable of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of business management.

4. Qualification descriptors for BBA AVIATION MANAGEMENT programme

The qualification descriptors for a BBA Aviation management program may include the following.

The graduates should be able to:

i. Demonstrate

(i) A fundamental/systematic or coherent understanding of the academic field of management, its different learning areas like financial management, human resource management, marketing management, customer relationship management business environment, management information system and its linkages with related disciplinary areas/subjects.

(ii) procedural knowledge that creates different types of professionals related to different areas of study in management outlined above, including research and development, teaching and government and public service;

(iii) skills in areas related to specialization area relating the subfields and current developments in the academic field of management.

ii. Use knowledge, understanding and skills required for identifying problems and issues relating to management, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources from various real life case studies and their application, analysis and evaluation using methodologies as appropriate to management for formulating new theories and concepts.

iii. Communicate the results of studies undertaken accurately in a different context using the main concepts, constructs and techniques of management. Develop communication abilities to present these results in technical as well as popular science meetings

organized in various universities and other private organizations.

- iv. Ability to meet one's own learning needs, drawing on a range of current research and development work and professional materials and interaction with other management people around the world.
- v. Apply one's knowledge of management to new/unfamiliar contexts to identify and analyze problems and issues and solve complex problems in management and related areas with well-defined solutions.
- vi. Demonstrate management related techniques of management related job trades and employment opportunities.
- vii. contexts and to identify and analyze problems and issues and seek solutions to real-life problems.

Demonstrate subject-related and transferable skills that are relevant

5. Programme learning outcomes relating to BBA AVIATION MANAGEMENT

- i. Students will acquire and demonstrate analytical and problem solving skills within various
- ii. Disciplines of management, business, accounting, economics, finance, and marketing. The Students will be acquiring Conceptual Clarity of Various Functional Areas and an ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
- iii. Students will be able to identify leadership features and roles, managers, group roles, which will assist students to have effective communication skills and respond properly when faced with moral and ethical dilemmas and demonstrate rational behavior. Demonstrating ability to evolve strategies for organizational benefits.
- iv. Identify the key contributors to the development of management thinking and their contributions. The students will be able to identify the gap between current level of communication skills and the expected industry standards. The students will also be able to understand the dynamic and complex working environment of Business.
- v. Students will acquire the necessary communication, research and technological skills to analyze a business situation (problem and opportunity), prepare and

present a management report and take strategic decisions. The Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

- vi. Students will engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences. The students will also demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- vii. Students will develop critical thinking abilities and a foundation of ethical principles that allows them to work respectfully, ethically and professionally with people of diverse cultural, gender backgrounds. Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

TEACHING LEARNING PROCESS

Teaching-learning process and assessment of student learning levels. Instead, they are intended to allow for flexibility and innovation in (i) programme design and syllabi development by higher education institutions (HEIs), (ii) teaching-learning process, (iii) assessment of student learning levels, and (iv) periodic programme review within a broad framework of agreed expected graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes. The overall objectives of the learning outcomes-based curriculum framework are to:

- Formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes that are expected to be demonstrated by the holder of a qualification;
- Enable prospective students, parents, employers and others to understand the nature and level of learning outcomes (knowledge, skills, attitudes and values) or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study;
- Maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility; and

- Provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards.

7. ASSESSMENT METHODS

Examination And Evaluation

7.1. Examination:

- i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.
- ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

7.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

7.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE) for PART I, II, III

7.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

7.3.2 For End Semester examination, passing minimum shall be 40% (Forty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

7.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 40%.

7.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 140 CREDITS in PartI, II, III.

7.4 Question Paper Pattern for End Semester Examination

SECTION – A 10 questions 10 X 2 = 20 Marks

SECTION – B 5 questions either or pattern 5 X 16 = 80 Marks

Total 100 Marks

7.5 SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

7.5.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

7.5.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

7.6. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

10.1. Re-totalling: All UG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

10.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

10.3. Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

7.7. The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

7.8. CLASSIFICATION OF SUCCESSFUL STUDENTS

7.8.1. PART I TAMIL / OTHER LANGUAGES; PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks

- a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.
- b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.
- c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.
- d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND** Class.
- e) CGPA 4.00 to 4.99 shall be declared to have passed the examination in the **THIRD** Class.

7.9. MARKS AND GRADES:

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student:

13.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification .

GPA for a Semester: = $\sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

Grade Conversion Table – UG			
Range of Marks	Grade Points	Letter Grade	Description
90 – 100	10	O	Outstanding
82 – 89	9	A+	Excellent
75 – 81	8	A	Very Good
67 – 74	7	B+	Good
60 – 66	6	B	Above Average
50 – 59	5	C	Average
40 – 49	4	D	Minimum for pass
0 – 39	0	RA	Reappear
		AAA	Absent

Letter Grade and Class CGPA

Overall Performance – UG		
CGPA	GRADE	CLASS
4.00 - 4.99	D	Third Class
5.00 - 5.99	C	Second Class
6.00 - 6.69	B	First Class
6.70 - 7.49	B+	
7.50 - 8.19	A	First Class with Distinction*
8.20 - 8.99	A+	
9.00 - 10.00	O	First Class - Outstanding*

- The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.

7.10. RANKING

- Students who pass all the examinations prescribed for the Program in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction.
- In the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance are only eligible for Classification.
- Students qualifying during the extended period shall not be eligible for RANKING.

7.11 MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

7.11.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

7.11.2. In exceptional cases like major accidents and child birth an extension of one year considered beyond maximum span of time (Time Span= N + 2 + 1 years for the completion of programme).

7.12. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

Structure of Courses in BBA AVIATION MANAGEMENT

The BBA AVIATION MANAGEMENT programs consists of 140 credits based on the Choice Based Credit System (CBCS) approved by the UGC with 1 hour for each credit for theory/tutorials and 2 hours for each credit of laboratory work. The 140 credit course comprises of 80 credits of Core courses (CC) and 4 credits of Ability Enhancement Compulsory Courses (AECC) which are mandatory as well as 38 credits of Discipline specific courses (DSE), 12 credits of Skilled Enhancement courses (SEC) and 06 credits of Generic Elective. A student must take more than 140 credits in total to qualify for the grant of the BBA degree after completing them successfully as per rules and regulations of the HEI.

A detailed list of Core Courses, Discipline Specific Courses (DSE), Discipline Elective Course(DE), Generic Elective Courses (GEC), Skill Enhancement Courses (SEC) and Ability Enhancement Compulsory Courses (AECC) are given in Section 6.2

**Distribution of different Courses in each semester with their credits
for B.B.A. AVIATION MANAGEMENT
Courses of Study and Scheme of Assessment**

(Minimum Credits to be earned: 140)

B.B.A AVIATION MANAGEMENT Course Components

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Credits
Core Courses & Languages	15 + 6	15 + 6	15	18	5	-	80
Ability Enhancement Courses (AEC)	2	-	2	-	-	-	4
Discipline Specific Elective(DSE) & DE	-	-	5	3	13	17	38
Generic Elective(GEC)	-	-	-	-	3	3	6
Skill Enhancement Course(SEC)	-	2	2	3	2	3	12
Total Credits	23	23	24	24	23	23	140

***Language and English are treated as core papers in the SEM I and SEM II**

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

(VISTAS)

B.B.A. AVIATION MANAGEMENT DEGREE COURSE

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(MINIMUM CREDITS TO BE EARNED: 140)

Code No.	Course	Hours/Week			Credits	CA	Maximum Marks			
		Lecture	Tutorial	Practical			SEE	Total		
SEMESTER 1										
LANG	Tamil I / Hindi / French			3	0	0	3	40	60	100
ENG	English I			3	0	0	3	40	60	100
CORE	Management Principles			4	1	0	5	40	60	100
CORE	Introduction to Airline Industry			4	1	0	5	40	60	100
CORE	Airline & Airport Operations			5	0	0	5	40	60	100
AECC	Communication Skills			1	0	2	2	40	60	100
SEC	Orientation / Induction programme / Life skills			-	-	-	-	-	-	-
				20	2	2	23			
SEMESTER 2										
LANG	Tamil II / Hindi / French			3	0	0	3	40	60	100
ENG	English II			3	0	0	3	40	60	100
CORE	Fundamentals of Financial Accounting			4	1	0	5	40	60	100
CORE	ATC (Air traffic control) Management			4	1	0	5	40	60	100
CORE	Airline marketing and strategic alliances			5	0	0	5	40	60	100
SEC	Soft Skills – I			2	0	0	2	40	60	100
SEC	NSS / NCC / Swachh Bharat/ Inplant Training			-	-	-	-	-	-	-
				21	2	0	23			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A AVIATION MANAGEMENT DEGREE COURSE

Code No.	Course	Hours/Week			Credits	CA	Maximum Marks			
		Lecture	Tutorial	Practical			SEE	Total		
SEMESTER 3										
CORE	Business Mathematics and Statistics			4	1	0	5	40	60	100
CORE	Financial Management			4	1	0	5	40	60	100
CORE	Aviation Resource Management			5	0	0	5	40	60	100
DSE	Discipline Specific Elective – Paper I			4	1	0	5	40	60	100
AECC	Environmental Studies			2	0	0	2	40	60	100
SEC	Soft Skills – II			2	0	0	2	40	60	100
SEC	Swayam / NPTEL / Value Added Course			-	-	-	-	-	-	-
				21	3	0	24			

SEMESTER 4

CORE	Airline Accounting			4	1	0	5	40	60	100
CORE	Strategic airport planning & marketing			4	1	0	5	40	60	100
CORE	Airline finance & Insurance			4	0	0	4	40	60	100
CORE	Aviation Regulation			4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper II			3	0	0	3	40	60	100
SEC	Soft Skills III			2	0	0	2	40	60	100
SEC	Internship			0	0	2	1	-	-	-
				21	2	2	24			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A AVIATION MANAGEMENT DEGREE COURSE

Code No.	Course	Hour / Week				CA	Maximum Marks			
		Lecture	Tutorial	Practical	Credits		SEE	Total		
SEMESTER 5										
CORE	Aircraft maintenance management			4	1	0	5	40	60	100
DSE	Discipline Specific Elective – Paper III			5	0	0	5	40	60	100
DSE	Discipline Specific Elective – Paper IV			4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper V			4	0	0	4	40	60	100
GE	Generic Elective paper – I			3	0	0	3	40	60	100
SEC	Mini Project			0	0	4	2	40	60	100
SEC	Skill Enhancement Training / Student Club Activities			-	-	-	-	-	-	-
				20	1	4	23			

SEMESTER 6

DSE	Discipline Specific Elective – Paper VI			4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper VII			4	1	0	5	40	60	100
DSE	Discipline Specific Elective – Paper VIII			4	0	0	4	40	60	100
GE	Generic Elective paper – II			3	0	0	3	40	60	100
SEC	Entrepreneurship Development			2	0	0	2	40	60	100
DE	Project Work			0	0	8	4	40	60	100
SEC	Technical Seminar / Innovation Council / Start up Initiative			0	0	2	1			100
								40	60	
				17	1	10	23			

CA - Continuous Assessment

SEE - Semester End Examination

LIST OF CORE COURSES

S.NO	COURSE CODE	COURSE TITLE
1	21CBAV11	MANAGEMENT PRINCIPLES
2	21CBAV12	INTRODUCTION TO AIRLINE INDUSTRY
3	21CBAV13	AIRLINE & AIRPORT OPERATIONS
4	21CBAV21	FUNDAMENTALS OF FINANCIAL ACCOUNTING
5	21CBAV22	AIR TRAFFIC CONTROL MANAGEMENT
6	21CBAV23	AIRLINE MARKETING & STRATEGIC ALLIANCES
7	21CBAV31	BUSINESS MATHEMATICS AND STATISTICS
8	21CBAV32	FINANCIAL MANAGEMENT
9	21CBAV33	AVIATION RESOURCE MANAGEMENT
10	21CBAV41	AIRLINE ACCOUNTING
11	21CBAV42	STRATEGIC AIRPORT PLANNING & MARKETING
12	21CBAV43	AIRLINE FINANCE & INSURANCE
13	21CBAV44	AVIATION REGULATION
14	21CBAV51	AIRCRAFT MAINTENANCE MANAGEMENT

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)

S.NO	COURSE CODE	COURSE TITLE
1	21DBAV11	CUSTOMER RELATIONSHIP MANAGEMENT
2	21DBAV12	AIRLINE TRAVEL & TOURISM INDUSTRY
3	21DBAV13	LOGISTIC AND AIR CARGO MANAGEMENT 60
4	21DBAV14	AVIATION SECURITY AND SAFETY MANAGEMENT 75
5	21DBAV15	AIRLINE ADVERTISING & SALES PROMOTION 60
6	21DBAV16	CREW RESOURCE MANAGEMENT 60
7	21DBAV17	PASSENGER GROUND SERVICE 60
8	21DBAV18	BASIC RAMP SAFETY 60
9	21DBAV19	AIRLINE CUSTOMER SERVICE 45
10	21DBAV20	TRAVEL AGENTS & TOUR OPERATORS 75
11	21DBAV21	AIR TICKETING & FARE CONSTRUCTION 75
12	21DBAV22	INTRODUCTION TO CARGO MANAGEMENT 60

13	21DBAV23	AIRLINE ECONOMICS 75
14	21DBAV24	AIRCRAFT RULES AND REGULATIONS 75
15	21DBAV25	AIRLINE OPERATIONS SCHEDULING 75
16	21DBAV26	AIRLINE MARKETING MANAGEMENT 75

LIST OF DISCIPLINE ELECTIVE COURSES (DE)

S.NO	COURSE CODE	COURSE TITLE
1	21RBAV61	PROJECT WORK

LIST OF ABILITY ENHANCEMENT COMPUSLORY COURSE (AECC)

S.NO	COURSE CODE	COURSE TITLE
1	21ABAV11	COMMUNICATION SKILLS
2	21ENVS31	ENVIRONMENTAL STUDIES

LIST OF SKILL ENHANCEMENT COURSE (SEC)

S.NO	COURSE CODE	COURSE TITLE
1	21SBAV11	ORIENTATION / INDUCTION PROGRAMME / LIFE SKILLS
2	21SSKU21	SOFT SKILLS –I
3	21SBAV21	NSS / NCC / SWACHH BHARAT/ INPLANT TRAINING
4	21SSKU31	SOFT SKILLS – II
5	21SBAV31	SWAYAM / NPTEL / VALUE ADDED COURSE
6	21SSKU41	SOFT SKILLS – III
7	21SBAV42	INTERNSHIP
8	21SBAV51	MINI PROJECT
9	21SBAV52	SKILL ENHANCEMENT TRAINING / STUDENT CLUB ACTIVITIES
10	21SBAV61	ENTREPRENUERSHIP DEVELOPMENT
11	21SBAV62	TECHNICAL SEMINAR / INNOVATION COUNCIL / START UP INITIATIVE

LIST OF GENERIC ELECTIVE COURSES (GE)

S.NO	COURSE CODE	COURSE TITLE
1	21GBAV11	CONSUMER AFFAIRS
2	21GBAV12	DISASTER MANAGEMENT
3	21GBAV13	UNIVERSAL HUMAN VALUES

7. Teaching Learning Processes

The teaching, learning processes play the most important role in achieving the desired aims and objectives of the undergraduate programs in Business Administration Aviation management as elaborated in detail in the learning-based curriculum framework (LOCF). Business Administration is a platform to prepare young minds with a positive attitude for excellent performance and committed service to the society. It provides the right encouragement to enable students to pursue their goals and ambition for career development and entrepreneurial ambitions. The Curriculum for the three year program has been designed to be flexible and is comprised of creative combination of discipline of study; as well as giving them an opportunity for the employability skill in the challenging business environment. The BBA Program aims at developing a set of broad-based competencies, an understanding of the societal and human situation and instills in them strong ethical values. To achieve this goal, the appropriate training of young individuals to become competent business in the future has to be accomplished. For this purpose a very good undergraduate program in Business Administration is the first step. We should therefore have an excellent teaching-learning procedural protocol for all the colleges, universities and other higher education institutions (HEI).

To be specific, it is desirable to have:

- i. All the teachers should be qualified as per the UGC norms and should have good communication skills.
- ii. The BBA Aviation management programs are practical, challenging and motivating. They equip the students with both theoretical and practical knowledge as well as personal and professional skills to manage the challenges strategically and successfully in the present global environment
- iii. Necessary and sufficient infrastructural facilities for the classrooms and library facilities with adequate furniture's and other requirements.
- iv. Sufficient infrastructure for ICT and other facilities needed for technology-enabled learning like smart classrooms, computer labs and internet facilities with all the necessary software.

Teachers should make use of all the methodologies for an efficient teaching-learning process, i.e.:

- i) Classroom teachings with lectures using traditional as well as electronic boards and smart classrooms
- ii) Teaching should be complimented with student's seminar to be organized very frequently.
- iii) Workshop, Guest lectures and the Conference should be arranged by eminent teachers and corporate experts to be invited by the concerned college/university/HEI.
- iv) Innovative Teaching, Learning pedagogy that creates high potential managers and strategic leaders
- v) Highly professional and well qualified research-oriented faculty drawn from academia and industry.
- vi) Lectures, seminars, conferences and training and development activities directed to improve employability of the students
- vii) Project work should be given to all students individually or in group to 2-3 students depending upon the nature of the course.
- viii) Internship of duration varying from one week anytime in the semester and/or 2-6 weeks during semester break and summer breaks should be arranged by the college/universities/HEI for the students to visit other colleges/universities/HEI and industrial organizations in the vicinity.
- viii) To counsel academically weak students and to play an important role in helping troubled students cope with academic, extra-academic and personal problems. A mentor system may be evolved where 1-30 students may be assigned to each faculty member.
- ix) Teaching load should be managed such that the teacher has enough time to interact with the students to encourage an interactive/participative learning.

8. Assessment Methods

In the undergraduate education of Bachelor of Business Administration Aviation management leading to the degree, the assessment and evaluation methods focus on career growth, understanding of the basic ideas, development of managerial skills, promoting young entrepreneur, retention and ability to apply the knowledge acquired, to explain with analysis and reason what has been learnt, to solve problems and communicate the results and findings effectively. Since the Learning Objectives are defined clearly for each course in detail, it is easier to implement creative methods to monitor the progress in achieving the

learning Objectives during the course and assess the level of achievement at the end of the course.

For the courses offered in BBA Aviation management, the priority is given for Creative Assessment for monitoring the progress towards achieving the Learning Objectives while this is to assure that the students know their strengths and weaknesses periodically through the results of assessments and make amends for the gaps in their knowledge without affecting their final grades in any significant way.

The complete academic performance of a student is evaluated in case of a theory courses by Internal / External Examiners and in the case of practical / project work where an External Examiner shall be nominated for evaluation/ viva voce. The weightage between the internal assessment and the end semester examinations will be 40: 60.

In case of a theory course, the internal assessment carries an equal weightage for various important assessment parameters like continuous assessment tests, model exam, attendance, student aptitude, faculty assessment and assignments.

Undergraduate projects can be carried out by a group of students with a maximum of three students in a group. The assessment method for the project work consists of a) Record Work and b) Viva-voce and the weightage is shared between them in the ratio of 60:40.

An appropriate grading system, where all assessment of a course will be done on absolute marks basis will be implemented. However, for the purpose of reporting the performance of a candidate, letter grades, each carrying certain points, will be awarded as recommended by UGC.

At the end, the main purpose of Bachelor of Business Administration teaching should be to impart objective knowledge to students in concrete, widespread and effective way. Here, effectiveness implies gaining knowledge and skill which can be applied to solve the decision-making problems as well as attaining capability of logical thinking and new creativity ideas which are conducive to new knowledge and new innovations.

The student shall embrace the curriculum in a way which would stimulate imagination and imbibe a spirit of enquiry in them. So those in future they will decide for further investigations or research.

Needless to say, there should be a continuous evaluation system for the students. This will enable the teachers not only to ascertain the overall progress of learning by the students, but also to identify the students who are slow learner and for whom special care should be taken. teacher should act as a facilitator and guide and not as a guardian of curriculum.

9. Keywords

Ability Enhancement Compulsory Course
(AECC)

Course Learning Outcomes (CLO)

Discipline Specific Electives
(DSE)

Formative Assessment (FA)

Generic Elective Courses
(GEC)

Learning Outcome based on Curriculum Frame work
(LOCF)

Learning Outcomes (LO)

Program Learning Outcomes (PLO)

Skill Enhancement Courses (SEC)

Student Centric

Teacher Centric

Teaching Learning

Methodology

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப்பாடநேரம்: 3.

தாள்-1

இக்காலக்கவிதைகள் – உரைநடை – பண்பாடு – மொழித்திறன்

அலகு 1: மரபுக்கவிதை 9மணிநேரம்

1. பாரதியார்- பாரததேசம்என்னும்தலைப்பில்ஆறுபாடல்கள்.
(பாடல்எண்கள் 1, 6, 7, 9, 12, 13)
2. பாரதிதாசன்-தமிழுக்கும்அமுதென்றுபேர்என்னும்தலைப்பிலானகவிதை.
3. தேசிகவிநாயகம்பிள்ளை - உடல்நலம்பேணல்என்னும்தலைப்பிலானகவிதை
4. முடியரசன்-காவியப்பாவை – “புண்படுமா” என்னும்கவிதை.

அலகு 2: புதுக்கவிதை 9மணிநேரம்

1. நா.காமராசன்-
கறுப்புமலர்கள்தொகுப்பில்காகிதப்பூக்கள்என்னும்தலைப்பிலானகவிதை.
2. அப்துல்ரகுமான்-
ஆலாபனைதொகுப்பில்போட்டிஎன்னும்தலைப்பிலானகவிதை
3. ஈரோடுதமிழன்பன் -
ஒருவண்டிசென்றியுதொகுப்பில்தேர்ந்தெடுக்கப்பட்டசென்றியுகவிதைகள்
4. ஆண்டாள்பிரியதர்ஷினி-
முத்தங்கள்தீர்ந்துவிட்டனதொகுப்பில்’இங்கேவரும்போது’
என்னும்தலைப்பிலானகவிதை

அலகு 3: உரைநடை 9மணிநேரம்

1. மாணாக்கரும்தாய்மொழியும் - திரு.வி.க.,
2. மனவலிமைவேண்டும்- மு.வரதராசனார்
3. செம்மொழித்தமிழின்சிறப்புகள்
4. பண்டைத்தமிழரின்சாதனைச்சுவடுகள்

அலகு 4: தமிழர்வாழ்வுப்பண்பாடும் 9மணிநேரம்

பண்பாடு-வாழ்வியல்முறை - அகம், புறம் - உணவுமுறை - விருந்தோம்பல் - நம்பிக்கைகள்-விழாவும்வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை-கூத்து- தொழிலும்வணிகமும் - அறிவியல்நோக்கு.

அலகு 5: மொழித்திறன், இலக்கியவரலாறு, இலக்கணம் 9மணிநேரம்

1. எழுத்துப்பிழை, தொடர்ப்பிழைகள்

2. வேற்றுமைஇலக்கணம்
3. செய்யுள்நலம்பாராட்டல்
4. பாடம்தழுவியஇலக்கியவரலாறு (மரபுக்கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணிநேரம்

பார்வைநூல்கள்

1. தமிழர்நாகரிகமும்பண்பாடும், டாக்டர்அ.தட்சிணாமூர்த்தி, ஐந்திணைப்பதிப்பகம்
2. தவறின்றித்தமிழ்எழுதுவோம், மா. நன்னன், ஏகம்பதிப்பகம்
3. தவறின்றித்தமிழ்எழுத-மருதூர்அரங்கராசன், ஐந்திணைப்பதிப்பகம்
4. தமிழ்இலக்கியவரலாறு, வரதராசன், மு., புதுதில்லி : சாகித்தியஅக்காடெமி ,
5. புதியதமிழ்இலக்கியவரலாறு, நீல. பத்மநாபன், சிற்பிபாலசுப்ரமணியம், சாகித்தியஅக்காடெமி
6. செம்மொழிதமிழின்சிறப்பியல்புகள் - முனைவர்மறைமலைஇலக்குவனார்;
<https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல்தேடலுக்கானஇணையம் - <https://archive.org/>

21LHIN11

HINDI PAPER I

3 0 0 3

Course Objective:

- To enable the students to develop communication skills

- To train students in official language
- To enrich their knowledge in Hindi literature
- To teach them human values & create awareness towards exploitation

Unit-1 **9 HRS**

‘Ekatuutkadi’ by shriRajkishore

Letter writing (application),

Technical words (prashasanikvakyansh: 1-50).

Unit-2 **9 HRS**

‘Devi singh’ by agyeya,

Letter writing (bank A/C opening&closing),

Technical words (prashasanikvakyansh: 51-100).

Unit-3 **9 HRS**

‘kabiraakikaashi ’by Kumar Ravindra

Unit-4 **9 HRS**

‘bharathiyavigyankikahaani - ‘hamnediyaa ,hamneliyaa’ ’by Gunakar mule,

Letter writing (shikayathpathra, gyapan)

Technical words: takniki shabd-25.

Unit-5 **9 HRS**

Letter writing (sarkaripathra, ardhasarkaaripathra, kaaryalayaadash),

Technical words: takniki shabd-25.

TOTAL: 45 HRS

Course Outcomes:

CO-1: Students will be familiar with official letter writing.

CO-2: will understand their responsibility in the society.

CO-3: Students will be moulded with good character understand human values.

CO-4: Students will gain knowledge about ancient &, rich culture of India.

CO-5: will know the equivalent Hindi words for scientific terms.

TEXT BOOKS:

1. GadyaKhosh , Prashasanikshabdavali, Patra lekhan

REFERENCES:

1. <http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
2. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
3. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>
5. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

21LFRE11

French –I

3 0 0 3

Course Objective:

- To introduce French language.

- To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

Unit I **09**
Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er, 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative Et interrogative.

Unit II **09**
Premiers mots en français- Les hommes sont difficiles -Vive la liberté-Réponses aux questions tires de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

Unit III **09**
L'heure c'est l'heure-.Elle va revoir sa Normandie - Mettez-vous d'accord groupe de nom- Réponses aux questions tires de la leçon-Grammaire : A placer et accorder l'adjectif en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

Unit IV **09**
Trois visage de l'aventure - A moi Auvergne - .Recit de voyage-Réponses aux questions tires de la leçon- Grammaire : Adjectif processif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

Unit V **09**
A écrire une lettre a un ami l'invitant a une célébration différente ex : mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Total 45 hours

TEXT BOOKS:

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

1. DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.
2. NithyaVijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

WEB SITE RESOURCES LINK;

1. <https://www.thoughtco.com/french-reading-tips-1369373>
2. <https://www.bnf.fr/fr>
3. <https://www.laits.utexas.edu/tex/>

- To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
- To enrich their vocabulary in English.
- To develop communicative competency.

Unit I **9 HRS**

1. Dangers of Drug Abuse - Hardin B Jones
2. Tight Corners - E. V. Lucas

Unit II **9 HRS**

1. Futurology - Aldous Huxley
2. If You are Wrong, Admit it - Dale Breckenridge Carnegie

Unit III **9 HRS**

1. Industry - Dr.M.Narayana Rao &Dr.B.G.Barki
2. Turning Point of My Life - A.J Cronin

Unit IV **9 HRS**

1. Excitement - Mack R. Douglas
2. The Kanda Man Eater - Jim Corbett

Unit V **9 HRS**

Vocabulary and Exercises under the Lessons

Note: Lessons prescribed are from various anthologies and respective exercises therein will be taught.

Total 45HRS

Course Outcome:

- CO-1: Examine the language of prose.
- CO-2: Utilize instructions on fundamentals of grammar
- CO-3: Develop their own style of writing after studying diverse prose essays.
- CO-4: Classify different essays on the basis of their types.
- CO-5: Critically comment on the textual content of prose.

BOOKS PRESCRIBED:

1. English for Communication Enrichment: by JeyaSanthi June 2015.

2. Dr. M. Narayana Rao and Dr. B. G. Barki – Anu’s Current English for Communication (AnuChitra).
3. Dr. Ananthan , R. Effective Communication. Ed. Chennai :AnuChithra Pub.2010.

WEB SOURCES:

1. <https://www.gradesaver.com/>
2. <https://www.enotes.com/>
3. <https://www.jstor.org/>
4. <https://www.sparknotes.com/>
5. <https://www.cliffsnotes.com/>

This subject is a comprehensive learning on what management is all about and different schools of thoughts on management. It gives a clear understanding of management practices and the various functions of management and also gives away the principles of management developed by eminent management thinkers. The syllabus is structured to provide basic conceptual knowledge on the principles of planning, organizing, staffing, motivation, leadership, controlling and to offer orientation to the recent dynamics of managerial practice.

Unit-1 INTRODUCTION TO MANAGEMENT

15 HRS

Definition – nature, process and significance of management –Role of managers – Managerial Skills and Roles - Evolution of Management Thought : Classical Management Approaches, Behavioural Management Approaches, Quantitative Management Approaches, Modern Management Approaches - Management as a Science or Art - Management as a profession- Administration and Management- Functions of Management – Functional Areas of Management.

Unit-2 PLANNING AND DECISION MAKING

15 HRS

Planning - Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) – Management By Exception (MBE) - Policy and Strategy- Forecasting and Decision Making - Nature of decision making - Types of decisions – Decision Making Process – Rational Perspectives and Behavioural Aspects of decision making.

Unit-3 ORGANIZING

15 HRS

Organizing - Nature and purpose - Principles of Organization - Types of Organization - Organisational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation - Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.

Unit-4 STAFFING AND DIRECTING

15 HRS

Staffing - Nature and Purpose of staffing – Importance of staffing – Components of Staffing - Manpower planning - Recruitment and Selection - Training and Development – Performance Appraisal. Directing – Nature of Directing function - Principles – Importance of Effective Direction – Motivation theories – Motivating people at work Effective Communication skills for directing – Barriers of communication.

Unit-5 CONTEMPORARY ISSUES AND CHALLENGES IN MANAGEMENT 15 HRS

Leadership and change, Total quality management, Work force diversity, Globalization and innovation, Enterprise mobility, How to manage and control virtual teams, creating an ethical workplace

TOTAL: 75 HRS

Course Outcomes:

CO – 1: Identify the basic activities which any manager will conduct in the organization.

CO – 2: Discover the role of general management for the success of an organization.

CO – 3: Demonstrate managerial ability and professional skills.

CO –4: Analyze the managerial issues they will have to tackle in the competitive environment.

CO – 5: Learn the latest trends in the field of management.

TEXT BOOKS:

1. Stoner, Freeman, Gilbert Jr., .Management ,Prentice Hall India, 6th edition, 2014.
New Delhi: Daft, R. L. . Principles of Management, Cengage Learning, 1st edition, 2009.
2. Gupta, R.S., Sharma, B.D., &Bhalla. N.S., Principles & Practices of Management Kalyani Publishers New Delhi, 11th edition, 2011.

REFERENCE BOOKS:

1. Williams. Management, (International edition) South-western Cengage Learning, 5th edition, 2009.
2. John R. Schermerhorn.,Management, Wiley-India, 13th edition, 2018.
3. Koontz, H., &Weihrich, H. Essentials of Management, McGraw Hill Publishers, 4th edition, 2012.

Websites

1. <https://open.lib.umn.edu/principlesmanagement/chapter/1-1-introduction-to-principles-of-management/>
2. https://www.managementstudyguide.com/management_principles.html
3. <https://www.learnpick.in/prime/documents/ppts/details/4049/principle-of-management-organization>

Course Objective:

Understanding about the airline industry and its regulatory bodies, Understanding the characteristics of Airline Industry and its characteristics, Understanding the organisational structure of the airline industry, Understanding the security, navigation and traffic control and Understanding the importance of safety and security.

Unit-1 GENERAL INTRODUCTION OF AVIATION 15 HRS

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-2 INTRODUCTION TO AIRCRAFT SCIENCE 15 HRS

History of Aircraft-Difference between Aircraft and Airplane-List of Civil Aircraft Manufacturing Companies – Classification of Airplanes-Physical Description of an Aircraft-Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.

Unit-3 PASSENGER SERVICES AT TERMINAL BUILDING 15 HRS

Reservation – Meaning – Procedures – Check in – Meaning – Seating Procedures of an Airline – Exit Row Seating Procedures -X-Ray Screening of Baggage Procedure – Types of Passengers and Handling Procedure – Expectant Mother Handling Procedures – Handling Procedure for Infant, Minor, Physically Incapacitated Person – Ambulatory Passenger – Non Ambulatory Passenger – Wheel Chair Passenger – Types of Wheel Chair Passengers – Disruptive Passenger Handling Procedure – Mentally Disabled Passenger Handling Procedure -Handling of CIP, VIP & VVIP-Co- ordination of Supporting Agencies /Departments. Boarding Gate – Procedure – Arrival Terminal Procedure – Property Irregularity Report (PIR) – Meaning.

Unit-4 PASSENGER SERVICES AT RAMP 15 HRS

Ramp Handling Procedure, –Baggage Make up Area – Meaning – Procedure – Passenger Reconciliation - Meaning, Baggage Reconciliation - Meaning, Gate Know Show (GNS)- Procedure, Flight Cancellation and Denied Boarding Compensation Procedures – Death During Flight – Handling Procedure – Handling Procedure for Blind Passenger – Annexure for Passenger Handling Arrival Ramp Procedure- Meaning.

Unit-5 RAMP SAFETY AND HANDLING PROCEDURES & CIVIL AVIATION REQUIREMENT (CAR) 15 HRS

Introduction – Meaning – Operating Service Doors and Panels – Securing the Aircraft - Ramp Officer Check sheet – Ramp Safety – Meaning – Handling Procedures - Types of Accidents at Ramp -Accident to Passengers – Accident to Personnel – Damage to Aircraft – Damage to Ground Equipment and Vehicle – (Beacon – Cones)- Personnel Protection on the Ramp – Propeller Safety – Thrust Reversers – Aerial and other Protrusions – Driving on the RAMP – Foreign Object Debris (FOD) – Ramp Markings – Service Roads – No Parking Areas – Equipment Parking Areas – Safety DO’s and DON’T’s – Aircraft Guiding Procedures – Baggage/Cargo Loading and Offloading Procedures – Catering Uplift Procedure – Aircraft Arrival Procedure – Aircraft Departure Procedure – Fuelling General Procedures and Precautions – Pushing and Towing of Aircraft – CAR – Meaning- Regulatory Authority– Compliance Requirement

TOTAL: 75 HRS

Course Outcomes:

- CO-1: Students will gain strong fundamental knowledge on aviation regulatory bodies and their roles and responsibilities.
- CO-2: Students will gain knowledge on different variants of aircraft available in the market & their operational ability.
- CO-3: Students will gain knowledge on procedures and practices implemented in airport to manage passenger traffic in terminal
- CO-4: Students will understand the culture of work in Ramp
- CO-5: Students will gain knowledge on safety culture implemented in RAMP.

TEXT BOOKS:

1. FlySky Aviation, “Airport and Airline Management”, Latest Edition, 2020.
2. International Air Transport Association (IATA); 1st Edition (14 April 2011)
3. B.Young, “Airport planning and management” McGraw-Hill Education, 6th Edition, 2011.

REFERENCE BOOKS:

1. IATA books on airline customer service – 2020 edition.

ONLINE MATERIALS AND WEBLINKS:

1. <https://www.slideshare.net/vivianmeril/introduction-to-airline-industry>.

2. <https://www.iata.org/en/training/courses/airline-industry-introduction/talg50hlm/en/>.

21CBAV13

AIRLINE AND AIRPORT OPERATIONS

5 0 0 5

Course Objective:

The objective of this module is to provide the participants with a good knowledge on Airport and Airline Operations and its services.

Unit-1 HISTORY OF AVIATION 15 HRS

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

Unit-2 AIRPORT PLANNING 15 HRS

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

Unit-3 INTERNATIONAL TREND IN AVIATION 15 HRS

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

Unit-4 AIRLINE TERMINAL MANAGEMENT 15 HRS

Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage and -Handling of Unaccompanied minors and Disabled Passengers- Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments.

Unit-5 CONCEPT OF LOGISTICS 15HRS

Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality concept and Total Quality Management-improving Logistic performance-Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

TOTAL: 75 HRS

Course Outcomes:

CO-1: Students will gain broad knowledge about aviation history and developments in aviation industry along with the current challenges and the methods adopted to overcome them.

CO-2: Students will understand the necessity of every area in the airport including their design and development

CO-3: Students will learn the importance of PPP – privatisation /partnership in airport industry and the cause of developments in airport

CO-4: Student will gain knowledge on various departments such as immigration, customs etc

CO-5: Students gains knowledge on cargo management from operations and management perspective.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

ONLINE MATERIALS AND WEBLINKS:

1. <https://slideplayer.com/slide/4320121/>

2. [https://www.powershow.com/viewht/cdea9-ZDc1Z/Airport Operations and Management powerpoint ppt presentation](https://www.powershow.com/viewht/cdea9-ZDc1Z/Airport_Operations_and_Management_powerpoint_ppt_presentation)
3. <https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation>
4. [https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_LECTURE NOTES_0.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_LECTURE_NOTES_0.pdf)

21LTAM21

TAMIL PAPER – II

3003

பாடக்குறியீட்டுஎண்: 21LTA002

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப்பாடநேரம்: 3.
தாள்-2

அறஇலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத்தமிழ்

அலகு 1: அறஇலக்கியங்கள்

10மணிநேரம்

1. திருக்குறள்- வாஞ்சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) – மூன்றுஅதிகாரங்கள்முழுமையும்.
2. நாலடியார் – மூன்றுபாடல்கள். (2, 3, 5)
3. பழமொழிநானூறு – மூன்றுபாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்றுபாடல்கள் (10, 12, 22)
5. இனியவைநாற்பது – மூன்றுபாடல்கள் (1, 12, 16)

அலகு 2: சிற்றிலக்கியம்

10மணிநேரம்

1. முத்தொள்ளாயிரம்
சேரன் – வீரம் 14, 15 பாடல்கள்
சோழன் – காதல் 23, 24 பாடல்கள்
பாண்டியன் –நாடு87, 88 பாடல்கள்
2. தமிழ்விடுதூது – முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக்குறவஞ்சி – மலைவளம்கூறுதல் – முதல்5 பாடல்கள்
4. முக்கூடற்பள்ளு – மூத்தபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள், இளையபள்ளிநாட்டுவளம்கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப்பரணி – பாலைபாடியது – முதல் 5 பாடல்கள்

அலகு 3: சிறுகதை

9மணிநேரம்

1. அறிஞர்அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும்கந்தசாமிப்பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில்ஒருமான்

அலகு 4: பேச்சுத் தமிழ்

8 மணி

நேரம்

பேச்சுத்திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் – மேடைப்பேச்சு – உடையாடல் - பயிற்சிகள்

அலகு5: எழுத்துத்தமிழ், இலக்கியவரலாறு, இலக்கணம்

8மணிநேரம்

1. கலைச்சொல்லாக்கம் – தேவைகள் – கலைச்சொற்களின்பண்புகள் – அறிவியல்கலைச்சொற்கள் – கடிதம் – வகைகள் – அலுவலகக்கடிதங்கள் – உறவுமுறைக்கடிதங்கள்.
2. பாடம்தமிழியிலக்கியவரலாறு (அறஇலக்கியம், சிற்றிலக்கியம், சிறுகதை)
3. அணிஇலக்கணம்
4. விண்ணப்பக்கடிதம்எழுதுதல்

மொத்தம்:

45மணிநேரம்

பார்வைநூல்கள்

1. பேசும்கலை, முனைவர்கு. ஞானசம்பந்தன்விஜயாபதிப்பகம்
2. தமிழ்இலக்கியவரலாறு, வரதராசன், மு., சாகித்தியஅக்காதெமி, புதுதில்லி
3. தமிழ்நடைக்கையேடு, மொழிஅறக்கட்டளை
4. பயன்பாட்டுத்தமிழ், முனைவர் அரங்கிராமலிங்கம், முனைவர் ஒப்பிலாமதிவாணன், சென்னை பல்கலைக்கழகம், 2007
5. மொழிபெயர்ப்பியல் அடிப்படைகள், கா.பட்டாபிராமன், யமுனைப்பதிப்பகம், திருவண்ணாமலை

பாடநூல்தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://archive.org/>

Course Objective:

- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

Unit I - 'idgah' by Premchand' (kahani), Translation- Definition,Types **9**

Unit II 'pitha' bygyanranjan (kahani), Translation - Anuvadakke gun **9**

Unit III - jamunkaped by Krishna chander' (kahani) , Translation Practice **9**

Unit IV - adhirathkebaad by Shankar shesh (naatak),Translation Practice **9**

Unit V - adhirathkebaad by Shankar shesh (naatak), Translation Practice **9**

Total Hours: 45

Course Outcomes:

- CO-1: Students will know the importance & process of translation
- CO-2: understand the values of elders in a family & extend their support
- CO-3: will know the different writing skills of authors
- CO-4: gain knowledge in Hindi literature
- CO-5: will acquire knowledge in Hindi Sahithya

TEXT BOOK:

1. Gadyakhosh

Weblinks:

1. <https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>

2. <https://www.google.com/search?q=pitha+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i13j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
3. <http://db.44books.com/2020/04/%e0%a4%86%e0%a4%a7%e0%a5%80-%e0%a4%b0%e0%a4%be%e0%a4%a4-%e0%a4%95%e0%a5%87-%e0%a4%ac%e0%a4%be%e0%a4%a6.html>
4. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF
5. http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9_/_%E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF

Course Objective :

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT I

09

Les affaires marchent - un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ; présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

UNIT II

09 tout est

bien qui fini bien,- aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

UNIT III

09

Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

UNIT IV

09

la publicité et nos rêves - la France la monde - campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

UNIT V

09

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Making the students community to know the french format of letter writing and essay writing.

Total hours 45

TEXTBOOK :

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

1. DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.
2. NithyaVijayakumar get ready French grammar-Elementary Goyal publications, New Delhi Edition 2014.

WEB SITE RESOURCES LINK;

1. <https://www.thoughtco.com/french-reading-tips-1369373>
2. <https://www.bnf.fr/fr>
3. <https://www.laits.utexas.edu/tex/>

To tutor the basic accounting concepts and principles to prepare the students to have a strong hold in accounts for practical usage in business.

Unit I Introduction **15 HRS**

Meaning & Types of accounts - scope of accounting – Basic accounting concepts & conventions of accounting – accounting transactions – double entry system – journal , ledgers, trial balance - subsidiary book.

Unit II Final Accounts **15 HRS**

Preparation of final accounts with adjustments – Preparation of cash book - Petty cash book

Unit III Single entry system **15 HRS**

Single entry system – Meaning – definition – salient features – difference between single & double entry system – ascertainment of profit – net worth method – conversion method

Unit IV Depreciation **15 HRS**

Depreciation - Meaning –concepts – features - accounting for depreciation – Methods –Straight line method – Written down value method (excluding change in methods)

Unit V Bank reconciliation & Average due date: **15 HRS**

Bank reconciliation statement –Meaning - Preparation of reconciliation statement simple problems – Average due date, Meaning – advantages - Equated date Calculation of average due date with interest simple problems.

Total 75 HRS

Course Outcome:

CO – 1: To Identify the underlying principles, characteristics and objectives of a set of financial statements.

CO – 2: To Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly

CO – 3: To demonstrate the preparation of single entry method accounting.

CO – 4: To describe the concepts of depreciation and its application

CO-5: To demonstrate familiarity with pass book and cash book reconciliation and average due date.

Text Books:

1. T.S.Reddy&A.Murthy-Financial Accounting -Margham publications.-6th edition,2012
2. Dr.S.N.Mageswari- Financial Accounting - Vikas Publishing house.-jan2012

Reference Books:

1. Shukla.MC, SC Gupta and PS.grewal – Advanced Accounting- - Sultan Chand & Sons- 5th edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1st edition,2010
3. By Jain &Narang-kalyani -Financial Accounting publishers;12th edition.2014.

Websites:

1. <https://www.accountingedu.org/what-is-financial-accounting/>
2. <https://www.slideshare.net/vikasvadakara/depreciation-14165601>

Course Objective:

The objective of this module is to provide the participants with a good knowledge on Air Traffic Control on Airports and Airways.

Unit-1 HUMAN FACTORS IN AIR TRAFFIC CONTROL**15 HRS**

Human factors in Air traffic Control –Temporal progress in Human Factors in ATC –The circumstances – Background Details – The Human Factors –Preventive measures. Nature of Human Error: Shell model –Modelling Error –Engineering ,Interactive Information Processing – Levels of Behaviour – Skill based, Rule Based, Knowledge based – Violations – Decision Making – Action – nature of Intended action – Managing Human error – Individual blame or systemic causal factors.

Unit-2 INFORMATION PROCESSING**15 HRS**

Information processing – Sensation and sensory memory – Perception – Detection – Attention – Recognition – Decision Making and response selection – the visual system – visual sensation, perception, cognition, imagery – visualization in air traffic control. Auditory cognition – Spatial Orientation – Situation awareness – Mental Models – decision making and Judgment – Cognitive aspects – attitudinal behavioral aspects – selection and training.

Unit-3 INTRODUCTION TO ATC COMMUNICATION**15 HRS**

Introduction – Communication distortion, expectancy, Noise and masking – Interruption – Listening – Selecting – Attending – Understanding – Non-verbal communication – Touch – Body Language – Communication in the ATC environment – communicating within groups – to solve problems – gate keeping – mediating – Criticism – Leadership – Team Building – Stress reduction – Self-development and learning – Communication style – teams and Team work – Teams – Conformity – Compliance – Group decision making – group polarization – group think – cultural influences – Team roles – Working with other teams.

Unit-4 SAFETY MEASURES**15 HRS**

Procedures – Circumstances – Background details – The Human factors – preventive measures – Checklists – Software display. Human machine systems – operational complexity versus Functional capability – Radar service – Procedural service – Future changes in the controlling environment – navigation: GNSS and free flight – surveillance: ADS and ADS-B – Other Human Factor issues in the CNS environment – Design and development – training – licensing.

Unit-5 STRESS MANAGEMENT**15 HRS**

Stress – causes of stress – noise and vibration – stress recognition – Stress management – Estimating stress levels -Changing Attitudes and behaviour – Post traumatic stress Disorder – Sleep and fatigue – Mental performance – psychological problems – performance changes – safety management – A case study – The Mount Erebus Disaster – Individual Performance factors – task factors – organizational culture – ATS organizations.

TOTAL: 75 HRS**Course Outcomes:**

- CO-1: Students will gain the human factors and their influence in the work life of air traffic controllers
- CO-2: Students will learn the role of an ATC officer and the process flow in the organisation such as information processing etc
- CO-3: Students will learn the importance of external factors and quality lag and their adverse performance in the role of an ATC
- CO-4: Students will gain broad knowledge on operational capabilities in the Unit, such as technological and personal
- CO-5: Students will attain knowledge on performance related issues and the factors affecting efficient performance

TEXT BOOKS:

1. Investigating Human Error –Barry Strauch –Ashgate Publishing Limited Staffing the ATM System –HinnerkEibfeldt, Mike C.Heil and Dana Broach –Ashgate Publishing Limited.
2. Innovation and Consolidation in Aviation – GrahamEdkins and PeterPfister – Ashgate Publishing Ltd.

REFERENCE BOOKS:

1. Fundamentals of Air traffic control – Michael s. Nolan
2. Air traffic management – first edition – Margret arblaster.

ONLINE MATERIALS AND WEBLINKS:

1. [https://en.wikipedia.org/wiki/Air_traffic_management#:~:text=Air%20traffic%20management%20\(ATM\)%20is,Traffic%20Flow%20and%20Capacity%20Management%20\(Q](https://en.wikipedia.org/wiki/Air_traffic_management#:~:text=Air%20traffic%20management%20(ATM)%20is,Traffic%20Flow%20and%20Capacity%20Management%20()
2. <https://www.slideshare.net/ksasidhar007/air-traffic-control-ppt>
3. <https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-72-air-traffic-control-fall-2006/download-course-materials/>

Course Objective:

The objective of this module is to provide the participants with a good knowledge on Airline marketing and strategic airline alliances.

Unit-1 MARKETING STRATEGY ANALYSIS**15 HRS**

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

Unit-2 PRODUCT ANALYSIS AND PRICING**15 HRS**

Product Analysis-What is product- theory of product analysis and its application to the Airline Industry – fleet and schedules – related product features – customer service – related product features – controlling product quality – introduction of Pricing and revenue management – building blocks in airline pricing policy – uniform and differential pricing – the structures of air freight pricing-Distribution Of Product And Brand Relationship-Distribution channel strategies.

Unit-3 MARKETING AND SALES PLANNING**15 HRS**

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

Unit-4 STRATEGIC ALLIANCES**15 HRS**

The regulatory framework of Air Transport- Economic characteristics of the Airline Industry- Benefits of scale, scope and density in Air Transport-Types of Alliances between Airlines- Current Airline Alliance group-Cases of failed Airline Alliances-A Historical glimpse at Alliancing objectives-Reasons for Airlines building Alliances-Objectives of Alliances- Introduction- Marketing-driven objectives.

Unit-5 FINANCIAL BENEFITS**15 HRS**

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

TOTAL: 75 HRS**Course Outcomes:**

CO-1: Students will gain the fundamental knowledge marketing strategy, political and economic factors.

CO-2: Students will learn the knowledge on airline industry fleet schedules, pricing etc

CO-3: Students will be able to develop marketing strategy on promotional activities of an airline including branding, advertisement and selling

CO-4: Students will learn the failed alliances in the airlines.

CO-5: Students will be able to manage and deploy cost reduction to increase profitability

TEXT BOOKS:

1. Philip Kotler, Keven Lane Keller, “Marketing Management”, Pearson Education, 2015.
2. V. S. Ramaswamy, S. Namakumari, “Marketing Management “,Sage Publications India Pvt Ltd, 2018.
3. S. B. Budhiraja, M B Athreya, Budhiraja, “Cases in Strategic Management”, Tata McGraw Hill, 2002.

REFERENCE BOOKS:

1. Warren J. Keegan, “Global Marketing Management”, Pearson Education, 9th Edition, 2017.
2. Arthur A. Thompson; A.J. Strickland III, “Strategic Management: Concepts and Cases”, Mcgraw-Hill, 2003.

ONLINE MATERIALS AND WEBLINKS:

1. <https://www.slideshare.net/nbairstow/strategic-alliances-8284285>

2. <https://www.emerald.com/insight/content/doi/10.1108/09600039610115027/full/html>
3. <https://www.grin.com/document/119312>

Course Objective:

To develop the skills of the students in the concepts of Mathematics and Statistics. The course will also serve as a prerequisite for post graduate and specialized studies and research.

Unit I Set theory and Matrices**15HRS**

Set theory: Introduction – Definitions – Operations on sets – Simple application of Venn diagram Matrices: Definitions – Operations on Matrices - Inverse of matrix – Solution of linear equations- Matrix method- Cramer's rule.

Unit II Applications of Differentiation**15HRS**

Differentiation -Functions in economics and commerce - Demand function - Supply function - Cost function – Revenue function - Profit function - Elasticity - Elasticity of demand - Elasticity of supply - Equilibrium price - Equilibrium quantity - Relation between marginal revenue and elasticity of demand.

Unit III Statistical methods**15HRS**

Introduction – Scope and Limitations of Statistical methods- Diagrammatic and Graphical representation of data- Measures of Central tendency: Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Unit IV Correlation and regression analysis**15HRS**

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson's Coefficient of correlation, Spearman's Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Unit V Tests of significance**15HRS**

Concept of Sampling and Sampling Distribution –Parameter and Statistics- Standard error – Tests of Significance for small samples : t-test for Single mean - Difference of means , F-test(variance –Ratio test) , Chi-Square tests for goodness of fit and test for independence of attributes in contingency table.

Total 75 Hours

Course Outcome:

At the end of the course the students will be able to

CO1: Understand the Set theory concept and find the inverse of matrix, solution of linear equations.

CO2: Evaluate the marginal, average, and total cost; compute and graph marginal, average, and total cost; differentiate between variable and fixed costs

CO3: Describe and discuss the key terminology, concepts tools and techniques used in Statistical analysis

CO4: Understand and critically discuss the issues surrounding of correlation and Regression

CO5: Analyse the uses and limitations of Testing of hypothesis

Text Books:

1. S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition,2007
2. Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008.

Reference Books:

1. P.R.Vital, “Business Mathematics”, Margham publications 2nd edition,2003.
2. P.R.Vital, “Business Statistics” Margham publications 3rd edition,2002
3. S.P.Rajagopalan and R.Sattanathan,business statistics and Operation Research, TataMcgraw-Hell publishing company Ltd.,2nd edition,2009.
4. Beri G, Business statistics,Tata Mc Gram Hell Publishing company,limited,2009.

Web source link

1. <https://ncert.nic.in/textbook/pdf/lemh103.pdf>
2. <https://ncert.nic.in/ncerts/l/lemh105.pdf>
3. <https://ncert.nic.in/ncerts/l/kemh101.pdf>
4. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf>

Course Objectives:

To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

Unit I Introduction**15 HRS**

Meaning, objectives, importance and types of Corporate Finance – Sources of long term and short term finance – Functions of financial management – Role of financial manager in Financial Management.

Unit II Capital Structure**15 HRS**

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion – Capital structure theories-NI, NOI, traditional and M-M theories– Leverage concept.

Unit III Capital Budgeting**15 HRS**

Capital budgeting – Meaning – Scope – Appraisal criteria for capital budgeting decisions - NPV Vs IRR.- Multiple IRRs - Capital Rationing – Risk Analysis in Capital Budgeting – Measurement of Risk – Project variance – Expected NPV

Unit IV Dividend Decision**15 HRS**

Dividend policies – Factors affecting dividend payment – Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis – only theory)

Unit V Working Capital**15HRS**

Working capital – components of working capital - working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Total 75 HRS**Course Outcome:**

CO – 1: To get acquainted with to measure risk and return and explain the trade-off between risk and return

CO – 2: To label various capital structures and its effect on profitability

CO – 3: To estimate the project cash flows to distinguish between value-creating and value destroying investments.

CO – 4: To determine cash flows and dividend return from an investment.

CO – 5: To discover the working capital requirements at various stages of business.

Text Books:

1. Pandey, I.M., “*Financial Management*”, Vikas Publishing House, New Delhi. 10th edition, 1999
2. Khan M.Y. and Jain P.K., “*Financial Management*”, Tata McGraw Hill, New Delhi. 10th edition, 1992
3. Kishore, R., “*Financial Management*”, Taxmans Publishing House, New Delhi. 6th edition, 2006

Reference Books

1. Chandra, Prasanna, “*Financial Management*”, TMH, New Delhi. 8th edition, 1997
2. Horn, Van, “*Financial management and Policy*”, Prentice Hall of India. 12th edition, 1971.

Websites

1. <https://www.economicdiscussion.net/financial-management/time-value-of-money/32809>
2. <https://cleartax.in/s/capital-budgeting>
3. [slideshare.net/aartikkr3/capital-structure-ppt-54883039](https://www.slideshare.net/aartikkr3/capital-structure-ppt-54883039).
4. <https://www.slideshare.net/PoojaNarwani/dividend-policy-9334231>

Course Objective:

Understanding about the airline crew resource management on board airline and general aviation industry.

Unit-1 CREW RESOURCES MANAGEMENT**15 HRS**

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

Unit-2 SAFETY ISSUES IN CAPITAL**15 HRS**

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

Unit-3 FATIGUE MANAGEMENT IN AVIATION**15 HRS**

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

Unit-4 JOB REQUIREMENTS OF AIRLINE PILOTS**15 HRS**

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

Unit-5 STRUCTURE OF AVIATION OPERATIONAL INFORMATIO**15 HRS**

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

TOTAL: 75 HRS**Course Outcomes:**

CO-1: Students gains the role of various types of crew on board airline and general aviation industry. And their challenges

CO-2: Students will gain knowledge on various safety issues faced by cabin crew and importance of team work.

CO-3: Students will learn to manage stress, fatigue and anxiety both in air and on the ground.

CO-4: Students will learn the hierarchy of pilots in an organisation and their requirements for recruitment and promotions.

CO-5: Students will learn the daily ops environment in aviation industry and information needed for day to day functions.

TEXT BOOKS:

1. Brain Mc Allister, "Crew Resource Management", Airlife Publishing, 1997.
2. Jensen, "Pilot Judgment & Crew Resource Management", Routledge; 1st edition, 2016.
3. ThomasL Seamster, "Aviation Information Management", From Documents Data, Ashgate, 2016.

REFERENCE BOOKS:

1. Eduardo Sales, Katherine A Wison, "Crew Resource Management", Routledge, 2009.
2. Frank H Hawkins, "Human Factors in Flight", Routledge, 2nd Edition, 2017.
3. Mary Edwards & Elwyn Edwards, "The Aircraft Cabin –Managing Human Factors" ,
4. Harry W Orlady& Linda M Orlady, "Human Factors in Multi Crew Flight Operation" Ashgate.

ONLINE MATERIALS AND WEBLINKS:

1. <https://slideplayer.com/slide/7599646/>
2. <https://www.slideshare.net/pimom/crew-resource-management>
3. https://www.youtube.com/watch?v=c-8rLmxAyH0&ab_channel=TutorialsPoint%28India%29Ltd.

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AIRLINE ACCOUNTING

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Course Objective:

To enable the Students to learn and understand the Airline Accounting and Financial Procedure.

Unit-1 INTRODUCTION

15 HRS

Financial Performance of Airline Industry – Introduction – Deregulation – Airline Industry Before and After Deregulation – Airline Profitability – Airline Mergers and Bankruptcies – Financial Statement Analysis.

Unit-2 ACCOUNTING ANALYSIS

15 HRS

Statement of Retained Earnings – Analysis of Financial Ratios – Asset Management Ratios – Profitability Ratios – Airline and Aviation Based Ratios – Time Value of Money – Present Value – Future value – Annuity – Amortization.

Unit-3 ANALYSIS AND LEASING

15 HRS

Depreciation Analysis – Methodology – Using Spreadsheet for Depreciation Practices – Analysis for Break Even and Payback Period – Breakeven analysis – Breakeven Load Factor – Scenario Analysis – Aircraft Leasing – Types of Leases – Buy Versus Lease Analysis – Major Commercial Leasing Companies.

Unit-4 FUEL HEDGING AND STRUCTURE

15 HRS

Fuel Hedging – Financial Derivatives – Airline Industry and Fuel Hedging – Futures Market – Forward Market – Option Contracts.

Unit-5 AIRLINE COST STRUCTURE

15 HRS

Airline Cost Structure – Cost Component – Operating Costs – Cost Cutting Measures – Low Cost Airlines – Business Model – Growth – Reason for Success – Cost Structure.

TOTAL: 75 HRS

Course Outcomes:

CO-1: Students will learn the procedures in accounting practices before and after deregulation.

CO-2: Students will gain the broad knowledge on accounting analysis such as account retained earnings, asset management ratios etc

CO-3: Students will gain basic and advanced skills on current industry practices followed in aircraft leasing and their calculation involved

CO-4: Students will be able to define the fuel hedging and financial derivatives used in airline industry including future and forward market

CO-5: Students will be able to understand and manage various costs involved in airline business

TEXT BOOKS:

1. Airline Accounting and Financing by FlySky Aviation, Latest Edition 2020.
2. IATA FINANCIAL MANAGEMENT
3. Vitaly S. Guzhva, Sunder Raghavan, Damon J. D'Agostino,"Aircraft Leasing and Financing: Tools for Success in International Aircraft", Elsevier, 2018.
4. Dr Peter S Morrell, "Airline Finance", Ashgate, 4th Edition, 2013.

REFERENCE BOOKS:

1. Victor Hughes, "Airline Management Finance: The Essentials", Routledge, 1st edition, 2019.
2. Accounting guidelines - IATA

ONLINE MATERIALS AND WEBLINKS:

1. <https://www.slideshare.net/NIITTechnologies/airline-revenue-accounting>
2. <https://slideplayer.com/slide/1531812/>
3. <https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-75j-airline-management-spring-2006/lecture-notes/>

Course Objective:

The objective of this module is to provide the participants with a good knowledge on Strategic Planning and Marketing in Airport Organizations.

Unit-1 INTRODUCTION

15 HRS

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

15 HRS

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

15 HRS

Airport planning and surveys: Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. PLANNING AND DESIGN OF THE TERMINAL AREA: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. AIR TRAFFIC CONTROL AND AIDS: Runways and taxiways markings, day & night landing aids, airport lighting and other associated aids.

Unit-4 AIRPORT ENTERPRISE

15 HRS

The role and scope of activity of the Airport Enterprise – The economic impact on countries and regions – the main governance patterns in the airport business – The International path of evolution in the airport business – Airport transport value chain – Air enterprises – two primary actors in the air transport value chain – Skipping peripheral positions in the value chain. Rise of airport marketing for the aviation related business –Airport revenue management – Airport alliances – management contract.

Unit-5 EVALUATION OF AIRPORT ENTERPRISES

15 HRS

The Development of the Non -Aviation – Related value Proposition. Evolution of traditional Airport – Evolutionary patterns for airport enterprises – Commercial Airport Philosophy – tourist and conference service – logistic services – property management – consulting services – BAA and the non- aviation business – best airport in the world: The case of Singapore Airport – Role and meaning of loyalty for a service company – Bench marking airline experience – Provider – Customer relational link – benefits from ALPS implementation of ALPS.

TOTAL: 75 HRS

Course Outcomes:

- CO-1: Students will gain knowledge on growth of air transport industry.
- CO-2: Students will gain the knowledge to analyse the airport capabilities in terms of on time delivery capacity and delay functions.
- CO-3: Students will gain fundamental knowledge on planning and developing an airport in accordance with ICAO regulation
- CO-4: Students will obtain the role of airport as an enterprise, revenue management and marketing for sustainable development.
- CO-5: Students will have fundamental and analytical knowledge on non - aviation related business

TEXT BOOKS:

1. Richard H. Wood, “Aviation Safety Programs: A Management”, Jeppesen Sanderson, 3rd edition, 2003.
2. Gregory G. Dess, Alex Miller, “Strategic Management”, McGraw-Hill Series in Management, 2nd Edition, 1995.
3. Arnoldo C. Hax, Nicolas Majluf, “Strategic Management: An Integrative Perspective”, Prentice-Hall, 1984.
4. Philip Kotler, Kevin Lane Keller, “Marketing Management”, Pearson, 15th edition, 2016.

REFERENCE BOOKS:

1. Rajan Saxena, “Marketing Management”, Tata McGraw Hill, 2005.
2. Philip R. Cateora, Irwin, “International Marketing”, McGraw Hill, 9th Edition, 2016.

ONLINE MATERIALS AND WEBLINKS:

1. [https://www.powershow.com/view4/58f0e1-NWE3Y/Airport Strategic Planning powerpoint ppt presentation](https://www.powershow.com/view4/58f0e1-NWE3Y/Airport_Strategic_Planning_powerpoint_ppt_presentation)
2. <https://www.slideshare.net/Sonali99999/airport-planning>

Course Objective:

To provide understanding of airline financial statements and to address specific airline industry aspects such as treatment of frequent flyer programmes, aircraft leases and evaluation of airline performance by financial ratios.

Unit-1 FOUNDATION OF FINANCE**12 HRS**

Financial management - An overview, time value of money. Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, Inflation and capital budgeting.

Unit-2 AIRLINE FINANCIAL PERFORMANCE**12 HRS**

World Airline Financial results - Factor affecting Financial results - Airline Financial Statements - Airline Financial Ratios - Inter Airline Comparison of Financial Ratios - Valuation of Tangible Assets - Valuation of Intangible assets- valuation of Airline as a whole - Rating Agencies.

Unit-3 SOURCES OF FINANCE**12 HRS**

Sources of internal finance - sources of external finance - Institution evolved in Aircraft Finance - Equity Finance - Foreign Ownership Limits - Share trading and Share Market Listings - Initial Public Offerings - Airline Privatisation - Full Privatisation - Gradual Privatisation - Partial Privatisation.

Unit-4 AIRLINE FINANCIAL PLANNING**12 HRS**

Budget Preparation and Control - Working capital Management - Principles of working capital: Concepts need; Determinants, issues and estimation of working capital, Accounts Receivables Management and factoring - Financial Planning.

Unit-5 RISK MANAGEMENT & LEASING**12 HRS**

Exchange rate volatility - Airline trading exposure to currency movements- Airline Foreign exchange risk management - Fuel price exposure - Aircraft leasing - Finance Lease - Operating Lease - Japanese Operating Lease - Wet Lease - Sale and Leaseback - Aircraft Securitizations.

TOTAL: 60 HRS

Course Outcomes:

CO-1: Students will gain foundational level understanding of financial terms followed in airline/aviation industry.

CO-2: Students gain the knowledge on financial performance of airline and the key performer in the books can be assessed including the competitor airline.

CO-3: Students gains knowledge in categorisation of financial sources in airline business.

CO-4: Students will gain strong knowledge and they will be able to plan financial proposal such as budget, working capital etc to run the business.

CO-5: Students gains knowledge on exchange rate volatility, forex involved in airline business transaction etc.

TEXT BOOKS:

1. Airline Accounting and Finance Management by FlySky Aviation, Edition 2020.
2. Peter. S. Morrell , " AIRLINE FINANCE " , Third Edition Ash Gate, 2007.
3. I.M.Pandey, "Financial Management", Vikas Publishing House Pvt. Ltd., 8th edition, 1999.

REFERENCE BOOK:

1. M.Y. Khan and P.K.Jain "Financial management, Text, Problems and case", s Tata McGraw Hill, 7th edition, 2004.

ONLINE MATERIALS AND WEBLINKS:

1. <https://www.slideshare.net/MitchNaku/aviationapplicationwebinar>
2. <http://aviation.itu.edu.tr/img/aviation/datafiles/Lecture%20Notes/Aviation%20Economics%20and%20Financial%20Analysis/Airline%20Finance.pdf>

Course Objective:

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

Unit-1 CIVIL AVIATION REGULATIONS AUTHORITY**12 HRS**

Regulatory Bodies – MOCA, AAI, DGCA, BCAS, ICAO, IATA DGCA-Introduction to Directorate General of Civil Aviation- DGCA functions- DGCA Organisation- 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 AIRCRAFT RULES**12 HRS**

Aircraft Act 1934 -The Aircraft Rules and Regulations Act1937.

Unit-3 NATIONAL LEGISLATION**12 HRS**

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)**12 HRS**

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**12 HRS**

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 SKILL DEVELOPMENT:

TOTAL: 60 HRS

Course Outcomes:

CO-1: Students will be able to identify, understand and adhere to the regulatory body guidelines and perform operations in accordance to the procedures and practices laid down.

CO-2: Students will gain strong knowledge on aircraft act 1937

CO-3: Understanding the importance of national legislation is obtained for every student in this course

CO-4: Students gains knowledge on conventions signed in aviation industry.

CO-5: ICAO annexures and their basic guidelines are very well educated.

TEXT BOOKS:

1. Civil Aviation Law and Regulations by FlySky Aviation, Edition 2020.
2. Aircraft Manual, C.A.R. Sec. II

REFERENCE BOOK:

1. ICAO Annexures 1- 19.

ONLINE MATERIALS AND WEBLINKS:

1. <https://www.slideshare.net/crtnymendoza/airline-regulations>
2. <https://www.civilaviation.gov.in/en/archive-document/2312>

Course Objective:

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

Unit-1 MAINTENANCE**15 HRS**

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

Unit-2 DOCUMENTATION FOR MAINTENANCE**15 HRS**

Types of Documentation – Manufacturer's Documentation – Regulatory Documentation – Airline Generated Documentation – ATA Document Standards – Summary of FAA Requirements – Additional Maintenance Program Requirements. Maintenance and Engineering Organization: M & E Organizational Chart – General Groupings –Mechanics and Engineers – Engineering Department Functions – Engineering Order Preparation.

Unit-3 PRODUCTION PLANNING AND CONTROL**15 HRS**

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

Unit-4 LINE MAINTENANCE (ON – AIRCRAFT)**15 HRS**

Line Maintenance (On – Aircraft) – Make up of Line Maintenance – Functions that Control Maintenance – Maintenance Control Centre Responsibilities – Line Maintenance Operations – General – Aircraft Log Book – Ramp and Terminal Operations – Other Line Maintenance Activities – Line Station Activities – Maintenance Crew Skill Requirements – Morning Meeting. Hanger Maintenance (On –Aircraft) – Introduction – Organization of Hanger Maintenance.

Unit-5 QUALITY ASSURANCE**15 HRS**

Requirement for Quality Assurance – Quality Audits – ISO 9000 Quality Standard – Technical Records – Other Functions of QA. Quality Control: Introduction – Quality Control Organization – FAA and JAA Differences – QC Inspector Qualifications – Basic Inspection Policies. Reliability: Introduction – Types of Reliability – A Definition of Reliability – A Reliability Program – Administration and Management of the Reliability Program.

TOTAL: 75 HRS**Course Outcomes:**

CO-1: Students will be obtain broad knowledge on organisational hierarchy in Airline/MRO maintenance department

CO-2: Students will be able to carry out documentation performed in maintenance organisation in both line maintenance and base maintenance department

CO-3: Students will be able to understand and maintain airline maintenance libraries.

CO-4: Students will be able to perform support functions in administrative documentation role for MCC

CO-5: Students will obtain knowledge about quality maintenance standards and procedures laid down by regulatory bodies

TEXT BOOKS:

1. Harry A. Kinnison, Tariq Siddiqui, “Aviation Maintenance Management”, McGraw Hill Education; Second edition, 2013.
2. Haguma Timothee, “Fundamentals of Aircraft Maintenance Management”, Notion Press, Inc.; 1st edition, 2016.
3. Harry A. Kinnison, Tariq Siddiqui, “Aviation Maintenance Management”, McGraw Hill Education, 2013.

REFERENCE BOOKS:

1. Manoj S. Patanka, James C. Taylor, “Risk Management and Error Reduction in Aviation Maintenance”, Routledge, 2003.
2. James Reason, Alan Hobbs, “Managing Maintenance Error: A Practical Guide”, CRC Press, 2003.

ONLINE MATERIALS AND WEBLINKS:

1. <https://slideplayer.com/slide/6383962/>
2. <https://www.accessengineeringlibrary.com/content/book/9780071805025/chapter/cha-pter12>

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)

Course Objective:

To enable the Students to learn the Airline Customer Service and Techniques to Handle Customer and Complaints.

Unit-1 INTRODUCTION**12 HRS**

Introduction – Customer Service – A better standard of Customer Service – Airline Industry Changes – Airline Deregulation – Global Alliances – The Rise of Low Cost Carrier – The Role of the Internet – Airline Industry Challenges – Customer Service in the Age of the Customer – Age of the Customer – Customer Service as a Key Differentiator – Operational Excellence – The Customer Centric Culture – Mission Statement – Airline Customer Service – On the Front Line – Duties and Responsibilities of Front Line Staff – What is a Customer – The High Cost of Losing a Customer – Customer Expectations of Service – What is Customer Service – The Peripheral Services – Objectives of Customer Service - Benefits of Customer Service

Unit-2 NEW TRENDS IN CUSTOMER SERVICE**12 HRS**

New Trends in Customer Service – The Always Connected Customer – Mobile Commerce – The Social Customer – Multi Channel Customer Service – Internet Channels – Mobile Channel – Social Channel – Cross Channel – Customer Relationship Management (CRM) – Customer Knowledge – Customer Service Points - Call Centers vs Contact Centers – Airport Customer Service – Inflight Customer Service – Customer Perception – Communication and its Meaning – Communication Barriers - Removing Barriers to Communication – Advantages of Two Way Communication – Getting and Receiving Feedback – listening – The Benefits of Listening – Barriers to Effective Listening – Listening Skills – Listening Habits :Positive and Negative – Listening and Customer Service – Non Verbal Communication – Aspects of Non Verbal Communication .

**Unit-3 CUSTOMER CONTACT TECHNIQUES & SOCIAL SYSTEMS AND TACT:
CROSS CULTURAL AWARENESS****12 HRS**

Customer Contact Techniques – Making a Good First Impression – Self Presentation Skills – Preparing to receive the Customer – Steps to receive the Customer – Telephone Communication – How to Answer the Telephone – Hints for Developing Better Telephone Listening Skills – Email Etiquette – Handling Common Questions from Customers – Communication with Customers through Social Media -How Airlines are Using Social Media – Responding to Customer Complaints through Social Media –Social System and Tact : Cross Cultural Awareness – The Importance of Self Awareness – Personality–Assertive vs

Responsive Behaviours – What is Your Social Style? – Characteristics of the Four Social Styles – Social Style and Customer Service – Identifying a Customer’s Social Service – Flexing Strategies – Cross Cultural Awareness – What is Culture – Cultural Differences – The Importance of Cross Cultural Awareness.

Unit-4 DEALING WITH COMPLAINTS

12 HRS

Dealing with Complaints – Lack of Complaints – Why do Customer Complain – Developing a Customer Service Strategy – Legitimate vs Illegitimate Complaints – Preventing Complaints – How to Handle Complaints effectively – The Five Types of Customer who complain and How to Handle them -The Complaints System – Dealing with Disengagement – Handling Customer Aggression as as Airline Employee.

Unit-5 MANAGING STRESS AND PRESSURE

12 HRS

Managing Stress and Pressure – The Difference Between Stress and Pressure – What is Stress – Sources of Stress – Consequences of Stress on Physical Health – Chronic Stress – Burnout – Recognizing Stress – Reacting Positively Towards Stress – Reducing Stress – Healthy Workplaces – Coping with Shift Work and Overtime – Working in a Unionized Organization – Dealing with the Irregular Operations of an Airline -Maintaining a Healthy Back .

TOTAL: 60 HRS

Course Outcomes:

- CO-1: The student will understand about the Customer Misrouted Baggage
- CO-2: The student will gain knowledge on new trends in Airline Customer Service
- CO-3: The student will be able to handle Stress under uncertain situations.
- CO-4: The student will understand the Techniques to Handle Customer and Complaints.

TEXT BOOKS:

1. Flysky Aviation, “Airline Marketing and Services Management”, Latest Edition 2020.
2. S. Shanmugasundaram, “Customer Relationship Management”, PHI Learning, 1st Edition, 2008.

REFERENCE BOOKS:

1. Francis Buttle, “Customer Relationship Management”, A Butterworth-Heinemann Title, 1st Edition, 2008.
2. Kumar, V., Reinartz, Werner, “Customer Relationship Management”, springer, 1st Edition, 2018.

WEBLINK:

1. <https://nptel.ac.in/courses/110/105/110105145/>
2. https://onlinecourses.swayam2.ac.in/imb19_mg10/preview

21DBAV12 AIRLINE TRAVEL AND TOURISM INDUSTRY 4 0 0 3

Course Objective:

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

Unit-1 INTRODUCTION TO AIRLINE TRAVEL 09 HRS

Introduction to Tourism – Meaning and Definition of Tourism- Eco Tourism Tourist Meaning and Types – Characteristics of Tourist – Definition by WTO – Other Tourism Definitions – Tourism Abbreviations – Types of Tourism – History of Tourism - Nature and Scope of Tourism – Employment Opportunities in Tourism Industry- IATA Geography and Global indicators.

Unit-2 TOURISM ROLE 09 HRS

The Role of Tourism for a Nation, State or Region – Fundamentals of Tourism and Travel – Contribution of Tourism to achieving the millennium Development Goals – Various Advantages and Disadvantages of Tourism – Benefits of Tourism .

Unit-3 TRAVEL DOCUMENTS 09 HRS

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 09 HRS

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 IMPACT 09 HRS

Tourism Impact on Economy, Culture and Society –Economic Impact – Impact on Society – Cultural Impact – Culture and Authenticity – Minimizing negative impact on Culture - Environmental Impact – Environmental Pollution.

TOTAL: 45 HRS

Course Outcomes:

CO-1: The student will understand about the Employment opportunities in Travel and Tourism Industry.

CO-2: The student will understand the tourism impact on the economy.

CO-3: The student will understand the basics of Airline travel and tourism aspects

TEXT BOOKS:

1. FlySkyAviation , “Aviation and Hospitality Management” Latest Edition, 2020.
2. L.K. Singh, “Fundamental Of Tourism & Travel”, Isha Books, 1st Edition, 2008.
3. Bhatia Arjun Kumar, “International Tourism Management”, Sterling Publishers Private Limited, 2006.

REFERENCE BOOKS:

3. Sumeet Suseelan, “Airline Airport & Tourism management: Aviation Manual”, Notion Press, 1st edition, 2019.
4. L. K. Sharma, “Aviation, Hospitality and Tourism Management”, Surendra Publications, 1st Edition, 2012.

WEBLINKS:

1. https://onlinecourses.swayam2.ac.in/cec20_ge19/preview
2. <https://opentextbc.ca/introtourism/chapter/chapter-2-transportation/>

21DBAV13 LOGISTIC AND AIR CARGO MANAGEMENT

4 0 0 4

Course Objective:

To enable the students to acquire the knowledge of Logistics and Cargo in Aviation Industry.

Unit-1 CONCEPT OF LOGISTICS INTRODUCTION

12 HRS

Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain-Quality concept and Total Quality Management-improving Logistic performance-Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation-Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

Unit-2 TRANSPORT SYSTEM MODEL AND WAREHOUSING DEREGULATION AND GOVERNMENT RULE

12 HRS

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 12 HRS

International Documentation- Strategy Formulation & Implementation Quality Concept & TQM - Improving Logistics Performance

Unit-4 AIR CARGO INTRODUCTION

12 HRS

Air Cargo Introduction – Key Features – Cargo Agent – Meaning – Regulated Agent – Meaning – Courier – Meaning - Airway Bill – Meaning – Procedure to handle Domestic Cargo at Cargo Ware House – Procedure to Handle International Cargo at Cargo Ware House -Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo- Handling of Perishable, Valuable Cargo ,Human Remains ,AVI 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

12HRS

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

TOTAL: 60 HRS

Course Outcomes:

CO-1: The student will understand the Growth Strategy in Logistics Department in Airline Industry.

CO-2: The student will understand the warehousing trend in material handling.

CO-3: The student will understand the functions on Cargo Agent or Freight Forwarders and Cargo Handling at Airport

TEXT BOOKS:

1. FlySky Aviation, “Aviation and Hospitality Management” Latest Edition, 2020.
2. Kent Gourdin, “Global Logistics Management”, Wiley–Blackwell, 1st Edition, 2000.

REFERENCE BOOKS:

1. James Stock, Douglas Lambert, “Strategic Logistic Management”, McGraw-Hill Education, 1st Edition, 2000.
2. Alan Rushton, John Oxley, Phil Croucher, “The Handbook of Logistics and Distribution”, Kogan Page Business Books; 2nd edition, 200.

WEBLINK:

5. <https://www.slideshare.net/aviat18/air-cargo-logistics>
6. <http://sim.edu.in/wp-content/uploads/2017/10/Logistics-management-air-and-sea-1.pdf>

21DBAV14 AVIATION SECURITY & SAFETY MANAGEMENT**4 1 0 5****Course Objective:**

To familiarize the students with an understanding of Safety Management System, flight safety, Human factor and other key safety issues involved the aviation industry.

Unit-1 INTRODUCTION TO SAFETY MANAGEMENT SYSTEM 15 HRS

Safety Management System (SMS) – Meaning and Definition - A National security asset: importance of Air transportation – Airways – Deregulation – Consequences of 9/11 to the industry – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Aviation regulations – Airport security – New Carrier rules – New Airport Operator rules – Public Law 93 – 366 – threat warnings – Aviation Security Improvement Act of 1990 – Civil Aviation Security – Crimes against Humanity – Convention – Tokyo – Hijacking , Montreal- Bonn Agreement– Diplomatic Conference on Air Law – Annex 14-ICAO.

Unit-2 SAFETY MANAGEMENT SYSTEM (SMS) REGULATORY AUTHORITY**15 HRS**

Safety -Meaning – Safety policy of Airlines in India - Regulatory Authority – DGCA ,Role of DGCA in (Safety Management System) SMS- Distribution list of Safety Management System Manual – Scope of Safety Management System – Acceptable level of safety – Target Audience – Purpose – Safety Performance Indicators – Safety Performance Targets – Regulatory Compliance DGCA CAR Section 1, Series C, Part I & ICAO Safety Management System Manual - Safety policy and Objectives – Safety Accountability and Responsibilities – SMS Organizational Arrangements – Safety Responsibilities of Accountable Manager – Safety Manager – HOD – All Managers – Employees – Safety Review Committee – Safety Action Group – Coordination of Emergency Response Planning – SMS Documentation Control Procedures – SMS Library – SMS Manual Requirement – SMS Implementation Plan – GAP Analysis

Unit-3 WEIGHT AND BALANCE/LOAD AND TRIM**15 HRS**

Introduction – Meaning – Importance of Load and Trim Sheet – Regulatory Requirement – Weight, Balance , Centre Of Gravity, Centre of Pressure – Meaning - General Description of Aircraft – Phases of Flight – Preparation of Weight Schedule – Approval of Weight Schedule - Standard Weight of Flight Crew and Passengers – Instructions for Safe Loading – Procedure for Preparing Load and Trim Sheet – Important Features of Load and Trim Sheet – Qualification , Duties and Responsibilities of Load and Trim Officer – Aircraft Handling

Personnel – Responsibilities and Qualifications – Safety Precautions During Aircraft Fuelling – Action During Fuel Spillage.

Unit-4 NATIONAL CIVIL AVIATION SECURITYPROGRAMME (NCASP) & SECURITY SCREENING PROCEDURE (CAR) 15 HRS

Meaning - Aircraft Rules 2011 – International Legislations – Hijacking- Anti Hijacking Measures – Measures against Terrorist – Terrorism- Hijacking incidents in the world – Access Control – Staff – Passenger – Purpose – Points – Access Control of Vehicles – Landside Security – Landside Security Measures – Convention 1991 – Personal Security Officer of VVIP & VIP or high risk Category – SPG (Special Protection Groups) of President, Vice President, Prime Minister – Sports Person.GX-Ray Baggage Inspection System (X-BIS) – Introduction – Types of X-BIS– Top Down Beamer – Down top Beamer –SideBeamer-- Methods of Screening – Hand Held Metal Detector (HHMD) and Door Frame Metal Detector(DFMD) – Meaning – Screening Procedure – Detection Requirement – Method of Search – Advantages and Disadvantages – Procedure for Carriage of Prisoner – Catering Screening – Behaviour Detection and Profiling – Meaning – Suspicious Signs – Tools for Behaviour Detection – Explosive Vapour Detector(EVD) and Explosive Trace Detector (ETD) – Meaning – Testing Procedure – Specifications – Advantages and Disadvantages.

Unit-5 DANGEROUS GOODS 15 HRS

Introduction – Meaning – definition – Scope – Regulation for Safe Transportation – Categories – Classification of Dangerous Goods – Hidden Dangerous Goods – Storing and Loading of Dangerous Goods – Loading Restrictions for Dangerous Goods on Passenger Aircraft – Different types of Dangerous Goods Carried by Passengers – Handling Loading and Unloading Dangerous Goods – Radio Active Material – Magnetised Material – Dry Ice – Wheel Chair – Notification to Pilot In Command (NOTOC) – Safety Procedures – Emergency Procedures – Accident and Incident Reporting Procedures – IMP Codes for Dangerous Goods.

TOTAL: 75 HRS

Course Outcomes:

CO-1: The student will understand the safety management system, flight safety, human factors and other safety issues involved in the aviation industry.

CO-2: The student will understand the Classification of Dangerous Goods.

TEXT BOOKS:

1. FlySky Aviation, “Ground handling Services Management”, FlySky Aviation, Latest Edition 2020.
2. Daniel J. Benny, “General Aviation Security”, CRC Press, 1st Edition, 2016.
3. Andrew R. Thomas, “Aviation Security Management”, Praeger Publishers Inc, 2008.

REFERENCE BOOKS:

7. Kathleen Sweet, “Aviation and Airport Security: Terrorism and Safety Concerns”, CRC Press, 2nd Edition, 2009.
8. Abeyratne Ruwantissa, “Aviation Security: Legal and Regulatory Aspects”, Routledge, 1st Edition, 2020.

WEBLINKS:

1. <https://slideplayer.com/slide/4503845/>
2. https://www.youtube.com/watch?v=K_Ry7O6UEZQ&ab_channel=aurionlearning

21DBAV15 AIRLINE ADVERTISING AND SALES PROMOTION

Course Objective:

To enable the students to understand the concept of advertising and sales promotion activities in the airline industry.

UNIT I INTRODUCTION TO ADVERTISEMENT 12 HRS

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

UNIT II ADVERTISEMENT MEDIA 12 HRS

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

UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS 12 HRS

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 IV AIRLINE ADVERTISING 12 HRS

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

UNIT V SALES PROMOTION CAMPAIGN 12 HRS

Sales promotion - Requirement identification - designing of sales promotion campaign - involvement of salesmen and dealers - out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - online sales promotions.

TOTAL HOURS: 60 HRS

Course Outcomes

CO-1: The student will gain knowledge on fundamental techniques of marketing and their medium.

CO-2: Students will be able to develop plans and advertisement strategies and its execution techniques

CO-3: Students will learn different models and techniques of airline advertisements in real world both in passenger and freighter market.

CO-4: Students will gain knowledge on sales promotional techniques and strategies followed by airline for customers and dealers domestic and internationally

TEXT BOOKS:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, 1998.

REFERENCE BOOKS:

1. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
2. George Belch and Michael Belch, "Advertising and Promotion, MC. Graw Hill, 12th Edition, 2021.
3. Stephen Shaw " Airline Marketing and Management " Ashgate Sixth Edition, 2007.

WEBLINKS:

9. <https://www.slideshare.net/AMANPREETJOHAL/airline-industry-marketing-ppt>
10. <https://www.mgu.ac.in/uploads/2020/03/Advertisement-and-Sales-Management-B-Com-Sem-6-MCO.pdf?x18327>
11. <https://www.scribd.com/book/206301001/Sales-Promotions-The-Dynamic-Manager-s-Handbook-Of-23-Ad-Campaigns-and-Sales-Promotions-You-Can-Use>

Course Objective:

To understand the qualification, knowledge and skill requirements for various designations and to identify the possible errors and develop strategies to solve the problems through various methods such as deploying comprehensive training plans including revalidation on the outcome.

UNIT-1: INTRODUCTION 12HRS

Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion

UNIT -2: CRMHISTORY –STANDARDS&TRAINING 12HRS

UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods & Syllabus.

UNT -3: HUMANERROR, RELIABILITY&ERRORMANAGEMENT 12HRS

Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies.

UNIT -4: CRM REQUIREMENTS&INSTRUCTORS 12HRS

CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping

UNIT – 5: CRMSKILLS 12HRS

Facilitations skills – Continuous development – Crew co-ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment.

TOTAL HOURS: 60 HRS**Course Outcomes:**

CO-1: Understanding the skills for effective revalidation and implementation through training.

CO-2: Enabling the standards and requirements for crew professionalism.

CO-3: Identifying errors and corrective actions on time.

CO-4: Analysing the depth of knowledge requirement in every crew designation. The business environment and through effective communication skills.

CO-5: Understanding and implementing CRM skills in different levels and versions.

TEXT BOOK:

1. Barbara Kanki, Robert Helmreich & Jose Ansa, "Crew Resource Management, Academic Press, 2nd Edition, 2010.

REFERENCE BOOKS:

1. Barbara Kanki Jose Anca Thomas Chideste, "Crew Resource Management", A P Publication, 3rd Edition, 2019.
2. Earl L Wiener, Barbara G Kanki, "Cockpit Resource Management", Gulf Professional Publishing, 1993.

WEBLINKS:

1. [https://www.skybrary.aero/index.php/Crew_Resource_Management_\(CRM\)](https://www.skybrary.aero/index.php/Crew_Resource_Management_(CRM))
2. <https://www.iata.org/en/training/courses/crm-instructors-virtual/tals43/en/>
3. <https://www.slideshare.net/pimom/crew-resource-management>
4. https://www.youtube.com/watch?v=c8rLmxAyH0&ab_channel=TutorialsPoint%28India%29Ltd

21DBAV17

PASSENGER GROUND SERVICE

4 0 0 4

Course Objective:

To understand the ground operations handled in the airport such as passenger service during check-in, seat allocation and their disruption, and the concept gate agents.

UNIT-1: INTRODUCTION **12 hrs**

Handle group and frequent traveller acceptance, baggage connections and seating

UNIT -II BOOKINGS **12 hrs**

Create bookings, and handle crew, rush and cabin baggage as well as seating and disruptions

UNIT -III GATE AGENT **12 hrs**

Gate Agent collection, Board a passenger

UNIT-IV ENGAGING A CUSTOMER **12 hrs**

Accept, board and re-grade a customer

UNIT-V CHECK IN PROCESS **12 hrs**

Supervisor collection, Completion of check-in agent and gate agent responsibilities

TOTAL HOURS: 60 hrs

Course outcomes:

- CO-1: Introduction to seating arrangements
- CO-2: Understanding the bookings and seating disruptions.
- CO-3: Understanding the concept of gate agent.
- CO-4: Understanding the concept of engaging a customer.
- CO-5: Understanding the concept of check in process

TEXT BOOK:

1. IATA book on Passenger Ground Services with DCS.

REFERENCE BOOK:

1. Colin C. Law, "Introduction to Airline Ground Service", Cengage Learning Asia, 2013.

WEBLINKS:

1. https://www.youtube.com/watch?v=JYKbzxEZGCE&ab_channel=Ch-05%3APRABANDHAN%5BSocialScience-III%5D
2. https://www.youtube.com/watch?v=zuijZHpNCk&t=8s&ab_channel=IATAtv

21DBAV18

BASIC RAMP SAFETY

4 0 0 4

Course Objective:

To educate students on airport communication, manage and maintain safety culture including implementation of security practices in ramp areas, also to educate students about identifying threats and its prevention mechanism.

UNIT- I INTRODUCTION **12 hrs**

The airport environment, Airport, Communication, Hand signals

UNIT -II SECURITY OF GROUND SUPPORT **12 hrs**

Aircraft ground support equipment, Security and Safety, Aircraft danger zones

UNIT-III WEATHER CONDITIONS **12 hrs**

Health and safety, severe weather conditions

UNIT-IV TRAFFIC RULES **12 hrs**

Traffic rules at the ramp, Accident and incident reporting, Fire and first aid

UNIT V FIRE **12 hrs**

Fire prevention, Fire protection and fire action, First aid

Total Hours: 60hrs

Course outcomes

CO-1: Demonstrate an understanding of airport communication

CO-2: Demonstrate an understanding of airport security

CO-3: Explore health and safety measures and weather conditions

CO-4: Analysing the traffic rules for amp

CO-5: Explore and identify fire threats and prevention

TEXT BOOK

1. IATA Book on Aviation Security Awareness

REFERENCE BOOK:

1. Joanne Landry, Shane Ingolia, "Ramp Safety Practices", Transportation Research Board, 2011.

WEBLINKS:

1. https://www.youtube.com/watch?v=fLn5dBO3Wq4&ab_channel=CabinCrewTrainingInstitute
2. <https://www.slideshare.net/mahchu12/ramp-safety-49059192>
3. <https://slideplayer.com/slide/5890948/>
4. https://www.flysanjose.com/sites/default/files/ALWO/Ramp_Rules.pdf

Course Objective:

To educate students about understanding the importance customer service including the role of effective communications through various mediums having situational awareness in mind, to learn various cultures across the world, to learn comprehensive knowledge on handling stress.

UNIT- I Introduction 9 hrs

Improved standard of Customer Service

UNIT -II Communication Skills 9 hrs

Verbal and Nonverbal Communication Skills

UNIT-III Techniques 9 hrs

Customer Contact Techniques

UNIT-IV. Culture 9 hrs

Cross Cultural Awareness

UNIT-V Stress Management 9 hrs

Managing Stress

Total hours: 45 hrs

Course outcomes:

- CO-1: Understanding the importance of Customer Service
- CO-2: Understanding the importance of Communication
- CO-3: Understanding the various methods of contacting customers
- CO-4: Understanding the importance of various culture
- CO-5: Understanding the stress and dealing with it

TEXT BOOKS:

1. IATA Book on Airline Customer Service.
2. Colin C Law, "A Practical Guide to Airline Customer Service: From Airline Operations to Passenger Services", Brown Walker Press (FL), 1st Edition, 2018.

REFERENCE BOOKS:

1. Jeff Toister, "The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Customer Service", 1st Edition, 2017.
2. Frances Frei, Anne Morriss, "Uncommon Service: How to Win by Putting

Customers at the Core of Your Business”, Harvard Business Review Press, 1st Edition, 2012.

WEBLINK:

1. <https://slideplayer.com/slide/3301872/>
2. <https://www.iata.org/en/training/courses/airline-customer-service/talm51/en/>

Course Objective:

To educate students about the history of travel and tourism in India and International market, to educate the functions of tour operators and their business models, to and analyze about growth of tourism organizations and their benefits such as fairs etc.

UNIT-I TRAVEL AGENCY AND TOUR OPERATION – INTRODUCTION 15HRS

Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator.

UNIT-II TOURISM ORGANIZATION IN INDIA**15 HRS**

Growth and Development of Tourist Organization with special reference to India –Sergeant Committee – Jha – ITDC – TTDC

UNIT-III INTERNATIONAL TOURISM ORGANIZATION**15 HRS**

International Tourist Organization – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI

UNIT-IV GROWTH AND FUTURE OF TRAVEL AGENCIES**15 HRS**

Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency's Sponsored Programmes.

UNIT-V LINKAGES AND ARRANGEMENTS

Linkages and arrangements with hotels, Airlines, Transport organizations- Ancillary tourism organizations - Organization structure of medium and large scale travel agencies and tour operators business - Present status and future prospects of travel agency and tour operators business in India.

TOTAL HOURS: 75 HRS**Course outcomes:**

CO-1: Understanding the History, growth and present status of Travel agency.

CO-2: Understanding the functions of Tourism Organizations in India

CO-3: Understanding the functions of International Tourism Organizations.

CO-4: Analyzing the Growth and Future of Travel Agencies.

CO-5: Understanding the importance of Travel Agency fairs and Benefits.

TEXT BOOKS:

1. Mohinder Chand, “Travel Agency Management – An Introductory Text”, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, 2000.
2. PranNath Seth, “An Introduction to Travel and Tourism”, Sterling Publishers Pvt Ltd, 1st Edition, 1998.

REFERENCE BOOKS:

1. A. K Bhatia, “The Business of Travel Agency and Tour Operations Management”, Sterling Publishers Pvt. Limited, 1st Edition, 2012.
2. Mohinder Chand Dhiman, “Handbook of Research on International Travel Agency and Tour Operation Management (Advances in Hospitality, Tourism, and the Services industry)”, IGI Global, 1st Edition, 2019.

WEBLINK:

3. <https://slideplayer.com/slide/14487139/>
4. <https://www.slideshare.net/ImJeffreyPalma/travel-agency-and-tour-operations-lecture>

Course Objective:

To educate students about international regulation of air transport such as fare construction principles, enabling global route mapping, to identify and understand the level of booking conditions and also to learn wide knowledge on travel documents requirements for various countries.

UNIT- I: AIR TRANSPORT**15 HRS**

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

UNIT – II AIR FARES & TICKETING–I**15 HRS**

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 account able documents

UNIT – III AIR FARES & TICKETING–II**15 HRS**

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

UNIT- IV TOUR PROGRAMMES**15 HRS**

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

UNIT V TRAVEL FORMALITIES**15 HRS**

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

TOTAL HOURS: 75 HRS**Course outcomes:**

CO-1: Understand airline codes and abbreviations

CO-2: Understand the airfares and ticketing in airlines

CO-3: Able to review the basic fare construction

CO-4: Prepare the tour brochure and able to classify the types of tours

CO-5: Understand the documents formalities for air travel

TEXTBOOKS:

1. Guides to IATA/UFTAA Training Course and journal published by International Air Transport Association and Universal Federation of Travel Agent Association.
2. Jagmohan Negi, “Air Travel Ticketing and Fare Construction”, Kanishka Publishers, 2004.

REFERENCE BOOKS:

1. Jagmohan Negi, “International Tourism and Travel”, S.Chand & Company Ltd, 2004.
2. Mohinder Chand, “Travel Agency Management–An Introductory Text”, 2nd Revised and Enlarge Edition, Anmol Publications Pvt Ltd, 2007.

WEBLINKS:

1. <https://slideplayer.com/slide/5778613/>
2. <https://www.slideshare.net/ayeshazenemij/ticket-and-airline-terms-airport-matters>
3. <https://www.slideshare.net/SimranjitWalia1/aviation-basic-res-ticketing-55890923>

21DBAV22 INTRODUCTION TO CARGO MANAGEMENT 4004

Course Objective:

To educate students about air cargo industry and its various sub domains and operational functions, such as agencies and freight forwarders, types of cargo, billing techniques terminology used across domains inclusive of cargo manuals.

UNIT- INTRODUCTION 12 hrs

Operations at cargo agencies, airlines, and freight forwarders

UNIT- II RATING PRINCIPLES 12 hrs

Air cargo acceptance basic rating principle

UNIT – III. BILL 12 hrs

Air waybill completion

UNIT- IV TERMINOLOGY 12 hrs

Industry terminology and abbreviations

UNIT- V CARGO MANUALS 12 hrs

IATA geography, TACT, OAG, and other cargo manuals

Total hours: 60

Course outcomes:

CO-1: Understanding the various agencies and freight forwarders

CO-2: Understanding the principles of accepting air cargo and rating

CO-3: Understanding the concept of billing

CO-4: Understanding the various terminology used in airline industry

CO-5: Understanding the various manuals used

TEXT BOOKS:

1. IATA Book on Airline Cargo Management.
2. Michael Sales, “Air Cargo Management: Air Freight and the Global Supply Chain”, Routledge, 2nd Edition, 2017.

REFERENCE BOOK:

1. Babu P, “Introduction to Air Cargo Management: – an illustrative reference material for beginners”, 1st Edition, 2020.

WEBLINKS:

1. <https://slideplayer.com/slide/5679992/>
2. <https://www.iata.org/en/training/subject-areas/cargo/>

21DBAV23

AIRLINE ECONOMICS

4 1 0 5

Course Objectives:

To enable the students to understand the economic regulation in Airline Industry.

UNIT I STRUCTURE OF AIR TRANSPORTATION

15 hrs

Air Transportations - Economic Regulation - Regulatory Reform - Economic Characteristics - Characteristics of International Service - its Objectives - Structure of Airline Industry.

UNIT II AIRLINE ENTRY AND EXIT POLICIES

15 hrs

Airline Entry and Exit Policies - Government Regulation of Entry - Government Regulation of Exit - Mergers and Acquisitions - International Entry - Bilateral Agreements - Current trends in International Airline Services.

UNIT III COST OF AIRLINE SERVICES

15 hrs

Accounting categories - Analysis of Costs - Production function and Factor costs - Two Major Airline Cost areas - Aircraft Selection as Determinants of Costs -Impact of Technological advances on costs.

UNIT IV DEMAND AND RATES OF AIRLINE SERVICES

15 hrs

Demand Characteristics - Methods of Estimating demand - Passenger options - Travel agencies and computer reservation systems - Basic Rate making factors - Changing structure of Airline Passenger fares and Rate Regulation - International Rates - Dealing with Foreign Governments.

UNIT V AIR CARGO

15 hrs

Cargo Mix - Cargo Vs Passenger Characteristics - Types of Aircraft and their impact on Cargo - Terminal Facilities - Pick up and Delivery services - Air freight forwarders - Competition with other modes - Cargo rates - cargo charters - Contract and Private carriage of cargo - Airport and Airline Relations.

Total hours: 75 hrs

Course Outcomes:

CO-1: Students will gain strong knowledge on structure of air transportation such as regulatory body, and airline organisation structure

CO-2: Students will have strong knowledge airline entry and exit policies, policies on fare fixation & bilateral agreements with international countries

CO-3: Understanding air cargo industries and its competition

TEXT BOOKS:

1. Stephen Holloway, “Straight and Level: Practical Airline Economics”, Routledge, 3rd Edition, 2008.
2. William O'Connor, “An introduction to airline economics” , Praeger Publishers Inc, 6th edition, 2000.

REFERENCE BOOKS:

1. Volodymyr Bilotkach, “The Economics of Airlines”, Agenda Publishing, 1st edition, 2017.

WEBLINKS:

1. <https://www.aviationnews-online.com/airline-economics/>
2. <https://www.sciencedirect.com/science/article/pii/B9780081026717100740>

21DBAV24

Aircraft Rules and Regulation C.A.R I and II

Course Objective:

To teach the civil air rules and regulations which are being followed by Directorate General of Civil Aviation.

UNIT – I C.A.R SERIES 'A' - PROCEDURE FOR CIVIL AIR WORTHINESS REQUIREMENTS AND RESPONSIBILITY OPERATORS' VIS-A-VIS AIR WORTHINESS DIRECTORATE **15 hrs**

Responsibilities of operators / owners - Procedure of CAR issue, amendments etc., - Objectives and targets of airworthiness directorate - Airworthiness regulations - safety oversight of engineering activities of operators. C.A.R. SERIES 'B' - ISSUE APPROVAL OF COCKPIT CHECK LIST, MEL, CDL: Deficiency list (MEL & CDL); Preparation and use of cockpit check list and emergency list.

UNIT-II C.A.R. SERIES 'C' - DEFECT RECORDING, MONITORING, INVESTIGATION AND REPORTING **15 hrs**

Reliability Programme (Engines) - Aircraft maintenance programme & their approval - On condition maintenance of reciprocating engines - TBO - Revision programme - Maintenance of fuel and oil uplift and consumption - records - Light aircraft engines - Fixing routine maintenance periods and component TBOs - Initial & revisions.

UNIT-III C.A.R. SERIES 'E' - APPROVAL OF ORGANISATIONS **15 hrs**

Approval of organisations in categories A, B, C, D, E, F, & G; Requirements of infrastructure at stations other than parent base. C.A.R. SERIES 'F' - AIR WORTHINESS AND CONTINUED AIR WORTHINESS Procedure relating to registration of aircraft - Procedure for issue / revalidation of Type Certificate of aircraft and its engines / propeller - Issue / revalidation of Certificate of Airworthiness - Requirements for renewal of -Certificate of Airworthiness.

UNIT-IV C.A.R. SERIES 'L' - AIRCRAFT MAINTENANCE ENGINEER - LICENSING **15 hrs**

Issue of AME Licence - its classification and experience requirements - Complete Series 'L'. C.A.R. SERIES 'M' MANDATORY MODIFICATIONS AND INSPECTIONS: Mandatory Modifications / Inspections.

UNIT-V C.A.R. SERIES 'T' - FLIGHT TESTING OF AIRCRAFT

15 hrs

Flight testing of (Series) aircraft for issue of C of A - Flight testing of aircraft for which C of A had been previously issued. C.A.R. SERIES 'X' - MISCELLANEOUS REQUIREMENTS
Registration Markings of aircraft- Weight and balance control of an aircraft - Provision of first aid kits - Physician's kit in an aircraft - Use furnishing materials in an aircraft - Concessions - Aircraft log books - Document to be carried on board on Indian registered aircraft - Procedure for issue of tax permit - Procedure for issue of type approval of aircraft components and equipment including instruments.

Total hours: 75 hrs

COURSE OUTCOMES

CO -1: Students gains knowledge on airworthiness regulation to obtain approval of maintenance organisation, requirements for AME licensing, defect recording and investigation procedures including flight testing.

TEXT BOOKS:

1. "Aircraft Manual (India) Volume I" - Latest Edition, The English Book Store, 17-1, Connaught Circus, New Delhi.
2. " Civil Aviation Requirements with latest Amendment (Section 2 Airworthiness) ", Published by DGCA, The English Book Store, 17-1, Connaught Circus, New Delhi.
3. "Aeronautical Information Circulars (relating to Airworthiness) ", from DGCA.
4. "Advisory Circulars ", form DGCA.

REFERENCE BOOKS:

1. "PANS – RAC – ICAO DOC 4444", Latest Edition, The English Book Store, 17-1, Connaught Circus, New Delhi.
2. AIP (India) Vol. I & II, "The English Book Store", 17-1, Connaught Circus, New Delhi.

WEBLINKS:

1. https://www.civilaviation.gov.in/sites/default/files/moca_000947.pdf
2. <https://www.civilaviation.gov.in/en/ministry-documents/rules>

21DBAV25

AIRLINE OPERATIONS SCHEDULING

4 1 0 5

Course Objective:

Explores a variety of models and optimization techniques for the solution of airline schedule planning and operations problems.

UNIT - I TRANSPORTATION AND ASSIGNMENT MODELS

15 hrs

Definition - Transportation Model - basic feasible solution - unbalanced and degeneracy models-optimal solution - MODI method. Assignment problem - Hungarian method - restriction - unbalanced - traveling salesman problem - transshipment model.

UNIT II SCHEDULING

15 hrs

Critical Path Method (CPM) - Networks computation - floats- Program Evaluation Technique (PERT) - Cost consideration in PERT and CPM.

UNIT III NETWORK MODELS

15 hrs

Scope and definition of network models - Minimal spanning tree algorithm - Krushkal - Prim's Algorithms - Maximal Flow model - Ford and Fulkerson Algorithm - Shortest Route - Dijkstra's and Floyd's algorithm.

UNIT IV OPERATIONS RECOVERY

15 hrs

Overview of Operation Control Centre - Aircraft Passenger Delays - Flight Postponement and Cancellation Model-Airline Operation Recovery - Challenges- - Role of Simulation.

UNIT V ROBUST SCHEDULING

15 hrs

Robust Crew Scheduling - Robust Aircraft Routing - Degradable Schedule Design.

Total hours: 75 hrs

Course outcomes:

CO – 1: Students will gain strong knowledge on scheduling techniques followed in an airline and various proven models followed across the industry for crew scheduling during normal ops and delay operations and robust scheduling techniques.

TEXT BOOKS:

1. Massoud Bazargan, "Airline Operations and Scheduling", Routledge, 2nd Edition, 2010.
2. Gerald N. Cook, Bruce Billig, "Airline Operations and Management", Routledge, 1st Edition, 2017.
3. Panneer Selvam R, "Operations Research " PH Publications, 2nd Edition, 2004.

REFERENCE BOOKS:

1. Peter J. Bruce, Chris Mulholland, "Airline Operations Control", Routledge, 1st Edition, 2021.
2. Ahmed Abdelghany and Khaled Abdelghany, "Airline Network Planning and Scheduling", Willey, 1st Edition, 2018.

WEBLINKS:

1. <https://pubsonline.informs.org/doi/abs/10.1287/trsc.19.2.127>
2. <https://www.sciencedirect.com/science/article/pii/S0968090X21001480>
3. https://books.google.co.in/books?hl=en&lr=&id=4EqvNAZooIMC&oi=fnd&pg=PA435&dq=Barnhart,+C.,+K.+Talluri.+1997.+Airline+operations+research.&ots=QDB1251TgF&sig=rNizO1_bwlbYcFoduTZUcDonEc#v=onepage&q=Barnhart%20C.%20K.%20Talluri.%201997.%20Airline%20operations%20research%2C&f=false
4. <http://dynresmanagement.com/uploads/3/5/2/7/35274584/tristan4.pdf>

Course Objective:

1. To understand the concepts of Airline marketing management
2. To learn about marketing process for different types of products and services in airlines
3. To understand the tools used by marketing managers in decision situations
4. To understand the marketing environment

Unit-1 INTRODUCTION TO AIRLINE MARKETING**15 HRS**

Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management.

Unit-2 AIRLINE MARKET AND PERFORMANCE**15 HRS**

Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, and Fleet & Schedules related Product Features, Customer Service-Related Product Features, Pricing Decisions, and Building Blocks in the Airline Pricing Policy.

Unit-3 PRODUCT ANALYSIS IN AIRLINE MARKETING**15 HRS**

Organizing - Nature and purpose - Principles of Organization - Types of Organization - Organisational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation - Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.

Unit-4 MARKET RESEARCH**15 HRS**

Types, process, tools and techniques, application of marketing research, advertising techniques, brand preferences, customer satisfaction, customer perception, distribution, relationship marketing, competitor analysis, preparation of marketing research report.

Unit-5 IMPACT OF INFORMATION TECHNOLOGY ON MARKETING DECISIONS**15 HRS**

Online marketing, web based marketing programmes, emerging trends and challenges to airline marketers, sample case studies.

TOTAL: 75 HRS

Course Outcomes:

CO – 1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management.

CO – 2: Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO – 3: Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

CO – 4: Students will prepare marketing research report.

CO – 5: Students will use information technology on marketing decisions.

TEXT BOOKS:

1. Stephen Shaw, "Airline Marketing and Management" Ashgate Sixth Edition, 2007.
2. Philip Kotler, "Marketing management (Millennium edition)", prentice hall of India P (ltd), 1st edition, 2001.
3. Boyd Walker, "Marketing Management", McGraw Hill, 1st edition, 2002.
4. Keith Flether, "Marketing Management and Information Technology", Prentice Hall, 1st edition ,2001.

REFERENCE BOOKS:

1. Kotler and Armstrong, "Principles of Marketing", Pearson, 12th edition. 2008.

WEBLINK:

1. <https://www.iata.org/en/training/courses/airline-marketing/talm53hlm/en/>

**ABILITY ENHANCEMENT COMPUSLORY COURSE
(AECC)**

Course Objective:

- This course is to subject the students to practise the components in various units.
- To make students ready for placement interviews within campus.
- To infuse confidence to face job situations.

	Credit Hours
UNIT I	06
<ul style="list-style-type: none"> • Resume and CV Writing • Complaint Letter • Social Correspondence • Letter of Enquiry 	
UNIT II	06
<ul style="list-style-type: none"> • Short Essay Writing 	
UNIT III	06
<ul style="list-style-type: none"> • Explaining Proverbs 	
UNIT IV	06
<ul style="list-style-type: none"> • Use of Prepositions 	
UNIT V	06
<ul style="list-style-type: none"> • Synonymous Words 	
Total	30 Hours

Course Outcome:

- CO1 To enhance learners' confidence level.
- CO2 To make learners' feel the assimilation of skills.
- CO3 To engage in a conversation with others to exchange ideas.
- CO4 To impart leadership qualities among the participants.
- CO5 To express opinions to enhance their social skills.

Books Prescribed

- For Unit I – V Effective Communication For You – V. Syamala Emerald Publishers, Chennai.
- Cameron, David. Mastering Modern English, Hyderabad: Orient Blackswan, 1978 (rpt. 1989, 1993, 1995,1998).
- Freeman, Sarah. Written Communication in English, Hyderabad: Orient Blackswan, 1977 (21st Impression,2007).
- Singh, Vandana R. The Written Word. New Delhi: Oxford university Press, 2003 (3rd Impression, 2007)
- Seely, John. Oxford Guide to Effective Writing and Speaking. New Delhi: Oxford University Press, 2000 (4thImpression,2008)

Web Sources:

- <https://www.myperfectresume.com/career-center/resumes/how-to/write>
- <https://www.englishgrammar.org/>
- <https://www.thesaurus.com/browse/>

Course Objective

To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

Unit-I Multidisciplinary nature of environmental studies, Natural Resources 06

Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Unit-II Ecosystems, Biodiversity and its conservation 06

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Introduction-Definition,genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III Environmental Pollution 06

Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management- floods, earthquake, cyclone and landslides.

Unit-IV Social Issues and the Environment 06

From Unsustainable to Sustainable development, Urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Unit-V Human Population and the Environment 06

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS.

Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Field work - Visit to a local area to document environmental assets/river/forest/grassland/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Total: 30 hrs

Course Outcome

- To understand the nature and facts about environment.
- To find and implement scientific, technological, economic solutions to environmental problems.
- To know about the interrelationship between living organisms and environment.
- To understand the integrated themes and biodiversity, natural resources, pollution control and waste management.
- To appreciate the importance of environment by assessing its impact on the human world.

Text Books

1. De AK, Environmental Chemistry, Wiley Eastern Ltd.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, India.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clarendon Press, Oxford (TB).

Reference Books

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
3. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. Cambridge University Press 1140pgs.
4. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
5. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)

SKILL ENHANCEMENT COURSE (SEC)

Course Objective:

- To enable participants Business Communication Skills
- To enhance participants E-mail writing skills
- To impart Leadership and Team Bonding skills

Credit Hours**UNIT I: EFFECTIVE COMMUNICATION SKILLS****06**

Talking about your company – Making Polite requests – Introducing yourself and others–Socialising with others – Talking about work activities – Talking about your job – Communication practice – Role plays

UNIT II: WRITTEN BUSINESS COMMUNICATION**06**

Essential Email writing skills – Formal and Informal E-mails – Usage of formal language – Report Writing – Writing project reports – Extended writing practice – Email Etiquette – Understanding Business E-mails

UNIT III: TELEPHONE ETIQUETTE**06**

The basics of Telephone Etiquette – Customer Service – Being courteous – Making arrangements – Giving clear and concise information – Tone and Rate of speech – Pronunciations – Summarisation – Mock Telephonic Conversations

UNIT IV: LEADERSHIP SKILLS**06**

Essential Leadership Skills – Interpersonal Skills – Team Building – Team work – Do's and Don'ts of Leadership skills – Importance of communication in Leadership – Delegating and Handling of Projects

UNIT V: LISTENING AND ANSWERING QUESTION**06**

Listening for the main ideas – Listening for details – Listening for specific information – Predicting and listening for opinions – Recognising context – Listening for sequence – Understanding Pronunciation – Listening practice

Total**30 Hours****Course Outcome:**

- CO1 To enhance participant's Business Communication Skills
- CO2 To enhance the participant's Reading, Speaking, Listening and Writing capabilities
- CO3 To engage in a conversation with others to exchange ideas
- CO4 To impart leadership qualities among the participants
- CO5 To express opinions to enhance their social skills

Books Prescribed

- Raman, M. & Sangeeta Sharma. Technical Communication.OUP.2008
- Taylor, Grant.English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd. 2005
- Tiko, Champa& Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 1979

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
- <https://blog.hubspot.com/service/phone-etiquette>

Course Objective:

- To enable students to develop their communication skills effectively
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence through communication

	Credit Hours
UNIT I: READING COMPREHENSION AND VOCABULARY	06
Reading Techniques – Types of Reading – Skimming – Scanning – Reading for detail – Identifying key words – Underlining unfamiliar key words – Vocabulary Building – Reading Comprehension practice	
UNIT II: PRESENTATION SKILLS	06
Presentation Methods – Preparation and Practice – Organising content – Do's and Don'ts of a Presentation – Presentation Techniques – Mock Presentation	
UNIT III: GROUP DISCUSSION	06
Introduction to Group Discussion – Preparation for GD – Structure of GD's – Do's and Don'ts – Tips and Strategies – Etiquette and Practice – Body Language and Posture – Sharing Ideas with respect – Understanding Opinions – Mock GD Practice	
UNIT IV: CONVERSATIONAL SKILLS	06
Introduction to Small talk – How to start and end a conversation – Exchanging ideas – Expressing Interests – Giving Opinions – Social skills and Etiquette – Informal Conversations – Formal Meetings – Group Practice	
UNIT V: SELF – INTRODUCTION AND ROLE PLAY	06
Introducing oneself – Exchange of Greetings – Appropriate Greetings – Usage of Vocabulary – Rapport Building – Handshakes and First Impressions – Basic Etiquette	
Total	30 Hours

Course Outcome:

CO1	To get students to understand the importance of communicating in English
CO2	To understand effective communication techniques
CO3	To increase self-confidence through regular practice
CO4	To encourage active participation in their regular class
CO5	To enable participants to face large group of audience with confidence

Books Prescribed

- English for Competitive Examinations by R.P.Bhatnagar&RajulBhargavaMacmillan India ltd. Delhi.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
- Kalish, Karen.How to Give a Terrific Presentation. New York: AMACOM, 1996

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://venngage.com/blog/presentation-skills/>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Objective:

- To enable students to develop their soft skills and Body Language
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence to excel at Interviews

	Credit Hours
UNIT I: SKILL ENHANCEMENT	06
Time Management – Planning and Organisation – Scheduling – Prioritization – Delegation – Task Management – Stress Management – Overcoming anxiety – Confidence Building – Body Language	
UNIT II: RESUME / COVER LETTER WRITING	06
SWOT Analysis – Details and Resume Writing – Resume Examples – Building Resume using SWOT – Writing Resume – Writing Cover Letter – Resume Correction – Resume Feedback	
UNIT III: INTERVIEW SKILLS	06
Interview Do's and Don'ts – First Impression – Grooming – Body Language – Frequently asked questions – Useful Language – Mock Interview	
UNIT IV: QUANTITATIVE ABILITY	06
Permutation & Combinations – Probability – Profit & Loss – Ratio Proportions & Variations – Cubes – Venn Diagrams – Logical Reasoning – Critical Reasoning	
UNIT V: REVISIONARY MODULES	06
Group Discussions – HR Process – Interview Process – Mock Group Discussions	
Total	30 Hours

Course Outcome:

- | | |
|-----|---|
| CO1 | To develop participants social and professional skills |
| CO2 | To help participants manage time effectively |
| CO3 | To build a strong resume to suit corporate requirements |
| CO4 | To face interviews confidently |
| CO5 | To enhance their aptitude abilities |

Books Prescribed

- Meena. K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map to Success) P.R. Publishers & Distributors.
- Soft Skills – Know Yourself & Know the World, S.Chand& Company LTD, Ram Nagar, NewDelhi
- Prasad, H. M. How to Prepare for Group Discussion and Interview. NewDelhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

COURSE OBJECTIVE:

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

UNIT I ENTREPRENEURSHIP**6**

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

UNIT II BUSINESS**6**

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

UNIT III BUSINESS PLAN PREPARATION**6**

Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership – Capital – Budgeting project profile preparation – Matching entrepreneurwith the project – Feasibility report preparation and evaluation criteria.

UNIT IV SUPPORT TO ENTREPRENEURS**6**

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

UNIT V ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**6**

Meaning, Objectives–Phases of EDP– steps in EDP–Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

Total 30 hrs**COURSE OUTCOMES:**

At the end of the course, a student will be able to

CO – 1: Understand the concept of Entrepreneurship

CO – 2: Identify, create and analyze entrepreneurial opportunities.

CO – 3: Assess techno economic feasibility of a Business Plan

CO- 4 - Create Business Plans

CO-5: State various statutory institutions involved in the process of Entrepreneurship development

TEXT BOOKS:

1. Hisrich R D, Peters M P, “Entrepreneurship”, Tata McGraw-Hill, 8th Edition , 2016.
2. Khanka S.S., “Entrepreneurial Development” S Chand & Company, Ist edition, 2016.

REFERENCE BOOKS:

1. Sharma, “Entrepreneurship Development”, PHI LEARNING PVT LTD, 1 edition 2017.
2. Abhinav Ganpule & Aditya Dhobale, “Entrepreneurship Development”, Kindle Edition, Jatayu Publication; 1 edition ,2018.
3. Sangeeta Sharma, “Entrepreneurship Development”, Kindle Edition PHI Learning, 10th Edition, 2018.

WEBSITES

1. <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/>
2. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>

WEBSOURCES

1. <https://articles.bplans.com/10-great-websites-for-entrepreneurs/>
2. <https://www.entrepreneur.com/article/272185>

GENERIC ELECTIVE COURSES (GE)

Course Objective: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms interface with consumers and the consumer related regulatory and business environment.

Unit 1: Conceptual Framework**10 HRS**

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

Unit 2: The Consumer Protection Law in India**10 HRS**

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law
10 HRS

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit 4: Role of Industry Regulators in Consumer Protection**10 HRS**

Banking: RBI and Banking Ombudsman, Insurance: IRDA and Insurance Ombudsman, Telecommunication: TRAI, Food Products: FSSAI, Electricity Supply: Electricity Regulatory Commission, Real Estate Regulatory Authority.

Unit 5: Contemporary Issues in Consumer Affairs**5 HRS**

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Total 45 HRS

Course Outcomes:

CO-1: to understand the concepts of consumer affairs

CO-2: to analyses the consumer protection act and its procedures.

CO-3: To apply the consumer grievances handling mechanisms and procedures.

CO-4: students can analyses the role of consumer protection act in India.

CO-5: Students can understand the contemporary issues in consumer affairs including the role of BIS, ISO and other issues.

Text Books:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi, "Consumer Affairs", Universities Press, 3rd edition, 2007
2. Choudhary, Ram Naresh Prasad, "Consumer Protection Law Provisions and Procedure", Deep and Deep Publications Pvt Ltd, 2nd edition, 2005.

Reference Books:

1. G. Ganesan and M. Sumathy, "Globalisation and Consumerism: Issues and Challenges", Regal Publications, 5th edition, 2012
2. Suresh Misra and Sapna Chadah, "Consumer Protection in India: Issues and Concerns", IIPA, New Delhi, 3rd edition, 2012.
3. Rajyalaxmi Rao, "Consumer is King", Universal Law Publishing Company, 2nd edition, 2012.

Websites

1. <https://egazette.nic.in/WriteReadData/2019/210422.pdf>
2. <https://www.indialegalive.com/special-story/rights-of-consumer-and-the-redressal-system/>

Weblinks

1. <https://www.slideshare.net/vijayyadav107/consumer-protection-act-80098278>
2. <https://slideplayer.com/slide/5845006/>

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DISASTER MANAGEMENT

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UNIT I - Introduction to Disasters:

10 HRS

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

UNIT II – Disasters: Classification Causes, Impacts

10 HRS

(Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change.

UNIT III – Approaches to Disasters Risk reduction:

10 HRS

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

UNIT IV – Inter-relationship between Disasters and Development:

10 HRS

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

UNIT V - Disaster Risk Management in India

5 HRS

Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

TOTAL 45 HRS

Course Outcomes:

CO-1; Students can understand the concepts of Disaster management and its impact.

CO-2; Students can analyse the Disaster management causes, types and its changes.

CO-3; To approach and learn the concepts of approaches to disaster management risk reductions.

CO-4; To describe the inter-relationship between disaster and developments concepts

CO-5; To improve the knowledge relevant of disaster risk management in India and to understand the components of disaster reliefs.

Text Books:

1. Alexander David, “Introduction in 'Confronting Catastrophe'”, Oxford University Press, 5th edition,2000.
2. Andharia J. “Vulnerability in Disaster Discourse”, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. “At Risk Natural Hazards, Peoples' Vulnerability and Disasters”, Routledge, 1997.

Reference books:

1. Coppola P Damon, “Introduction to International Disaster Management”, Bullock &Haddow LLC, Third edition,2007.
2. Carter, Nick, “Disaster Management: A Disaster Manager's Handbook. Asian Development Bank”, Manila Philippines, 1st edition, 1991.

Websites

1. <https://www.emdat.be/classification>
2. <http://www.odpm.gov.tt/node/162>

Web links

1. <https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso>
2. <https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india>

Course Objectives

- To create an awareness on Engineering Ethics and Human Values.
- To understand social responsibility of an engineer.
- To appreciate ethical dilemma while discharging duties in professional life.

UNIT I - Introduction to Value Education**9 HRS**

Value Education, Definition, Concept and Need for Value Education. - The Content and Process of Value Education. - Basic Guidelines for Value Education. - Self exploration as a means of Value Education. - Happiness and Prosperity as parts of Value Education.

UNIT II – Harmony in the Human Being**9 HRS**

Human Being is more than just the Body. - Harmony of the Self ('I') with the Body. - Understanding Myself as Co-existence of the Self and the Body. - Understanding Needs of the Self and the needs of the Body - Understanding the activities in the Self and the activities in the Body.

UNIT III – Harmony in the Family and Society and Harmony in the Nature 9 HRS

Family as a basic unit of Human Interaction and Values in Relationships. - The Basics for Respect and today's Crisis: Affection, e, Guidance, Reverence, Glory, Gratitude and Love.

Comprehensive Human Goal: The Five Dimensions of Human Endeavour.

Harmony in Nature: The Four Orders in Nature.

The Holistic Perception of Harmony in Existence.

UNIT IV –Social Ethics**9 HRS**

The Basics for Ethical Human Conduct. Defects in Ethical Human Conduct. Holistic Alternative and Universal Order. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.

UNIT V - Professional Ethics**9 HRS**

Value based Life and Profession. Professional Ethics and Right Understanding. Competence in Professional Ethics. Issues in Professional Ethics – The Current Scenario. Vision for Holistic Technologies, Production System and Management Models.

TOTAL 45 HRS**Course Outcomes:**

CO-1: Understand the significance of value inputs in a classroom and start applying them in their life and profession.

CO-2: Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

CO-3: Understand the role of a human being in ensuring harmony in society and nature.

CO-4: Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

CO-5: Understand Value based Life and Professional Ethics.

Text Books:

1. A.N Tripathy, "HUMAN VALUES", New Age International Publishers, 3rd Edition, 2003.
2. Bajpai.B.L., "Indian Ethos and Modern Management", New Royal Book Co., Lucknow, Reprinted, 2004.
3. Dr. Rajan Misra, "Human Values", Laxmi Publications, Ltd., 1st Edition 2009.
4. Gaur.R.R., Sangal.R, Bagaria.G.P., "A Foundation Course in Value Education, Excel Books", 1st Edition, 2009.

Reference books:

1. Corliss Lamont, "The Philosophy of Humanism", Humanist Press, 8th edition, 1997.
2. C. Ed. Stanley M. Daugert. Sharma, "Ethical Philosophies of India", George Allen & Unwin, 1st Edition, 1965.
3. Mortimer. J. Adler, "Whatman has made of man", Read Books, 1st Edition, 2007.

Web links:

1. <https://nptel.ac.in/courses/109/104/109104068/>