



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(as per SEP 2024)

Syllabus for BBA (Aviation Management)

2024-25

Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG-B.COM (Regular), B.COM (FINTECH), B.COM AEDP (BFSI), B.Com AEDP (ROM), B.COM (BDA), B.Com (A&F), B.Com (LSCM), B.VOC(A&T), BBA, BBA (Aviation Management), BBA (Business Analytics), programmes as per the SEP structure for the Academic Year 2025-26 held on 20th and 21st June 2025 in the Department of Studies and Research in Commerce, PK Block, Bengaluru City University, Bengaluru-560009.

The board has reviewed and approved the course matrix for 3rd, 4th, 5th & 6th Semesters and syllabus for 3rd, 4th, 5th & 6th semesters of the above mentioned courses. The board authorized the Chairman to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja K. R	Professor & Chairman, P. G. Dept. of Commerce, Bengaluru City University, Bengaluru – 560001 Email: Jalaja_kr@rediffmail.com Ph. No: 9449201323	Chairperson
2.	Prof. Ritika Sinha	Professor, BCU School of Management Studies, Bengaluru City University, Bengaluru – 560001 Email: Ritika.snh@gmail.com Ph. No: 9916362171	Member
3.	Dr. Padmaja P. V	Principal, MLA Academy of Higher Learning, 14 th Cross Rd. Malleshwaram, Bengaluru – 560003 Email: padmajavenkat123@gmail.com Ph. No: 9845434477	Member
4.	Dr. Bhavani. H	Associate Professor, Department of Commerce, Vivekananda Degree College, Bengaluru – 560055 Email: bhavanih2021@gmail.com Ph. No: 9986867844	Member
5.	Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC Malleshwaram, Bengaluru – 560032 Email: csngfgcmb@gmail.com Ph. No: 9844472848	Member
6.	Dr. Srihari	Vice Principal, (MEWA) Vanguard Business School, Bengaluru – 560068 Email: snehari13@yahoo.com	Member
7.	Dr. C Nagaraja	Associate Professor, GFGC, Yelahanka, Bengaluru – 560064 Email: Nagaraj.c2009@gmail.com Ph. No: 9844459461	Member
8.	Prof. Padmanabha	Associate Professor, M S Ramaiah College of Arts, Science & Commerce, Bengaluru - 560054 Ph. No: 9845399921	Member
9.	Dr. Manjunath	Associate Professor, Dept of Management Studies, Kuvempu University, Shakara Ghatta, Shivamogga – 577451 Email: manjurajappa@gmail.com Ph. No: 9480012101	Member

10	Dr. Mahesh	Assistant Professor, Dept. of Studies & Research in Commerce, KSOU, Mysuru – 570006 Ph. No: 9844667411	Member
11	Mr. Deep	Sr. Advisor, CII Institute of Quality, Bengaluru – 560091 Ph. No: 9845353135	Member
12	Mr. Rajkumar Jayanth	Chartered Accountant, Rajbabu & Associates, Bengaluru – 560054	Member

Co-Opted Members Present

13	Dr. Pawan Kumar D B	Principal, SLN College of Arts & Commerce, Fort, Bengaluru Email: dbpawankumar@gmail.com Ph. No: 9538005335	Member
14	Dr. Savitha K	Principal, BEL First Grade College, Bengaluru – 560013 Email: savita.karmungi@gmail.com Ph. No: 9845544030	Member
15	Mr. H.N Gururaja Rao.	Visiting Faculty, SLN College of Arts & Commerce, Fort, Bengaluru	Member
16	Mr. Sharath M	Assistant Professor, Dept. of Management, Sindhi College, Hebbal, Kempapura, Bengaluru – 560024 Email: sharath.kool2007@gmail.com Ph. No: 9964393003	Member


Dr. JALAJA. K R, M.COM., MBA., Ph.D
 Dean & Chairperson
 Department of Commerce
 Bengaluru City University

REGULATIONS PERTAINING TO BBA (AVIATION MANAGEMENT)

As per SEP- CBCS Scheme - 2024-25 onwards

1. INTRODUCTION

As per the Government Order No. ED 166 UNE 2023, Bangalore, dated 08.05.2024, all Universities in Karnataka, are required to revise the curriculum of Degree Programs as per the guidelines of the Karnataka State Higher Education Council and State Education Planning Commission, constituted by the government, from the academic year 2024-2025.

In furtherance of the said Government order, the Program Structure prepared by the BOS will be applicable to students admitted to BBA (Aviation Management) Program, offered by Bengaluru City University affiliated colleges, Constituent Colleges and Department of Commerce, Bengaluru City University.

Therefore, this regulation will be applicable to all students seeking admission for BBA (Aviation Management) Programme from the academic year 2024-25.

The Board of Studies resolved to provide the regulation for BBA (Aviation Management) Undergraduate Program along with Framework and Syllabus for the various Discipline Specific Core Courses and Discipline Specific Elective Courses for each semester.

2. PROGRAM OBJECTIVES:

1. To create manpower for global middle level management equipped with core managerial competencies and relevant IT skills.
2. To cater to the requirements of Aviation Industry & other related fields.
3. To prepare students to take up Higher Education to become aviation specialists, consultants, analysts, researchers & teachers with core competencies in this field.
4. To develop skills in Customer Service, Air Ticketing, Cabin Crew Management, Logistics & Air Cargo Management, Flight Dispatchers, Ground Handling Operations etc.
5. To apply critical thinking to solve complex problems through survey, research & analytical techniques.
6. To enable students to become employable in the aviation field as Customer Service Executives, Cabin Crews, Ramp Officers, Baggage Handling Supervisors, Cargo Agents, Air Ticketing Executives etc.
7. To develop Ethical Managers with Inter-Disciplinary and Holistic approach.

3. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two-year Pre-University Course of Karnataka State or 10+2 years of education in Karnataka and other states or its equivalent are eligible for admission into this program. Students who have cleared 2nd PUC Examination directly (through open schooling are also eligible to apply for this programme).

4. DURATION OF THE PROGRAMME:

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester.

Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Business Administration (Aviation Management) – BBA- Aviation Management.

5. MEDIUM OF INSTRUCTION

The medium of instruction & examination shall be in English only.

6. CLASSROOM STRENGTH OF STUDENTS

Maximum number of students in each section shall be 60 or as per University Regulations.

7. ATTENDANCE:

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

8. COURSE MATRIX

(i) Annexure-1 for BBA (AVIATION MANAGEMENT)

9. TEACHING AND EVALUATION:

MBA / MBA – Aviation Management / M. Com (All Programs) / MFA / MBS graduates with basic degree in BBA, BBA - Aviation Management, B.B.M, BBS & B. Com (All B.Com Programs) from a recognized University, are only eligible to teach and evaluate the courses (excepting languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages, IT related courses and additional courses shall be taught by the Post-graduates as recognized by the respective Board of Studies.

10. SCHEME OF EXAMINATION:

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each course/paper shall be 80.
- b. Of the 20 marks allotted for Internal Assessment, 10 marks shall be based on average of two tests (20 Marks each). Each test shall be of at least 01 hour duration to be held during the semester. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Assignments /skill development exercises of 05 marks each.
- c. The marks based on attendance shall be awarded as given below:
76% to 80% = 02 marks
81% to 85% = 03 marks
86% to 90% = 04 marks.
91% to 100% = 05 marks.

11. PATTERN OF QUESTION PAPER:

Each question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, analytical skills and application of skills. The question paper setter shall prepare TWO sets of question papers (in English only) with a maximum of 10% repetition. The Question Paper will be as per the following Model:

Section A	Conceptual questions (5 questions out of 8)	5 x 2 = 10
Section B	Analytical questions (4 questions out of 6)	4 x 5 = 20
Section C	Essay type questions (3 questions out of 5)	3 x 15 = 45
Section D	Skill Based questions	1 x 5 = 05
Total		80 marks

12. APPEARANCE FOR THE EXAMINATION:

- A candidate shall apply for all the courses in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the University.
- A candidate who has passed any language under Part-1 shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- A candidate who is permitted to seek admission to this Degree Programme on transfer from any other University, shall have to study and pass the subjects which are prescribed by the University. Such candidates shall however, not be eligible for the award of ranks.

13. MINIMUM FOR A PASS:

(a) No candidate shall be declared to have passed the Semester Examination as the case may be under each course /paper unless he/she obtains not less than 35% (i.e. 28 marks out of 80) marks in written examination / practical examination and 40% marks in aggregate of written/ practical examination and internal assessment put together. However, there is no minimum marks to pass internal assessment tests including other Internal Assessments such as Viva-Voce, Internship Report, Field Survey Report and similar others.

(b) A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in aggregate of both internal assessment and semester end examination marks put together in each course of all semesters, such as theory papers/ practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each course.

(c) The candidates who pass all the semester examinations in the first attempt are eligible for ranks, provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B).

(d) A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade but not for ranking.

(e) The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

(f) If a candidate fails in a subject/course, either in theory or in practical's, he/she shall appear for that subject only at any subsequent examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's, separately) as stated above.

(g) The minimum total credits that a candidate shall obtain in aggregate in all semesters must be 142 credits out of the total credits allotted for the program, to be declared as pass in the program.

14. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

- a. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
 - i. **First Class:** Those who obtain 60% and above of the total marks.
 - ii. **Second Class:** Those who obtain 50% and above but less than 60% of total marks.
 - iii. **Pass Class:** Rest of the successful candidates who secure 40% and above but less than 50% of marks.
- b. Class shall be declared based on the aggregate marks obtained by the candidates in all the courses of all semesters of this Degree Program (excluding Part 3 Courses mentioned in the Course Matrix).
- c. The candidates who have passed each course in the semester end examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified by the University.

15. PROVISION FOR IMPROVEMENT OF RESULTS:

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

16. FINAL RESULT / GRADES DESCRIPTION

An alpha-sign grade, the eight-point grading system, as described below shall be adopted for classification of successful candidate. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the six semesters of the programme and the corresponding overall alpha-sign grades.

Final Result / Grades Description

Semester GPA/Program CGPA	Alpha – Sign/ Letter Grade	Semester/Program % of Marks	Result/Class Description
9.00-10.00	O (Outstanding)	90.00-100	Outstanding
8.00- <9.00	A+ (Excellent)	80.0-<90.00	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.00	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.00	First Class
5.50-<6.00	B (Above Average)	55.0-<60.00	High Second Class
5.00-<5.50	C (Average)	50.0-<55.00	Second Class
4.00-<5.00	P (Pass)	40.0-<50.00	Pass Class
Below 4.00	F (Fail)	Below 40	Fail/Re-appear
Ab (Absent)	-	Absent	-

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in para 15:

17. COMPUTATION OF SEMESTER GRADE POINT AVERAGE AND CUMULATIVE GRADE POINT AVERAGE

1. Calculation of Semester Grade Point Average (SGPA)

The Grade Points (GP) in a course shall be assigned on the basis of marks scored in that course as per the Table I. Any fraction of mark in the borderline less than 0.50 be ignored in assigning GP and the fractions of 0.50 or more be rounded off to the next integers. The Credit Points (CP) shall then be calculated as the product of the grade points earned and the credits for the course. The total CP for a semester is the sum of CP of all the courses of the semester. The SGPA for a semester is computed by dividing the total CP of all the courses by the total credits of the semester. It is illustrated below with typical examples.

2. Calculation of Cumulative Grade Point Average (CGPA)

The aggregate or cumulative SGPA (CGPA) at the end of the second, fourth and sixth semesters shall be calculated as the weighted average of the semester grade point averages. The CGPA is calculated taking into account all the courses undergone over all the semesters of a programme, i.e. The CGPA is obtained by dividing the total of semester credit weightages by the maximum credits for the programme.

$$\text{CGPA} = \sum (C_i \times G_i) / \sum C_i$$

Where G_i is the grade point of the 'i'th course / paper and C_i is the total number of credits for that course/ paper

$$\text{CGPA} = \sum (C_i \times S_i) / \sum C_i$$

Where S_i is the SGPA of the 'i'th semester and C_i is the total number of credits in that semester.

Table 1: Conversion of Percentage of Marks into Grade Points in a Course/Paper

% Marks in a paper/practical	Grade Point (GP)	% Marks in a paper/practical	Grade Point (GP)
98-100	10	63-67	6.5
93-97	9.5	58-62	6.0
88-92	9.0	53-57	5.5
83-87	8.5	48-52	5.0
78-82	8.0	43-47	4.5
73-77	7.5	40-42	4.0
68-72	7.0	Below 40	0

18. TERMS AND CONDITIONS:

- a. A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- b. Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- c. The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearance.

19. MEDALS AND PRIZES:

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

20. MANDATORY VISITS/ WORKSHOP/EXPERT LECTURES

- Industrial/Field Visits: It is mandatory to arrange one Industrial visit to Airport (Domestic or International) every year for the students.
- It is mandatory to organize at least one expert lecture per semester for each course (subject) by inviting resource persons from domain-specific industries or organizations.
- All the colleges are advised to conduct any other suitable programmes such as Workshops, Exhibitions & etc.
- Inter-Institutional Exchange Programmes: Quiz Competition, Model Preparation, Placement Drives etc.

I SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language -I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Management	1.1	4	3	20	80	100	4
	Introduction to Airline Industry	1.2	4	3	20	80	100	4
	Soft Skills for Service Industry	1.3	4	3	20	80	100	4
	Financial Accounting	1.4	4	3	20	80	100	4
Part 3 CC	Constitutional Values		2	1.5	10	40	50	2
TOTAL					130	520	650	24

II SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language-I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Human Resource Management in Aviation	2.1	4	3	20	80	100	4
	Organizational Behaviour	2.2	4	3	20	80	100	4
	Introduction to Airport Operations	2.3	4	3	20	80	100	4
	Ground Handling Operations	2.4	4	3	20	80	100	4
Part 3 CC	Constitutional Values-2		2	1.5	10	40	50	2
TOTAL					130	520	650	24

III SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language -I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Principles of Marketing	3.1	4	3	20	80	100	4
	Aviation Safety & Security Management	3.2	4	3	20	80	100	4
	Entrepreneurship and Start-ups	3.3	4	3	20	80	100	4
	Fundamentals of Cost Accounting	3.4	4	3	20	80	100	4
Part 3 SEC	Air Catering Services	3.5	3	1.5	10	40	50	2
	TOTAL				130	520	650	24

IV SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part 1 Languages	Language-I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi		4	3	20	80	100	3
	Language – II: English		4	3	20	80	100	3
Part 2 DSC	Banking Law & Practice	4.1	4	3	20	80	100	4
	Passenger Service Management	4.2	4	3	20	80	100	4
	Research Methodology	4.3	4	3	20	80	100	4
	Customer Relationship Management	4.4	4	3	20	80	100	4
Part 3 SEC	Travel & Tourism Management	4.5	3	1.5	10	40	50	2
	TOTAL				130	520	650	24

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V SEMESTER

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part I DSC	Income Tax Law & Practice- I	5.1	4	3	20	80	100	4
	Management Accounting	5.2	4	3	20	80	100	4
	Air Navigation Services	5.3	4	3	20	80	100	4
	Crew Resource Management	5.4	4	3	20	80	100	4
	Business Laws	5.5	4	3	20	80	100	4
Part – II CC	Survey project*	5.6	2		-	20 Viva 80 Project	100	4
	TOTAL				100	500	600	24

INSTRUCTIONS: During the V Semester, students shall be assigned Survey Projects and it shall be monitored by the Mentors. Faculty from Commerce and Management department only shall be appointed as Mentors. The student must submit a Project Report of minimum 80 pages and a maximum of 120 pages. Students can choose a topic related to Airline, Airport (Functional Areas/ Passenger Aspects/ Employee Aspects), Travel Agencies, Tour Operators, Ground Handling Agencies of Domestic or International Airports.

*A Maximum of 50 Students shall be allotted to each Mentor. 2 hours of mentorship/ workload shall be allotted to a teacher with a maximum of 4 hrs per week per teacher. Attendance shall be monitored as per University criteria (minimum 75%). The Field survey report shall be submitted before the end of the semester for assessment and viva-voce examination.

**The marks shall be awarded on the following basis:

- 60 marks for Survey Project and 20 marks for maintenance of Log Book and 20 marks for Viva – Voce examination to be evaluated by the Panel of Examiners appointed by the BOE, BCU.
- Minimum passing marks in Survey Project is 40 out of 100.

VI SEMESTER

BBA (Aviation Management)

	Subjects	Paper	Instruction hrs./week	Duration of Exam (hrs.)	Marks			Credits
					IA	Uni. Exam	Total	
Part I DSC	Income Tax Law & Practice- II	6.1	4	3	20	80	100	4
	International Business	6.2	4	3	20	80	100	4
	Strategic Management	6.3	4	3	20	80	100	4
	Logistics & Air Cargo Management	6.4	4	3	20	80	100	4
	Disaster Management in Aviation	6.5	4	3	20	80	100	4
Part - II CC	Internship*	6.6	2		-	20 Viva 80 Project	100	4
TOTAL					100	500	600	24

INSTRUCTIONS: During the VI semester, students should be assigned Internship and it shall be monitored by the mentors. Faculty from Commerce and Management only shall be appointed as Mentors. Internship may be undertaken in any industry related to Service Sector (Preferably in Airport, Airline, Travel Agency, Logistics, Air Cargo, Air Ticketing & GHA).

* A Maximum of 30 students shall be allotted to each mentor. 2 hours of Mentorship/ Workload shall be allotted to a teacher. Attendance shall be monitored as per the University criteria (minimum 75%).

Minimum of 04 weeks / 90 hours (either full time basis during vacation or part time basis during the academic session) of Internship shall be undertaken by the student. The report shall consist of the concerned Industry's Profile, Specific Organizational Profile, Functions and Operations, Nature of work (Internship) undertaken by the student, Experience and Learning Outcomes, Findings, Suggestions & Conclusion.

The report shall be prepared in about 50 – 60 pages and should include the Internship Certificate along with the log sheet from the Organization. The student should maintain an activity log sheets of his/her everyday learning & activity during the internship with date and time. The students are required to prepare two copies of the Internship report and submit one copy to the college.

** The marks shall be awarded on the following basis.

- 60 marks for Internship and 20 marks for maintenance of Log Book and 20 marks for Viva – Voce Examination to be evaluated by the Panel of Examiners appointed by the BOE, BCU
- Minimum passing marks in internship is 40 out of 100.

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 3.1 Name of the Course: PRINCIPLES OF MARKETING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: a. Understand the concepts and functions of Marketing. b. Analyze Marketing Environment impacting the Business. c. Segment the Market and understand the Consumer Behaviour d. Describe the 4 P's of marketing and design the Marketing Mix.		
SYLLABUS:		HOURS
Unit-1: Introduction to Marketing		08
Marketing: Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).		
Unit- 2: Marketing Environment		10
Micro Environment – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers; Macro Environment- Meaning, Components- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Unit-3: Market Segmentation and Consumer Behaviour		10
Market Segmentation - Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behaviour – Meaning and Importance, Factors influencing Consumer Behaviour; Consumer Buying Decision Process.		

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Unit - 4: Marketing Mix -Product & Pricing	14
<p>Marketing Mix- Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Meaning & features, Product Classification, Product Line & Product Mix decisions; Product Lifecycle – Meaning & stages in PLC; New Product Development Meaning and steps in NPD; Reasons for Failure of New Product. Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing Strategies</p>	
Unit- 5: Marketing Mix – Promotion & Distribution	14
<p>Promotion – Meaning and Significance of Promotion. Advertising – Meaning and Objectives, Types of Advertisement, Characteristics of an effective Advertisement. Personal Selling- Meaning and Importance, Characteristics of a Successful Sales person. Sales Promotion- Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes. Physical Distribution–Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Design a Marketing Mix for an imaginary product. 2. Write the tagline for any five companies/products of your choice. 3. Write a note on any five recent promotional schemes used in marketing a product. 4. Prepare a chart showing channels of distribution for any product. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi 3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill 4. Bose Biplab, Marketing Management, Himalaya Publishers. 5. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers. 8. PN Reddy and Appannaiah, Marketing Management 9. Saxena Rajan, (2017) Marketing Management, Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition. 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 3.2 Name of the Course: AVIATION SAFETY & SECURITY MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, students will be able to: <ol style="list-style-type: none"> Understand the safety and security measures at the airport Assess the screening procedures at the airport Evaluate Hijacking and Terrorism concepts Learn the basics of Airport Crisis Management Know the recent technological improvements in Aviation Security 		
SYLLABUS:		HOURS
Unit - 1: Introduction to Safety & Security		12
Regulatory Agencies – BCAS & its functions, CISF, Airport Entry Permit (Different Zones), Role of Airline Security, SLPC, Role of Airport Operator, Airside Safety – FOD, Safety Gears, Safety Circle, ERA, ESA, Safety Audit, Safety Distance & Speed, Safety Management System, Importance of SMS, Definition of Risk & Hazard, Pillars of SMS.		
Unit - 2: Passenger Frisking & Baggage Screening		12
Passenger Profiling & Frisking, Baggage Screening (XBIS), Screening Levels at BMA & BBA, Physical Inspection of Baggage, Screening Point Layout, Sterile Area/ Security Hold Area (SHA), Security Measures for Restricted Articles at SHA, Screening Equipments – HHMD, DFMD, ETD, EVD, Full Body Scanners; Security Procedures for Screening of Special Needs and Medical Conditions; Recognition of Explosives, BDDS and their Functions, Protection of Parked Aircraft.		
Unit - 3: Hijacking & Terrorism		14
Hijacking – Meaning & Definition, Security Articles, Airport Security Measures to prevent Hijacking, Anti-Sabotage Check, Public law about Air Transportation Security Act of 2001, Bomb Threat and Hijack Threat Contingency Procedures, Sky Marshal Program. Terrorism – Meaning and Definition, Types (Religious, Biological, Chemical, Nuclear, Political, State Sponsored, Quasi), Causes of Terrorism, Steps to Combat Terrorism, International Terrorist Organizations, 9/11 Terrorist Attack and its Consequences, Aircraft as Missiles, Impact of Terrorism, Emerging Threats.		

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Unit - 4: Basics of Airport Crisis Management	10
Crisis Management – Meaning, Definition & Features, Emergency Response Plan, Development & Implementation of ERP, Training of Airport Staff, Evacuation Procedures, Flight Disruptions, Incident Command System, Identification of Potential Risks & Threats, Public Relation Strategies during Emergencies, Role of Airport Local Authorities.	
Unit- 5: Recent Technological Improvements	08
Technological Improvements – Micro Wave Holographic Imaging, Body Orifice Security Scanner, Flight Aircraft Data Scanner, New Generation of Video Security Systems, Bio Simmer Quadruple Resonance Device, Intelliscan, Detection Performance, QR Technology.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Write the functions of BCAS 2. List any 5 security restricted articles in hand baggage 3. Name any 5 types of Terrorism 4. Discuss the importance of Emergency Response Plan in Crisis Management 	
Books for Reference: <ol style="list-style-type: none"> 1. Aviation Security in India – Ravindra Kumar 2. Aviation Management: Global & National Perspectives – Ratandeep Singh 3. Airport Planning & Management – G. Venkatappa Rao 4. Aviation Security: Law, Regulation & Policy – Paul Dempsey 5. Practical Aviation Security: Predicting and Preventing Future Threats – Jeffy Price & Jerry Forrest 6. Airport Systems: Planning, Design and Management – Richard de Neufville & Amedeo Odoni 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 3.3 Name of the Course: ENTREPRENEURSHIP AND START-UPS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Understand the Fundamentals of Entrepreneurship Develop Skills in New Venture Planning Formulate a Comprehensive Business Plan Explore Startup Concepts and Government Schemes Assess the Indian Startup Ecosystem and Challenges 		
SYLLABUS:		HOURS
Unit.1: Entrepreneurship		10
Introduction, Meaning of Entrepreneurship, Factors influencing Entrepreneurship. Entrepreneur & Enterprise, Functions of Entrepreneur, Pros and Cons of being an Entrepreneur, Qualities of an Entrepreneur, Types of Entrepreneurs, Role of Entrepreneurs in Economic Development		
Unit.2: New Venture Planning		12
Ventures- Meaning and definition, objectives, characteristics, types, Stages in Venture Planning. Methods to initiate ventures, Advantages of an ongoing venture and examination of key issues. Developing a market plan – Customer analysis, sales analysis, and competition analysis.		
Unit.3: Business Plan		10
Introduction, Meaning, Importance, Preparation and format of Business Plan - Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects and Social aspects of the Business Plan. Common pitfalls to be avoided in preparation of a Business Plan.		

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Unit.4: Introduction to Startups	12
<p>Introduction, Meaning & Definition, Characteristics, Types- Fintech, Edutech, Appareltech, Greentech and Cleantech; Objectives, Scope, Functions, Eligibility Criteria for Startups. Pradhan Mantri MUDRA Yojana, Venture Capital Scheme, Support for International Patent Protection in Electronics & Information Technology (SIP-EIT), Stand up India, Single Point Registration Scheme (SPRS), High Risk-High Reward Research, Atal Innovation Mission (AIM).</p>	
Unit.5: Startups in Indian Ecosystem	12
<p>Introduction, Overview of Indian Startup Ecosystem. Government Initiatives-Handholding, Funding/Incentives, Accelerators and Incubation centers, Credit Guarantee Scheme for Startups, Tax Exemptions & Legal support by the government. Benefits to startups by the Indian Government. Challenges for startups in India.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out top 5 Edutech/Fintech/Spacetech/Foodtech/Greentech/Cleantech start-ups in India. 2. Prepare a format of a Business Plan. 3. List out any 5 benefits of the Startup India Scheme. 4. List out any 5 Women startups in India. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Entrepreneurship - Starting, Developing, and Management a new Enterprise – Hisrich and – Peters-Irwin 2. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press 3. Hougard S. (2005) The business idea. Berlin, Springer 4. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, Butterworth Heinemann 5. Adam J. Bock, Gerard George, "The Business Model Book", Pearson Education Limited, 2017. 6. . Alexander Chernev, "The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant", Cerebellum Press, 2017 7. P. Kanagasabapathi, "Indian Models of Economy, Business & Management", PHI Learning, 2013. 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 3.4 Name of the Course: FUNDAMENTALS OF COST ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Demonstrate an understanding of the concepts of costing and cost accounting. Classify, allocate apportion overheads and calculate overhead absorption rates. Demonstrate the ability to calculate labour cost. Demonstrate the ability to prepare a cost sheet. Prepare material-related documents, understand the management of stores and issue procedures 		
SYLLABUS:		HOURS
Unit.1: Introduction to Cost Accounting		8
Introduction- Meaning and definition- Objectives, Importance and Uses of Cost Accounting, Difference between Cost Accounting and Financial Accounting; Various Elements of Cost and Classification of Cost; Cost object, Cost unit, Cost Centre; Cost reduction and Cost control. Limitations of Cost Accounting.		
Unit 2: Cost Sheet		14
Cost Sheet - Meaning and Cost heads in a Cost Sheet, Preparation of Cost Sheet - Problems on Cost Sheets (including Unit Costing and Tenders & Quotations).		
Unit.3: Material Cost		12
Material Cost: Meaning, Importance of Material cost; Types of Materials – Direct and Indirect Materials; Procurement- Procedure for procurement of materials and documentation involved in materials accounting; Material Storage: Duties of Store keeper; Issue of Materials- Pricing of material issues, Preparation of Stores Ledger Account under FIFO, LIFO, Simple Average Price and Weighted Average Price Methods – Problems. Materials control. - Techniques of Inventory Control - Problems on Level Setting and EOQ.		

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Unit.4: Labour Cost	8
<p>Labour Cost: Meaning and Types of labour cost –Attendance Procedure-Time keeping and Time booking and Payroll Procedure; Idle Time- Causes and Treatment of Normal and Abnormal Idle time, Over Time- Causes and Treatment (theory only).</p> <p>Labour Turnover: Meaning, Reasons and Effects of labour turnover Methods of Wage Payment: Time rate system and piece rate system; Incentive schemes - Halsey plan, Rowan plan –problems based on calculation of wages and earnings using Time Rate, Piece Rate, Halsey & Rowan only.</p>	
Unit.5: Overheads	14
<p>Overheads: - Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Collection, Allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary overheads distribution using Reciprocal Service Methods (Repeated Distribution Method and Simultaneous Equation Method); Absorption of Overheads: Meaning and Methods of Absorption of Overheads (Concept only); Problems on calculation of Machine Hour Rate.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Mention the causes of labour turnover in manufacturing organisations. 2. Name any five documents used for material accounting 3. Prepare a dummy Payroll with imaginary figures. 4. List out the various overhead items under Factory, administrative, Selling & distribution overheads (five items each). 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers 2. Arora, M.N. Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi. 3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi. 4. Iyengar, S.P. Cost Accounting, Sultan Chand & Sons 5. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education. 6. Jawahar Lal, Cost Accounting., McGraw Hill Education 7. Madegowda J, Cost Accounting, HPH. 8. Rajiv Goel, Cost Accounting, International Book House 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 3.5 Name of the Course: AIR CATERING SERVICES		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
2 CREDITS	3 HOURS	30 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Understand Airline Catering Industry & Market Trends Develop Effective In-Flight Menu & Service Strategies Analyse Hygiene, Safety & Compliance in Flight Catering 		
SYLLABUS:		HOURS
Unit 1: Introduction to Air Catering Services		10
Overview of the Flight Catering Industry; Key Stakeholders - Passengers, Caterers, Airlines, Suppliers; Airline Catering Contracts & Pricing; Meal Uplift Process (Communication between flight controller & Catering Dept.); Global Air Catering Market & Trends; Customer Expectations		
Unit 2: Passengers' Food Preferences		10
Food Quality & Quantity Standards; Impact of Food on Mood & Behavior (Alcohol, Caffeine); Effects of Cabin Environment on Taste & Smell; Menu Planning (Preferences & Restrictions); Special Meals & its types (Time limit for acceptance); Food & Beverage Packaging and Labeling		
Unit 3: Hygiene & Food Safety		10
Role of Food Manufacturers & Suppliers in maintaining hygiene & food safety; Basics of Food Safety & Hygiene; Basics of Food Storage, Sanitation & Safety, Food Storage & Sanitation Management (HACCP) – Importance, Benefits & Principles of HACCP; Food Contamination, Spoilage & Prevention; Personal Hygiene in Food Handling; Importance of Microorganisms in Fermentation.		
Skill Development Activities: <ol style="list-style-type: none"> List the types of Special Meals Write the importance and benefits of HACCP 		
Books for Reference: <ol style="list-style-type: none"> Flight Catering – Peter Dues Catering Guidelines for Flight Attendants – Marsell N Amineddine 		

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 4.1 Name of the Course: BANKING LAW & PRACTICE		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Summarize the relationship between Banker & customer and different types of functions of banker. Analyze the role, functions and duties of paying and collecting banker. Make use of the procedure involved in opening and operating different accounts. Examine the different types of negotiable instrument & the irrelevance in the present context. Estimate possible developments in the banking sector in the upcoming days. 		
SYLLABUS:		HOURS
Unit 1: Introduction to Banking		12
Banking-Meaning, Need and Importance; Primary, Secondary & Modern functions of banks; Origin of banking; Banker and Customer Relationship (General and special relationship); Types of Banks in India, RBI- History, Role & Functions. Banking Laws (Amendment) Bill-2024		
Unit 2: Paying and Collecting Banker		12
Paying banker- Introduction, Meaning, Duties and Responsibilities, Precautions and Statutory Protection and rights; Dishonor of Cheques – Grounds of Dishonor, Consequences of wrongful dishonor of Cheques. Collecting Banker- Introduction, Meaning, Legal status of collecting banker- Holder for value, Holder in due course, Duties & Responsibilities, Precautions and Statutory Protection to Collecting Banker.		
Unit 3: Customers and Account Holders		10
Introduction-Types of Customers and Account Holders; Procedure and Practice in opening and operating accounts of different customers- Minors, Joint Account Holders, Partnership Firms, Joint Stock Companies, Executors and Trustees, Clubs and Associations and Hindu Undivided Family.		

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Unit 4: Negotiable Instruments	12
Negotiable Instruments- Meaning, Definition & Features; Types of Negotiable Instruments- Promissory Notes, Bills of Exchange, Cheques; Crossing of Cheques- Types of Crossing; Endorsements- Meaning, Types and Essentials of Valid Endorsement.	
Unit 5: Recent Trends in Banking Practices	10
Introduction-New technology in Banking– E-services–Debit and Credit cards-Internet Banking - Electronic Fund Transfer- MICR– RTGS- NEFT– ECS-Small banks-Payment banks-Digital Wallet- Crypto currency-KYC norms–Basel Norms- Mobile banking-E- payments - E-money. Any other recent development in the banking sector.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Refer RBI website and identify the different types of banks operating in India. 2. Visit any Public sector bank & discuss with the branch manager about the role and functions as a paying and collecting banker. 3. Collect and fill dummy account opening forms as different types of customer. 4. Draft specimen of Negotiable instruments: bill of exchange Promissory Notes and Cheques. 	
Books for Reference: <ol style="list-style-type: none"> 1. Nagarajan.G, Sudesh and Raju.G.S(2021); Law and Practice of Banking, Jayvee Publications, Bangalore. 2. Gordon & Natarajan, Banking Theory Law and Practice, HPH, 24th Edition 3. S.P. Srivastava (2016), Banking Theory & Practice, Anmol Publications 4. Maheshwari.S.N.(2014), Banking Law and Practice, Kalyani Publishers, 11 edition 5. Shekar.K.C(2013), Banking Theory Law and Practice, Vikas Publication, 21st Edition. 6. Dr. Alice Mani (2015), Banking Law and Operation, SBH. 	

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Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 4.2 Name of the Course: PASSENER SERVICE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Acquire knowledge of customer handling at airport Understand the concepts of Air Ticketing & Reservations Describe the importance of air travel documents for an international passenger acceptance Classify the types of dangerous goods for air travel Develop interview clearing skills 		
SYLLABUS:		HOURS
Unit 1: Introduction to Passenger Handling		14
Customer Service – Definition, Types of Customer Service with Examples; Handling Special Passengers – INAD, Deportee (Definition & Types), Wheelchair & its types, NOSHOW, GOSHOW, GATE NOSHOW, Transit Passenger Handling; Frequent Flyer Programme; Non-Revenue Passenger; Passenger Acceptance – CUSS & CUTE (Definitions & Advantages), Types of Check-in, Security Questions on Check-in Bag, Manual Check-in Procedure, Duties & Responsibilities of Check-in Staff, TCI, API, AQQ, APP; Baggage Acceptance – Baggage Tag & its Types, Excess Baggage Handling, EBT, MCO, EMD, MPD, LAGs Regulations; Seating Types; Boarding Procedures – Types of Boarding, Duties & Responsibilities of Boarding Staff, Types of Gate Announcements, Gate Retrievals, LMC, Onboard Docs; IRROPs – FIM; General Declaration		
Unit 2: Air Ticketing & Reservations		14
Airline Ticket – Definition, Types of Tickets, Reading an Airline Ticket, Ticketing Codes, Excursion Fares; Global Distribution System – Features & Benefits of GDS, GDS Booking Example; CRS & its participation in E-Tourism; Hotel Distribution System; Amadeus – Work Areas, Commands for Work Areas, Sign-In/Sign-Out Commands, Amadeus Information System – Commands, Encoding/ Decoding (Airport/City, Country, Equipment, Airline), Schedule & Neutral Availability Check, Booking File Creation, Mandatory Fields, Itinerary, PNR (Basic PNR Creation & Retrieval), Advantages & Performance of Amadeus; OAG – Volumes of OAG; Types of Airfares (One-Way, Round Trip, Non-Refundable, Refundable, First, Business, Coach, Open-Jaw ticket & its types); Concessions		
Unit 3: Air Travel Documents		10

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Passport – Types of Passports, General Information on Passport, Passport Replacing Documents, Security Features of a Passport, ECR & ECNR, Documents Required to Obtain Passport; VISA – Definition, Types, TWOV, ESTA; Travel Information Manual (TIM), TIMATIC – Benefits of TIMATIC, Finding information in the TIM, Terms & Definitions used in TIM, TIM Regulations on Travel Documents, Customs, Currency & Health	
Unit 4: Dangerous Goods Regulations	08
Dangerous Goods – Definition, Applicability, Airline’s Responsibilities, IATA Guidelines, Classification, Hidden Dangerous Goods, Marking & Labelling, Emergencies & Response, First-Aid; Bomb Threat – Caller’s Classification, Response, Bomb Threat Report Form / Card	
Unit 5: Interview Handling, Mock Interviews & Group Discussions	10
Body Language – Do’s & Don’ts, Confidence Building & Time Management, Team Work, Leadership & Emotional Intelligence; Telephone Etiquette – Airlines & Corporate Etiquette; Qualities of a Great Leader – Leaders Vs Managers; Resume Preparation; Power Interview, Do’s & Don’ts of Interview, Scenarios; Relevance of Group Discussions – Factors & Etiquette, Outcomes	
Skill Development Activities: <ol style="list-style-type: none"> 1. State the different types of passports. 2. List the types of air travel documents and write a brief note about them. 3. Differentiate between leaders and managers 4. List the classes of DGR. 	
Books for Reference: <ol style="list-style-type: none"> 1. IATA Manual on Passenger Ground Services 2. Air Fares & Ticketing by Doris S. Davidoff, Philip G. Davidoff 3. IATA DGR Manual 	
Note: Each topic in all the above units shall be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities.	

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Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 4.3 Name of the Course: RESEARCH METHODOLOGY		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Explain the fundamental concepts, scope, and methodologies of business research. Apply appropriate research problem formulation, hypothesis development, and sampling techniques to real-world business scenarios. Analyse collected data using statistical tools and techniques to derive meaningful business insights. Critically evaluate research findings and test hypotheses using appropriate statistical methods. Design and develop a well-structured research report with proper interpretation, visualization, and ethical considerations. 		
SYLLABUS:		HOURS
Unit 1: Introduction to Business Research		10
Research: Meaning, Purpose, Scientific method, types of research; scope of business research. Review of literature: need, purpose, notes taking.		
Unit 2: Research Design		12
Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques. Research Design: Meaning, nature, process of preparation, components of research design.		
Unit 3: Data Collection and Processing		12
Data: Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metric, check list; pre-testing of tools, pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.		

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Unit 4: Tools for Data Analysis	12
<p>Statistical Techniques: Descriptive Statistics -Mean, Median, Mode, Standard Deviation, Mean Deviation and Quartile Deviation; Inferential Statistics -t-test, Chi-square test and ANOVA & Regression analysis [Meaning and application of each in Business Research].</p> <p>Data analysis tools for Social Science Research: Python, R, SPSS, Tableau and Excel (Concepts and application only)</p>	
Unit 5: Research Reports	10
<p>Research Reports- Characteristics of good Research Report, types of reports, style of report writing, Steps in drafting the Report.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Design a questionnaire for a research study 2. List the different types of sampling techniques with suitable examples. 3. List the statistical software tools used in social science research. 4. Write a sample research report outline with an introduction, methodology, and conclusion. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Dr. M. Ranganatham, O R Krishnaswami, P N Harikumar: Research Methodology , Himalaya Publishing House. 2. C.R. Kothari, Research Methodology: Methods and Techniques, New Age International Publishers 3rd Edition. 3. Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, Joseph Bizup, and William T. Fitzgerald, "The Craft of Research", University of Chicago Press, Fourth Edition. 4. Ingeman Arbnor and Björn Bjerke, Methodology for Creating Business Knowledge, Sage Publications, 3rd Edition. 5. Krishna G. Palepu and Paul M. Healy, Business Analysis and Valuation: Using Financial Statements, Cengage Learning, 5th Edition. 6. Joseph F. Hair Jr., Mary Celsi, Arthur H. Money, Phillip Samouel, and Michael J. Page, Essentials of Business Research Methods, Routledge 5th Edition. 7. Satyaprasad and D. R. Satya Raju, Business Research Methods, Himalaya Publishing House 2nd edition. 8. Navdeep Kaur and Dr. Pawan Kumar Taneja, Business Research Methods: A South-Asian Perspective, Kalyani Publishers 1st Edition. 	

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<p style="text-align: center;"> Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 4.4 Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT </p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Know the nuances of customer relationship. Analyze the CRM link with the other aspects of marketing. Impart the basic knowledge of the Role of CRM in increasing the sales of the company. Understand the different CRM models in service industry. Analyze the different issues in CRM 		
SYLLABUS:		HOURS
Unit 1: Evolution of Customer Relationship & CRM Concepts		12
<p>Evolution of Customer Relationship: Introduction - CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM.</p> <p>CRM Concepts: Acquiring Customers, Customer Loyalty and Optimizing Customer Relationships; CRM Definition; Success Factors -- The three levels of Service/ Sales Profiling; Service Level Agreements (SLAs), Creating and Managing effective SLAs.</p>		
Unit 2: CRM in Marketing		12
<p>One-to-one Relationship Marketing; Cross Selling & Up Selling; Customer Retention; Behavior Prediction - Customer Profitability & Value Modeling; Channel Optimization; Event-based marketing; CRM and Customer Service - The Call Centre, Call Scripting, Customer Satisfaction Measurement.</p>		
Unit 3: Sales Force Automation		12
<p>Sales Process, Activity; Contact- Lead and Knowledge Management; Field Force Automation; CRM links in E-Business; E-Commerce and Customer Relationships on the Internet; Enterprise Resource Planning (ERP); Supply Chain Management (SCM); Supplier Relationship Management (SRM); Partner Relationship Management (PRM)</p>		

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Unit 4: Analytical CRM	12
Managing and Sharing Customer Data; Customer Information Databases - Ethics and Legalities of Data use; Data Warehousing and Data Mining concepts; Data Analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering	
Unit 5: CRM Implementation	10
Defining Success Factors; Preparing a Business Plan Requirements, Justification and Processes; Choosing CRM Tools - Defining Functionalities - Homegrown versus Out-Sourced Approaches; Managing Customer Relationships - Conflict, Complacency; Resetting the CRM Strategy; Selling CRM Internally; CRM Development Team, Scoping and Prioritizing, Development and Delivery, Measurement	
Skill Development Activities: <ol style="list-style-type: none"> 1. Present any two CRM models in a Diagrammatic form. 2. List out the challenges of CRM implementation in business operations 3. Present the flow-chart of CRM implementation. 4. Develop an imaginary customer database for any product of student's choice 	
Books for Reference: <ol style="list-style-type: none"> 1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited 2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited 3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited 4. Jagdish Seth, et al, Customer Relationship Management 5. V. Kumar & Werner J., Customer Relationship Management, Willey India 6. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015 7. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014. 8. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH 9. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI. 10. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, Pearson Education. 11. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An Indian Perspective", 2010 Excel Books, 2nd edition 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 4.5 Name of the Course: TRAVEL AND TOURISM MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
2 CREDITS	3 HOURS	30 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ul style="list-style-type: none"> a. Understand the fundamentals of Travel and Tourism b. Analyze Travel Agencies and Tour Operators c. Evaluate Tourism Components and Impacts 		
SYLLABUS:		HOURS
Unit 1: Introduction to Travel and Tourism		08
Concepts and Importance; Historical Development of Travel and Tourism; Definitions of Travel and Tourism; Understanding the Traveler; Types of Travel and Tourism Intermediaries; Transportation in Tourism; Tourist Attractions; Tourism Accommodation; Tourism System; Factors Affecting Tourism; Tourism Demand and Supply; Tourism Trends; Sustainable Tourism; Tourist Motivation.		
Unit 2: Travel Agencies, Tour Operators and Tour Packaging		12
Meaning and Definition of Travel Agencies and Tour Operators; Travel Business (Travel Agents and Tour Operators); Types of Travel Agencies and Tour Operators; Services Offered by Travel Agencies – Passport Assistance, VISA Processing, Air Ticket and Hotel Reservations, Travel Insurance, Car Rentals, FOREX, Tourist Guides, Escorts, Interpreters. Tour Packaging and Itinerary Preparation; Concept and Components of Tour Packages; Types of Package Tours – FIT and GIT; Designing Package Tours; Meaning and Types of Itineraries, Steps in Preparing an Itinerary, Inclusions and Exclusions of an Itinerary, Factors Affecting Tour Costing.		
Unit 3: Fundamentals of Tourism		10
Concept, Meaning, and Definition of Tourism, Visitor, Tourist, Excursionist, Traveler, and Transient. Types of Tourists and Forms of Tourism (International: Inbound & Outbound; Domestic Tourism). Types of Tourism – Personal (Cultural, Wildlife, Adventure, Leisure, Ecotourism, Geotourism, VFR, Pilgrimage, Health, Medical Tourism) and Business (MICE), Forms of Accommodation and Transportation (Basics only), Types of Tourism Resources, Attractions (Natural & Built), and Events. Tourism as an Industry, Positive and Negative Impacts of Tourism (Economic, Environmental, Social, and Cultural) – Emerging Trends in Tourism (AI, Virtual Tourism, Smart Tourism)		

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Skill Development Activities:

1. Prepare a detailed travel itinerary including accommodation, transportation and budgeting.
2. List any five types of Tourism and give their meaning.

Books for Reference:

1. “Tourism: Principles, Practices and Philosophies” – Charles R. Goeldner & J R Brent Ritchie
2. “Travel Agency and Tour Operations: Concepts and Principles” – Jagmohan Negi
3. “Introduction to Tourism and Hospitality Industry” – Andrews Sudhir
4. “Sustainable Tourism: Principles, Contexts and Practices” – David Weaver

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Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 5.1 Name of the Course: INCOME TAX LAW & PRACTICE – I		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Comprehend the procedure for computation of Total Income and tax liability of an individual. Understand the provisions for determining the residential status of an Individual. Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits. Compute the income house property for different categories of house property. Comprehend TDS & advances tax Ruling and identify the various deductions under section 80. 		
SYLLABUS:		HOURS
Unit 1: Basic Concepts of Income Tax		08
Introduction –Meaning of tax-, types of taxes and cannons of taxation, Important definitions, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, Tax Rates (Old and New Regimes). Exempted incomes of individuals under section 10.		
Unit 2: Assessment Procedure and Income Tax Authorities		08
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.		
Unit 3: Residential Status and Incidence of Tax		10
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (Deductions U/S 80 excluded)		

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Unit 4: Income from Salary	18
<p>Introduction - Meaning of Salary -Basis of charge Definitions–Salary, allowances, Perquisites, and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.</p>	
Unit 5: Income from House Property	12
<p>Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare slab rates chart for different Individual assesses (Old Regime). 2. List out any 6 Incomes exempt from tax under section 10 of an Individual. 3. Draw an organization chart of Income Tax Authorities. 4. Prepare the chart of Computation of Income under House Property. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra. 2. Vinod K. Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi. 3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana. 4. Bhagawathi Prasad, Direct Taxes. 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 5.2 Name of the Course: MANAGEMENT ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, students will be able to: <ol style="list-style-type: none"> Explain the application of management accounting and various tool used Make inter – firm and inter- period comparison of financial statements Analyze financial statements using various ratios for business decisions. Prepare fund flow and cash flow statements Prepare different types of budgets for the business. 		
SYLLABUS:		HOURS
Unit 1: Introduction to Management Accounting		8
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Concept Only).		
Unit 2: Ratio Analysis		14
Introduction- Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements		
Unit 3: Cash Flow Analysis		12
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.		

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Unit 4: Marginal Costing	10
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses problems.	
Unit 5: Budgetary Control	12
Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of Budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Prepare with imaginary figures a Cash budget. 2. Prepare with imaginary figures comparative statement and analyze the financial position. 3. Prepare with imaginary figures a cash flow statement 4. Prepare a Trend analysis statement for three years with imaginary figures. 	
Books for Reference: <ol style="list-style-type: none"> 1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications 2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand Jain and Narang, Cost and Management Accounting, Kalyani Publisher. 3. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications. 4. B.S. Raman, Management Accounting, United Publishers. 5. Sharma and Gupta, Management Accounting, Kalyani Publishers. 6. M N Arora, Accounting for Management, Himalaya Publisher 7. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India) 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 5.3 Name of the Course: AIR NAVIGATION SERVICES		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ul style="list-style-type: none"> a) Understand the basic concept of Aircraft movement b) Evaluate the objectives of Air Navigation System c) Get the overview of human error during Accident and incident in airport d) Describe the duties and responsibilities of Ground crew in Airport e) Learn the various skills required for Air Navigation Services 		
SYLLABUS:		HOURS
Unit 1: Basics of Aviation Geography		10
Geography, Indian Geography, Seasons; IATA Airport and City codes, Airline Codes, Country Capital & Code, Currency & Codes (Major Countries); Routings; Major Hubs of World and India (Metros, Semi Metros, Regional Connectivity Cities/Tier III Cities).		
Unit 2: Introduction to Air Navigation Services		10
Introduction, Definitions, Abbreviations, History of Navigation; Aircraft and its main parts; Forces Acting on the Aircraft; Visual Flight Rules and Instruments; Flight Rules (VFR & IFR), EDTO, ETOPS (Basic Concepts)		
Unit 3: Basic Equipments of Navigation Systems		16
Maps, Jeppson Charts, Aircraft & Ground Equipments (GPS, ILS, ASI, VOR, NDB, PAPI & VASI), Runway Lighting System, Taxiway Lighting System; Marshalling & VDGS on Bay; Runway Orientation, Taxiway Numberings, Bay Numbers; RADAR and its Types (Primary, Secondary, Weather, Surface Movement Radar) in Airport; CAT, CATI, CATII, CAT III, CAT IIIB (Meaning & Definitions)		

BBA (Aviation Management)

Unit 4: Air Traffic Control	10
<p>ATC – Roles, Responsibilities & Classification; Ground Control; Tower Control; Area Control; FIR's (Flight Information Regions); RVSM (Reduced Vertical Separation Minima); Traffic Management by CATFM (Central Air Traffic Flow Management); ADP (ATFM Daily Plan) & CTOT (Calculated Take-off Time) Delay Procedures.</p>	
Unit 5: Navigation Related Accidents & Incidents	10
<p>Definition of Accident & Incident, Near miss, Back to bay, Air turn back, Diversion, Runway Overshoot, Missed Approach, Bird Strike, Lightning Strike; Radio Telephony Restricted (RTR), Basic RTR Terminologies & their Importance.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Analyze the skills required for Ground crew members during Air side operations. 2. Write the duties and responsibilities of ATC. 3. Case study on Air accident due to human error (ATC). 4. List out the Ground Equipments used in Air Navigation 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Air Navigation by David Wyatt 2. Global Navigation for pilots by Dale De Remer and Donald McLean 3. The Air Pilot's Manual: Navigation by Trevor Thom 4. Air Navigation and Safety by Dr. R K Bali 5. Air Traffic Control Career Prep by Patrick R Mattson 6. Aviation and Airport Management by Dr. Bhupesh Yadav 	
<p>Note: Hands-on experience on Flight movement with any suitable apps (flight radar 24)</p>	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 5.4 Name of the Course: CREW RESOURCE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Demonstrate an understanding of the concepts of costing and cost accounting. Classify, allocate apportion overheads and calculate overhead absorption rates. Demonstrate the ability to calculate labour cost. Demonstrate the ability to prepare a cost sheet. Prepare material-related documents, understand the management of stores and issue procedures 		
SYLLABUS:		HOURS
Unit 1: Introduction to Crew Resource Management		8
Crew Resource Management - Meaning and Definition; Abbreviations; Crew Resource Management Department – Objectives, Roles and Responsibilities; CRM Skills - Cognitive Skills, Interpersonal Skills; Factors Affecting Individual Performance		
Unit 2: Crew Resource Management Training		12
Airline CRM Standards & Trainings – Cockpit Crew Training (IR, PPC, Tech Refresher, DGR CAT 9 & 10) – Cabin Crew Training Program and Types (SEP Training, First Aid Training) - Common Training Programmes for Cockpit & Cabin Crew (Ground Refresher, Recency Training, Upgrade Training – Joint CRM); Cabin Emergency Situations; Emergency Systems & Equipment in the Cabin; Medical Assistance in-flight.		
Unit 3: Error Management & Other General Information		10
Error Management; Steps involved in Safety Assessment Process; Risk Management Process; Fatigue Risk Management System (FRMS); Death on-board an Aircraft; CEOC (Corporate emergency control center); Importance of Communication between Cockpit Crew, Dispatcher & ATC.		

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Unit 4: Qualification, Duties & Responsibilities of Crew Members	14
<p>Qualifications & Responsibilities of - Trainee Cabin Crew, Cabin Crew, Cabin Supervisor, Base Manager, Supernumerary/ Trainee FO, First Officer, Pilot-In-Command, Line Training Captain (LTC), Type Rated Instructor (TRI), Type Rated Examiner (TRE), Designated Examiner (DE), Tech Crew (Flight Engineer/ EOB), Ground Staff & Security Staff; CRM for Cabin Crew and Flight Deck Crew; Instructor Requirements for Cabin Crew and Flight Deck Crew.</p>	
Unit.5: CRM Skills & Flight Duty Time Limitation (FDTL)	12
<p>Definition of - Flight Time, Duty Time, Week-off, Rest Period, Local Night, STDBY, WOCL Window of Circadian Law, Night Flight; Crew Co-ordination; Crew Communication; Crew Leadership; Crew Compliments /Pairing for Flight Duty (Medical Requirements, Below Standard, CRM, First Level Blood Relatives); FDTL (Cabin Crew & Flight Deck Crew)</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out the skills required for crew members during flight operations. 2. Discuss the duties and responsibilities of cockpit crew. 3. Write a summary on any one of the air accidents and incidents due to CRM issues. 4. Write the importance of Flight Duty Time Limitation. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose an Academic Press, 2010 2. DGCA CAR Section 7 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 5.5 Name of the Course: BUSINESS LAWS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to <ol style="list-style-type: none"> Comprehend the laws relating to Contracts and its application in business activities. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a seller. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. Understand the significance of Consumer Protection Act and its features Understand the need for Environment Protection. 		
SYLLABUS:		HOURS
Unit 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract		
Unit 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer		
Unit 3: Negotiable Instruments Act 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting		

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Unit 4: Consumer Protection Act 1986	08
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	
Unit 5: Environment Protection Act 1986	08
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case 2. Briefly narrate any one case law relating to minor. 3. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act. 4. List out any six cybercrimes. 	
Books for Reference: <ol style="list-style-type: none"> 1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi. 2. Avtar Singh, Business Law, Eastern Book Company, Lucknow. 3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning 4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi. 5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi 6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House 7. Sushma Arora, Business Laws, Taxmann Publications 8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed. 9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education 10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi 11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH 12. N.D. Kapoor, Business Laws, Sultan Chand Publications 13. K. Aswathappa, Business Laws, HPH, 14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd. 15. Chanda.P.R, Business Laws, Galgotia Publishing Company 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 6.1 Name of the Course: INCOME TAX LAW & PRACTICE – II		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Understand the procedure for computation of income from business and other Profession. Ability to compute capital gains. Compute the income from other sources. Demonstrate the computation of total income of an Individual. Comprehend the assessment procedure and to know the power of income tax authorities. 		
SYLLABUS:		HOURS
Unit 1: Profits and Gains of Business and Profession		18
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
Unit 2: Capital Gains		10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.		
Unit 3: Income from other Sources		10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		

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Unit 4: Set Off and Carry Forward of Losses & Assessment of Individuals	10
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Deductions under Sections 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80EE, 80EA, 80G, 80GG, 80QQB, 80RRB, 80TTA, 80 TTB and 80U as applicable to Individuals.	
Unit 5: Total Income and Tax Liability	08
Computation of Total Income and tax liability of an Individual Assessee. (Problems)	
Skill Development Activities: <ol style="list-style-type: none"> 1. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same. 2. List out the steps involved in the computation of income tax from other sources and critically examine the same. 3. List any six deductions available under section 80. 4. Prepare a format for the computation of taxable income and tax liability of an individual assessee 	
Books for Reference: <ol style="list-style-type: none"> 1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication,Agra. 2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, NewDelhi 3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana. 4. Bhagawathi Prasad, Direct Taxes. 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 6.2 Name of the Course: INTERNATIONAL BUSINESS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ul style="list-style-type: none"> a. Understand the concept of International Business. b. Differentiate the Internal and External International Business Environment. c. Understand the difference between MNC and TNC d. Understand the role of International Organisations in International Business. e. Understand International Operations Management. 		
SYLLABUS:		HOURS
Unit 1: Introduction to Business Research		12
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into International Business		
Unit 2: International Business Environment		12
Overview of IBE, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Unit 3: Globalization		12
Meaning, features, Approaches to Globalization, Essential conditions favouring globalization, challenges to globalization; MNCs & TNCs - Meaning, features, merits and demerits; Technology transfer - Meaning and Issues in Technology Transfer; Emerging Trends in Globalization impacting Organizations.		

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Unit 4: Organizations Supporting International Business	10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.	
Unit 5: International Operations & Supply Chain Management	10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation- Meaning, Objectives, Procedures and Challenges.	
Skill Development Activities: <ol style="list-style-type: none"> 1. List any 10 countries and their currencies. 2. Prepare a chart showing the modes of entry into global business. 3. List any 10 Indian MNCs along with their products or services offered. 4. Draft an organization structure of IMF/WTO/World Bank 	
Books for Reference: <ol style="list-style-type: none"> 1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi 2. Francis Cherunilam; International Business, Prentice Hall of India 3. P. SubbaRao – International Business – HPH 4. Sumati Varma. (2013). International Business (1st edi), Pearson. 5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi. 6. International Business by Daniel and Radebaugh –Pearson Education. 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 6.3 Name of the Course: STRATEGIC MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Explain the fundamental concepts of strategic management, including strategic decision-making and business ethics. Analyze the external business environment using environmental scanning techniques, SWOT analysis, and value chain analysis to assess competitive advantages. Evaluate different strategic planning approaches, including stability, expansion, merger, and retrenchment strategies, considering economic conditions. Develop strategic implementation frameworks, considering leadership, corporate culture, and functional strategies in financial, marketing, and operational domains. Assess the effectiveness of strategic decisions using key performance indicators, management control mechanisms, and strategy evaluation techniques. 		
SYLLABUS:		HOURS
Unit 1: Introduction to Strategic Management		08
Introduction to Strategic Management. - Meaning and Definition – Need – Process of Strategic Management –Levels of Strategy- Corporate, Business and Functional; Strategic Decision Making		
Unit 2: Strategic Analysis		12
The concept of Environment – The Company and its Environment – External Analysis- Scanning the Environment- PESTLE-Political, Economic, Social, Technological, Legal and Environmental Analysis; Industry Analysis, Competitive Analysis- Porter’s Five Forces Model Internal Analysis- SWOT Analysis, 7S McKinsey Model, Value Chain Analysis, Resource Based View.		
Unit 3: Strategic Planning		12
Strategic Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy – Merger Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – Corporate Level Strategy – Business Level Strategy (SBUs) and Functional Level Strategy		

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Unit 4: Implementation of Strategy	14
<p>Aspects of Strategy Implementation – Project Implementation – Procedural Implementation – Structural Implementation – Structural Considerations –Organizational Design and Change, Corporate Restructuring – Organizational Systems. Behavioral Implementation – Leadership Implementation – Corporate Culture – Corporate Policies and Use of Power. Functional and Operational Implementation – Functional Strategies – Functional Plans and Policies. Financial – Marketing – Operational and Personnel dimensions of Functional Plan and Policies – Integration of Functional Plans and Policies.</p>	
Unit 5: Strategy Evaluation	10
<p>Strategy Evaluation and Control - Operational Control - Overview of Management Control – Focus on Key Result Areas; Balanced Score Card, Key Performance Indicators, Risk Management and Contingency Planning.</p> <p>Emerging Trends in Strategic Management- Digital Transformation and AI in Strategy, Agile and Adoptive Strategies, Sustainability and Corporate Social Responsibility, United Nations Sustainable Developmental Goals.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Present a chart showing Strategic Management Process. 2. Present the SWOC Analysis of a Manufacturing Organization. 3. Analyse the corporate, business and functional level strategies of any one Indian Company. 4. Select any sector and make competitive analysis using Porter’s five forces model. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill. 2. Subbarao: Business Policy and Strategic Management, HPH. 3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage 4. Learning 4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill 5. AppaRao; Strategic Management and Business Policy, Excel Books. 6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill. 7. Pillai, Strategic Management, 8. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill. 9. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt.Ltd 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 6.4 Name of the Course: LOGISTICS & AIR CARGO MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ul style="list-style-type: none"> a. Understand the basic concept of logistics activities b. Learn the key factors which are responsible for logistics c. Evaluate the key issues in supply chain management d. Gain the insights on air cargo operations in airline industry e. Explain the emerging trends in cargo operations 		
SYLLABUS:		HOURS
Unit 1: Fundamentals of Logistics		12
Logistics – Definition, Evolution, Logistics in Business, Logistics Activities, Inbound and Outbound Logistics, Difference between Inbound & Outbound Logistics; Components of Logistics Management, Functions of Logistics Management; Transportation – Transportation Functions, Mode of Transportation; Aircraft operators security program; ICAO Security manual – Training and awareness		
Unit 2: Integrated Logistics Management		12
Integrated Logistics Management – Objectives, Operations, Key Factors, Activities, Advantages; Factors Responsible for Logistics; Standardization in Logistics; Air freight Exports and Imports; Sales & Marketing, Marketing Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOC; Consignee Controlled Cargo; Sales Leads; Routing Instructions.		
Unit 3: Cargo Acceptance Procedures		12
Shippers Letter of Instruction (SLI); Labeling (Hazard Label & Handling label), Packing, Marking, Volume/ Weight Ratio; Shipment Planning; TACT (The Air Cargo Tariff), Air Cargo Rates and Charges; Cargo operations, Cargo Operations Process; Customs Clearance; Air Freight Forwarding – Documentation, Communication, Handling COD shipments; Proof of Delivery, Conditions of contract, Valuation Charges and Disbursement; Airway Bill – Function, Purpose & Validation.		

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Unit 4: Special Cargo Handling	10
Types of Cargo – General Cargo, Special Cargo, Perishable Cargo, Pharmaceuticals, Valuable Cargo, Dangerous Goods (DGR) or Hazardous Materials (HAZMAT), Human Remains (HUM), Live Animals (AVIH) (Definitions & Handling Procedures)	
Unit 5: Airport Handling Facility, Cargo Activity & Cargo Zone	10
Aircraft Handling with Cargo; Cargo Terminals & Facilities; Emerging Trends in Cargo; Cargo Carriers; Types of Containers used for Shipping Cargo.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Write the differences between inbound and outbound logistics 2. Classify the different types of cargo 3. Prepare the Job Description and Job specifications of an Airport Cargo Agent 4. List the types of documents required while accepting cargo. 	
Books for Reference: <ol style="list-style-type: none"> 1. Kent Gourdin-Global Logistics Management, Wiley Blackwell 2. Lamhen-Strategic Logistic Management, Academic Int Publisher 3. Alam Hashton & John Osley-Hand Book of Logistic and Distribution, Kogan Page: 4. John F Magee & William C Copaino-Madem Logistics Management, John Wiley & Son 5. Pail R. Murphy, Jr and Donald F. Wood-Contemporary Logistics, Prentice Hall, edition 2008 	

BBA (Aviation Management)

Name of The Program: Bachelor of Business Administration Course Code: BBA (AVIATION MANAGEMENT) 6.5 Name of the Course: DISASTER MANAGEMENT IN AVIATION		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group Discussion, Seminar, Case Studies, Field Work etc.		
Course Outcome: On successful completion of the course, Students will be able to: <ol style="list-style-type: none"> Understand Aviation Disasters and Their Causes Assess Emergency Preparedness and Response Strategies Analyze Disaster Response and Rescue Operations Apply Risk Management and Mitigation Examine Post-Disaster Recovery and Policy Reforms 		
SYLLABUS:		HOURS
Unit 1: Introduction to Aviation Disasters		12
Concept, Meaning, and Scope of Aviation Disasters; Types of Aviation Disasters (Natural, Technical, Human Error, Terrorism); Historical Overview of Major Aviation Disasters; Causes and Consequences of Air Accidents; Regulatory Framework for Aviation Safety; Role of Aviation Organizations (ICAO, IATA, MoCA, DGCA& BCAS).		
Unit 2: Emergency Planning & Preparedness in Aviation		10
Role of Airport in Emergency Planning; Standard Operating Procedures (SOPs) for Emergency Response Planning (ERP); Aviation Safety Regulations and Compliance; Crisis Communication and Media Management; Passenger and Crew Safety Procedures (evacuation); Coordination with Local Authorities and Emergency Services; Role of Airlines in Disaster Preparedness; Importance of Cockpit Voice Recorder (Black Box)		
Unit 3: Disaster Response & Rescue Operations		14
Air Crash Investigation and Analysis; Role of Search and Rescue (SAR) Teams; Aircraft Rescue & Fire Fighting (ARFF); Medical Response and Trauma Management; Role of Air Traffic Control (ATC) in Disaster Situations; Disaster Response Technologies and Tools; Psychological Support for Disaster Victims and Families - Emergency Response Teams and Quick Response Teams (QRTs)- Basics of International Search and Rescue Advisory Group (INSARAG); Airport Emergency Response Teams (AERTs); National Disaster Response Force (NDRF, India); Federal Emergency Management Agency (FEMA, USA); Rapid Action Force (RAF).		

BBA (Aviation Management)

Unit 4: Risk Management & Mitigation Strategies	10
<p>Risk Assessment in Aviation; Preventive Measures for Air Disasters; Aviation Security Measures (Screening, Surveillance, Cybersecurity); Technological Innovations in Aviation Safety; Human Factors and Crew Resource Management (CRM); Case Studies on Aviation Disaster Prevention; Role of Artificial Intelligence (AI) and Big Data in Risk Reduction.</p>	
Unit 5: Post – Disaster Recovery	10
<p>Disaster Recovery Planning in Aviation; Compensation and Insurance Policies; Legal and Ethical Considerations; Aviation Crisis Management Case Studies; Policy Reforms and Safety Enhancements Post Disasters; Role of Media in Shaping Public Perception; Future Trends in Aviation Disaster Management.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. State the role of rescue teams in handling disasters. 2. Write a short note on Emergency Evacuation procedure for passenger safety. 3. List the types of Aviation Disasters. 4. State the role of Artificial Intelligence and Analytics in Disaster Management. 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. "Air Disaster" – Macarthur Job. 2. "Aviation Safety and Security: Mechanisms and Systems" – V. A. Profillidis 3. "Emergency Response Handbook for Aviation Disasters" – Norman MacLeod 4. "Aircraft Safety: Accident Investigations, Analyses & Applications" – Shari Stamford Krause 	