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**UNIVERSITY OF MYSORE**

Estd. 1916

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[www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

Vishwavidyanilaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29/2021-22

Date: 19-04-2023

### NOTIFICATION

Sub.: Syllabus and Examination pattern of **BBA (Aviation Management)** course under Specialized Programmes from the academic year 2023-24-reg.

- Ref.: 1. Decision of the BOS Meeting held on 14-01-2023.  
2. Decision of the Faculty of Commerce meeting held on 09-03-2023.  
3. Decision of the Academic Council meeting held on 24-03-2023.

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The Board of Studies in **BBA (Aviation Management) (UG)** at its meeting held on 14-01-2023 has recommended the approval of 2<sup>nd</sup> year Syllabus of **BBA (Aviation Management)** course in University of Mysore under specialized/specified programs from the academic year 2023-24 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 09-03-2023 and 24-03-2023 respectively, have also approved the above proposal and the same is hereby notified.

The syllabus of **BBA (Aviation Management)** course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

REGISTRAR  
REGISTRAR

University of Mysore  
MYSURU - 570 005

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
3. Prof. S.J. Manjunath, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, Hindustan First Grade College, J.P.Nagar, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

14<sup>th</sup> January, 2023

To

The Registrar/ The Director – PMEB  
University of Mysore  
Mysuru – 570 005

Dear Sir/Madam,

**Subject:** Proceedings of the meeting of the BoS – Specialised UG Programme BBA (Aviation Management) held on 14<sup>th</sup> January, 2023

**Reference:**

1. Notification of Constitution of BoS in Aviation Management (UG) vide notification No: UA2/20/2013 – 2014 dated 27.04.2022.
2. Letter from your office vide number PMEB-5/21/Spl./2022 – 23; dated 27<sup>th</sup> December, 2022

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With reference to the above subject read with reference, we are herewith enclosing the proceedings of the meeting of BoS in Aviation Management (UG) held on 14<sup>th</sup> January, 2023 along with the soft copy.

Please do the needful and oblige

Thanking you

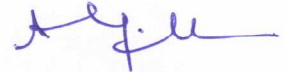
Yours sincerely



1. Prof S J Manjunath  
(Chairman)



2. Prof. Anand D  
(Member)

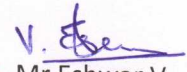


3. Dr Amulya M  
(Member)



4. Dr. C J Priya  
(Member)

5. Mr Milton Gerald Huggins  
(Member)



6. Mr Eshwar V  
(Member)

**Proceedings of the meeting of Board of Studies (UG)**  
**in**  
**BBA (Aviation Management) – Specialised Programme**  
**(Held on Saturday, 14<sup>th</sup> January, 2022)**

**List of Members:**

1. Prof. S J Manjunath	Chairman
2. Prof Anand D	Member
3. Dr. Amulya M	Member
4. Dr C J Priya	Member
5. Mr Milton Gerald Huggins	Member
6. Mr Eshwar V	Member

The Chairman welcomed all the members. The agenda was presented before the board and the following resolutions were made after a detailed discussion.

1. This Annual BoS meeting held as per the intimation letter from Registrar, UoM, vide No P.M.E.B – 5/21/Spl./2022-23; dated 27.12.2022.
2. During the previous annual BoS meeting held on 30.05.2022, the board had submitted the recommended Regulations for BBA Aviation Management, specialised programme as per National Education Policy – 2020 (NEP – 2020) along with First Two (I & II) Semesters' syllabus of the said programme as per then UoM Circular vide No UA2/379/2016 – 2017 dated 17<sup>th</sup> May, 2022. Further the submitted recommendation is approved vide notification from Registrar, UoM, vide No: PMEB-1/Spl./29(5)/2021 – 22; dated 04<sup>th</sup> November, 2022, same was brought to the notice of quorum.
3. Syllabus of III Semester and IV Semester BBA Aviation Management, specialised programme as per National Education Policy – 2020 (NEP – 2020) was put for discussion before the quorum and after a detailed discussion syllabus for III Semester and IV Semester of the said programme were approved considering the suitable recommendations, in this meeting.
4. With the objective of mitigating the hardship for the students who aspire to pursue higher education after qualifying this programme, minor modification to the previous approved regulation of this programme i.e. "*BBA Aviation Management Specialised Programme*" was put into discussion in order to keep the programme structure in line with recommended Programme Structure by Karnataka State Higher Education Council, Government of Karnataka and adopted by University of Mysore, Mysuru for its regular BBA Programme under NEP 2020,. The following are few among Minor Modification:
  - i. The regulation was silent regarding Candidates who were qualified in programmes or courses like Diploma in Commercial Practice, etc... and as per the orders of Government of Karnataka or University of Mysore, Mysuru for time being in force being eligible for lateral entry into Third Semester of BBA/B Com Programmes, regulation in this regard as applicable to this programme has now been interested (*One paragraph*) for more clarity.

ii. Programme Structure Credits, LTP, Course Title, Additional Credits for Exit Option etc... modified to keep it in line with Model Programme Structure issued by Deputy Registrar (Academics) vide circular number AC2(S)/151/2020-21; dated 09<sup>th</sup> December, 2022, the modification includes:

- a) Increase of Credits of Environmental Studies and Indian Constitution Course to 03 Credits from former 02 Credits and Total Marks (CIE+SEE) to 100 from earlier 50 marks under 2 credits.
- b) Combining of "Health & Wellness" and "Yoga" courses as to single course and titled "Health & Wellness and Yoga" for 02 Credits from earlier 01 Credit each.
- c) Combining the Choice of "Sports" with "NCC/NSS/R&R(S&G)/Cultural", spread over for Three consecutive semesters from second semester onwards.
- d) Reducing total number of Open Electives to Three from former Four and option to opt 3<sup>rd</sup> Open Elective either at III or IV Semester of the Programme based on opting Indian Constitution.
- e) Introduction of SEC - SB "*Financial Education and Investment Awareness*" to be opted either at III or IV Semester of the Programme based on opting Artificial Intelligence.
- f) Inserted the condition of requirement of additional credits for executing Exit option with Under Graduate Certificate in Business Administration in Aviation Management.
- g) Inserted the condition of requirement of additional credits for executing Exit option with Under Graduate Diploma in Business Administration in Aviation Management.

iii. Duration of Semester End Examination for papers carrying 60 Marks are made Two and Half Hours from earlier Two Hours for regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, further the same has been adopted for this programme also.

iv. Provisions Pertaining to Common Course of this *programme i.e. BBA Aviation Management Specialised Programme under NEP 2020*, which were expressed through foot notes has now be inserted in an elaborated manner for mitigation of ambiguities.

5. Members suggested that the Panel of examiners and the board of examiners and the same is proposed.

6. The board approved the panel of examiners for the year 2023 – 24 and the same will be handed over to Registrar (Evaluation) in a sealed Envelope by BoS – Chairman.

1. Prof S J Manjunath  
(Chairman)

2. Prof. Anand D  
(Member)

3. Dr Amulya M  
(Member)

4. Dr. C J Praya  
(Member)

5. Mr Milton Gerald Huggins  
(Member)

6. Mr Eshwar V  
(Member)


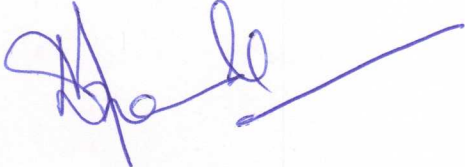


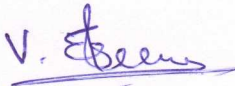
# HINDUSTAN FIRST GRADE COLLEGE

No 27/F, 3<sup>rd</sup> Stage, J P Nagar, Mysuru – 570 031

## BBA (AVIATION MANAGEMENT)

### BOS MEETING – 14<sup>TH</sup> JANUARY, 2023

#### BoS MEMBER LIST – CUM – ATTENDANCE

SL No	Name and Address	Designation	Signature
01	<b>Prof. S J MANJUNATH</b> Professor DoS in Business Administration – BIMS University of Mysore, Mysore – 570 006	Chairman	
02	<b>Prof. ANAND D</b> Director, Directorate of Distance Education and Professor and Chairman DoS in Business Administration – BIMS University of Mysore, Mysuru – 570 006	Member	
03	<b>Dr AMULYA M</b> Associate Professor DOS in Business Administration – BIMS University of Mysore, Mysuru – 570 006	Member	
04	<b>Dr. C J PRIYA</b> Principal Hindustan College No 27/F, 3 <sup>rd</sup> Stage, J P Nagar, Mysuru – 570 031	Member	
05	<b>Mr. MILTON GERALD HUGGINS</b> Vice President, OFPL City Office: No 27/F, 3 <sup>rd</sup> Stage, J P Nagar, Mysuru – 570 031	Member	
06	<b>Mr. ESHWAR V</b> Assistant Professor and Head Department of Commerce and Management Hindustan College No 27/F, 3 <sup>rd</sup> Stage, J P Nagar, Mysuru – 570 031	Member	



The University of Mysore

**UNIVERSITY OF MYSORE**

**BBA – AVIATION MANAGEMENT (BBA – AM)  
SPECIALISED PROGRAMME**

**SYLLABUS AS PER NEP 2020  
IMPLEMENTED FROM THE  
ACADEMIC YEAR 2022 – 23**

**Minor Modification – 1**

Offered at  
**HINDUSTAN COLLEGE**  
(Affiliated to University of Mysore)  
No 27/F, 3<sup>rd</sup> Stage, J P Nagar  
Mysuru – 570 031



## UNIVERSITY OF MYSORE

### SYLLABUS AND REGULATIONS AS PER NEP – 2020 FOR BBA – AVIATION MANAGEMENT (BBA – AM) SPECIALISED PROGRAMME

**APPLICABLE FROM THE ACADEMIC YEAR 2022 – 23**, *Applicable to those students taking admission into First semester BBA (Aviation Management) from the Academic Year 2022 – 23*  
[This Minor Modification – 1, Replaces all previous approved SYLLABUS AND REGULATIONS AS PER NEP – 2020 FOR BBA – AVIATION MANAGEMENT (BBA – AM) SPECIALISED PROGRAMME]

#### **I. OBJECTIVES:**

1. To develop the skills required for the application of business concepts and techniques learned in the classroom and to implement at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of Aviation along with Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To ensure holistic development of students.

#### **II. ELIGIBILITY FOR ADMISSION:**

1. Candidates who have passed Two Year Pre University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into FIRST SEMESTER of this programme.
2. Candidates who have qualified with certification by executing exit option after their second semester of BBA/B Com under NEP – 2020 are eligible for enrolling to third semester of this programme, subject to approval from competent authority/committee such as “*Equivalent Committee*” or any other such committee formed by University of Mysore, Mysuru.
3. Candidates who are qualified in programmes or courses like Diploma in Commercial Practice, etc... and as per the orders of Government of Karnataka or University of Mysore, Mysuru for time being in force, are eligible for lateral entry into Third Semester of regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, are eligible for enrolling to third semester of this programme, subject to approval from competent authority/committee such as “*Equivalent Committee*” or any other such committee formed by University of Mysore, Mysuru.

### **III. DURATION OF THE PROGRAMME:**

The programme of study is Four years comprising of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

#### **EXIT OPTION:**

- a. The students who successfully complete ONE YEAR i.e. Two Semesters followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies can execute the exit option from the programme and will be awarded Under Graduate Certificate in Business Administration in Aviation Management.
- b. The students who successfully complete TWO YEARS i.e. Four Semesters followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies can execute the exit option from the programme and will be awarded Under Graduate Diploma in Business Administration in Aviation Management.
- c. The students, who successfully complete THREE YEARS i.e Six Semesters and execute the exit option from the programme, will be awarded Degree in Business Administration in Aviation Management. (BBA – AM)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years i.e. Eight Semesters will be awarded Bachelor's Degree in Business Administration in Aviation (Hons). [BBA – AM (Hons)].

#### **Note:**

*Subject to approval from competent authority of University of Mysore, Mysuru, those students who exit with Certification or Diploma or Basic Bachelor Degree shall be eligible to re-enter the Programme at the exit level to complete the programme or to complete the next level. The candidates may have a maximum of two exit options or lateral entries to complete the programme.*

### **IV. MEDIUM OF INSTRUCTION.**

The medium of instruction shall be English, (excluding for languages course other than English)



## **V. ATTENDANCE**

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

## **VI. TEACHING AND EVALUATION**

M.B.A. or M Com graduates with B. Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Business Administration courses and B.E. Graduates in the field of aviation or those holding Commercial Pilot Licence are only eligible to teach and to evaluate all the Aviation related courses. Further course which are common with regular BBA Programme under NEP 2020 of University of Mysore, Mysuru such as Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS, etc... shall be thought by respective department faculties.

### **Note:**

*All courses of this programme **EXCEPT** courses that are common with Regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, such as Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS, etc... shall be set/valued/reviewed by BoE of BBA (Aviation Management).*

## **VII. SCHEME OF EXAMINATION**

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

### **Guidelines for Continuous Internal Evaluation and Semester End Examination:**

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

SI No	Parameters For The Evaluation	Marks
<b>Continuous Internal Evaluation (CIE)</b>		
1	Continuous & Comprehensive Evaluation (CCE) – (A) 20 Marks	20 Marks
2	Internal Assessment Tests (IAT) –(B)	20 Marks
	<b>Total of CIE (A+B)</b>	40 Marks
3	Semester End Examination (SEE) – (C)	60 Marks
	<b>Total of CIE and SEE (A + B + C)</b>	100 Marks
<i>Note: These parameters are applicable for all courses of this programme for which question papers are set under BoE of BBA (Aviation Management), further parameters for those courses of this programme which are common with Regular BBA Programme under NEP 2020 of University of Mysore, Mysuru such as Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS, etc, shall be as per the respective BoS or BoE as applicable.</i>		

#### **Continuous Internal Evaluation:**

- a. Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 marks)
- i.** Individual Assignments
  - ii.** Seminars/Class Room Presentations/ Quiz
  - iii.** Group Discussions /Class Discussion/ Group Assignments
  - iv.** Case studies/Case lets
  - v.** Participatory & Industry-Integrated Learning/ Industrial visits
  - vi.** Practical activities / Problem Solving Exercises
  - vii.** Participation in Seminars/ Academic Events/Symposia, etc.
  - viii.** Mini Projects/Capstone Projects
- b. Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each.

## **SEMESTER END EXAMINATION (SEE):**

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms (excluding self-study language courses) and irrespective of the marks scored in Continuous Internal Evaluation a student and take Semester End Examinations. The BoS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

<b>PATTERN OF QUESTION PAPER</b>	
<b>TIME : 2 ½ Hours</b>	<b>MARKS: 60</b>
<b><u>PART – A</u></b>	
<b>Answer any FIVE of the following questions. Each question carries 2 marks. (5x2= 10)</b>	
1. ....	.....
2. ....	.....
3. ....	.....
4. ....	.....
5. ....	.....
6. ....	.....
7. ....	.....
<b><u>PART – B</u></b>	
<b>Answer any TWO of the following questions. Each question carries 10 Marks. (2x10 =20)</b>	
8. ....	.....
9. ....	.....
10. ....	.....
11. ....	.....
<b><u>PART – C</u></b>	
<b>Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)</b>	
12. ....	.....
13. ....	.....
14. ....	.....
15. ....	.....

**Note:** These are applicable for all courses of this programme for which question papers are set under BoE of BBA (Aviation Management), further for those courses of this programme which are common with Regular BBA Programme under NEP 2020 of University of Mysore, Mysuru such as Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS, etc, shall be as per the respective BoE.

### **Minimum Marks for a Passing:**

Candidates have to obtain a minimum of 35% marks in Semester End Examination i.e. 21 marks out of 60 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination and Continuous Internal Evaluation put together for passing in the said course, in case of failure to score the minimum marks of 35% marks in Semester End Examination and 40% in aggregate is said to have not completed the course. The student shall complete the course by re appearing only for Semester End Examination of the course when University of Mysore, Mysuru conducts the Semester End Examination. The student carries the marks already awarded in Continuous Internal Evaluation.

**Note:** All the provisions pertaining towards conducting of Make Up Examinations for this programme i.e. BBA Aviation Management Programme shall be same as per the provision laid for regular BBA Programme under NEP 2020 of University of Mysore, Mysuru.

### **VIII. PROVISIONS PERTAINING TO LANGUAGE COURSE**

All the provisions pertaining to language courses such as selection of language course during First Year of the Programme i.e. First and Second Semester and during Second Year of the Programme i.e. Third and Fourth Semester, including the provisions of opting/offering for self-study and provision of reading only ONE language course in a semester by Deaf and Dumb, Spastic, Mentally Retarded and Learning deficiency students and all other related provisions of language course for this programme i.e. BBA Aviation Management Programme shall be same as per the provision laid for regular BBA Programme under NEP 2020 of University of Mysore, Mysuru.

### **IX. PROVISIONS PERTAINING TO COMMON COURSE:**

With the objective of mitigating the hardship for the students who aspire to pursue higher education after qualifying this programme, the entire structure of this programme i.e. BBA Aviation Management Specialised Programme is framed in line with Model NEP 2020 Programme Structure of Karnataka State Higher Education Council, Government of Karnataka and adopted by University of Mysore, Mysuru for its regular BBA Programme under NEP 2020.

1. All AECC, SEC - SB, SEC - VB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, further the syllabus of the respective BoS being offered for regular BBA Programme under NEP 2020 of University of Mysore, Mysuru shall be applicable for this programme also.
2. As AECC, SEC - SB, SEC - VB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, in case of any changes made in the title of such courses including L+T+P, SEE, CIE, Total Marks, Credits, etc... by the respective board(s), same shall be applicable to this programme i.e. *“BBA Aviation Management specialised Programme under NEP 2020”* in the same manner as made, further such changes shall come into effect from the academic year as mentioned while making such change and in case of silence as to its academic year of implication, it will be presumed as with immediate effect.
3. Open Elective (OE) being an elective course, it shall be chosen from an unrelated Discipline/Subject (other faculty) to study multidisciplinary subjects i.e. students from BBA Aviation Management specialised Programme under NEP 2020, shall opt for OE from Arts/Science Faculty, further it can be chosen from those regular Art/Science degree programmes under NEP offered at Hindustan College, affiliated to University of Mysore, Mysuru.

**X. WHEREVER THE REGULATION IS SILENT, THE PROVISIONS OF UNIVERSITY REGULATIONS SHALL BE APPLICABLE.**

**XI. ANY OTHER ISSUE NOT ENVISAGED ABOVE SHALL BE RESOLVED BY THE VICE CHANCELLOR IN CONSULTATION WITH THE APPROPRIATE BODIES OF THE UNIVERSITY WHICH SHALL BE FINAL AND BINDING.**

**PROGRAMME STRUCTURE (REVISED) FOR SPECIALISED PROGRAMME,  
BACHELOR OF BUSINESS ADMINISTRATION IN AVIATION MANAGEMENT [BBA - AM] (Basic/Hons)**

SEM	DSC (CREDITS)	DSE/OE (CREDITS)	AECC, Languages (Credits)	SEC		Total Credits
				Skill Based (Credits)	Value Based (Credits) (L+T+P)	
I	BBA AM C1 (4)	OE - 1 (3)	L1 - 1(3), L2 - 1(3) (4hrs. Each)	Environmental Studies (3)	SEC - 1: Digital Fluency (2)	Health & Wellness and Yoga (2) (0+0+2)
	BBA AM C2 (4)					
	BBA AM C3 (4)					
II	BBA AM C4 (4)	OE - 2 (3)	L1 - 1(3), L2 - 1(3) (4hrs. Each)	Environmental Studies (3)	SEC - 1: Digital Fluency (2)	Sports/NCC/NSS/R&R(S&G)/Cultural (2) (0+0+2)
	BBA AM C5 (4)					
	BBA AM C6 (4)					

Exit option with Under Graduate Certificate in Business Administration in Aviation Management (with the completion of courses equal to a minimum of 48 credits), followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies.

III	BBA AM C7 (4)	OE - 3 (3)	L1 - 1(3), L2 - 1(3) (4hrs. Each)	India and Indian Constitution (3)	SEC - 2: Artificial Intelligence (2)/ Financial Edu. & Inv. Aw (2)	Sports/NCC/NSS/R&R(S&G)/Cultural (2) (0+0+2)
	BBA AM C8 (4)					
	BBA AM C9 (4)					
IV	BBA AM C10 (4)	OE - 3 (3)	L1 - 1(3), L2 - 1(3) (4hrs. Each)	India and Indian Constitution (3)	SEC - 2: Artificial Intelligence (2)/ Financial Edu. & Inv. Aw (2)	Sports/NCC/NSS/R&R(S&G)/Cultural (2) (0+0+2)
	BBA AM C11 (4)					
	BBA AM C12 (4)					

Exit option with Under Graduate Diploma in Business Administration in Aviation Management (with the completion of courses equal to a minimum of 96 credits), followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies.

Instruction:

- Students, who opted for Digital Fluency (2 Credits) in first semester, will study Environmental Studies (3 Credits) in the second semester and vice – versa.
- Students, who opted for Health & Wellness and Yoga (2 Credits) in first semester, will study anyone from Sports/NCC/NSS/Cultural/R&R (2 Credits) in the second semester and vice – versa.
- Students, who opted for Artificial Intelligence (2 Credits) in the third semester, will study Financial Education and Investment Awareness (2 Credits) in fourth semester and vice – versa.
- Students, who opted for Open Elective (3 Credits) in the third semester, will study India and Indian Constitution (3 Credits) in fourth semester and vice – versa.
- Students, who opted for any one from Sports/NCC/NSS/R&R(S&G)/Cultural (2 Credits) in the third semester, will study remaining any one from Sports/NCC/NSS/R&R(S&G)/Cultural (2 Credits) in fourth semester and vice – versa.
- Among Sports/NCC/NSS/R&R(S&G)/Cultural (2 Credits) student cannot opt *[internal selection among Sports/NCC/NSS/R&R(S&G)/Cultural]* the same course once opted during any of the first four semesters.

**Note:**

<b>1</b>	As AECC, SEC - SB, SEC - VB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, in case of any changes made in the title of such courses including L+T+P, SEE, CIE, Total Marks, Credits, etc... by the respective board(s), same shall be applicable to this programme i.e. BBA Aviation Management in the same manner as made, further such changes shall come into effect from the academic year as mentioned while making such change and in case of silence as to its academic year of implication, it will be presumed as with immediate effect.
<b>2</b>	Open Elective (OE) being an elective course. it shall be chosen from an unrelated Discipline/Subject (other faculty) to study multidisciplinary subjects i.e. students from BBA - AM shall opt for OE from Arts/Science Faculty, further it can be chosen from those regular Arts/Science degree programmes under NEP offered at Hindustan College, affiliated to University of Mysore, Mysuru.
<b>3</b>	Programme Structure for V, VI, VII and VIII Semesters will be defined in the phased manner in the upcoming BoS – BBA Aviation Management meeting(s)
<b>4</b>	The basis for the above mentioned Programme Structure is University of Mysore Circular vide No AC2(S)/151/2020 – 21; dated 09.12.2022

## **BBA (AVIATION MANAGEMENT) SPECIALISED PROGRAMME**

Proposed Scheme of Teaching and Evaluation for BBA Aviation Management Specialised Programme  
(Basic/Hons) with Management and Aviation as Core Subjects

<b>Semester I</b>								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang 1.1	<b>Language – I</b>	AECC	3+1+0	60	40	100	3
2	Lang 1.2	<b>Language – II</b>	AECC	3+1+0	60	40	100	3
3	BBAAM.1.1	<b>Introduction to Aviation Industry</b>	DSC	3+2+0	60	40	100	4
4	BBAAM.1.2	<b>Management Principles and Practice</b>	DSC	3+2+0	60	40	100	4
5	BBAAM.1.3	<b>Fundamentals of Business Accounting</b>	DSC	3+2+0	60	40	100	4
6	BBAAM.1.4	<b>Digital Fluency</b> (OR) <b>Environmental Studies</b>	SEC – SB (or) AECC	1+0+1 (or) 3+0+0	25 (or) 60	25 (or) 40	50 (or) 100	2 (or) 3
7	BBAAM.1.5	<b>Health &amp; Wellness and Yoga</b> (OR) <b>Sports/NCC/NSS/ R&amp;R(S&amp;G)/Cultural</b>	SEC - VB	1+0+2	25	25	50	2
8	BBAAM.1.6	<b>Open Elective – I</b> <i>(To be chosen from across the faculty Arts/Science Faculty)</i>	OEC	3+0+0	60	40	100	3
<b>SUB – TOTAL (A)</b>								<b>25/26</b>
<b>Semester II</b>								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
9	Lang 2.1	<b>Language – I</b>	AECC	3+1+0	60	40	100	3
10	Lang 2.2	<b>Language – II</b>	AECC	3+1+0	60	40	100	3
11	BBAAM.2.1	<b>Aviation Law &amp; Management</b>	DSC	3+2+0	60	40	100	4
12	BBAAM.2.2	<b>Business Communication – I</b>	DSC	3+2+0	60	40	100	4
13	BBAAM.2.3	<b>Human Resource Management</b>	DSC	3+2+0	60	40	100	4
14	BBAAM.2.4	<b>Digital Fluency</b> (OR) <b>Environmental Studies</b>	SEC – SB (or) AECC	1+0+1 (or) 3+0+0	25 (or) 60	25 (or) 40	50 (or) 100	2 (or) 3
15	BBAAM.2.5	<b>Health &amp; Wellness and Yoga</b> (OR) <b>Sports/NCC/NSS/ R&amp;R(S&amp;G)/Cultural</b>	SEC - VB	1+0+2	25	25	50	2
16	BBAAM.2.6	<b>Open Elective – II</b> <i>(To be chosen from across the faculty Arts/Science Faculty)</i>	OEC	3+0+0	60	40	100	3
<b>SUB – TOTAL (B)</b>								<b>25/26</b>
<p>Note:</p> <ol style="list-style-type: none"> <li>Students, who opted for Digital Fluency (2 Credits) in first semester, will study Environmental Studies (3 Credits) in the second semester and vice – versa.</li> <li>Students, who opted for Health &amp; Wellness and Yoga (2 Credits) in first semester, will study anyone from Sports/NCC/NSS/Cultural/R&amp;R (2 Credits) in the second semester and vice – versa.</li> <li>Open Elective (OE) being an elective course, it shall be chosen from an unrelated Discipline/Subject (other faculty) to study multidisciplinary subjects i.e. students from BBA - AM shall opt for OE from Arts/Science Faculty, further it can be chosen from those regular Arts/Science degree programmes under NEP offered at Hindustan College, affiliated to University of Mysore, Mysuru.</li> <li>As AECC, SEC - SB, SEC - VB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme under NEP 2020 of University of Mysore, Mysuru, in case of any changes made in the title of such courses including L+T+P, SEE, CIE, Total Marks, Credits, etc... by the respective board(s), same shall be applicable to this programme i.e. BBA Aviation Management in the same manner as made, further such changes shall come into effect from the academic year as mentioned while making such change and in case of silence as to its academic year of implication, it will be presumed as with immediate effect.</li> </ol>								
<b>Exit option with Under Graduate Certificate in Business Administration in Aviation Management (with the completion of courses equal to a minimum of 48 credits), followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies.</b>								

Semester III								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
17	Lang 3.1	Language – I	AECC	3+1+0	60	40	100	3
18	Lang 3.2	Language – II	AECC	3+1+0	60	40	100	3
19	BBAAM.3.1	Airport Operations	DSC	3+2+0	60	40	100	4
20	BBAAM.3.2	Air Ticketing and Marketing – I	DSC	3+2+0	60	40	100	4
21	BBAAM.3.3	Business Communication – II	DSC	3+2+0	60	40	100	4
22	BBAAM.3.4	Artificial Intelligence (OR) Financial Education and Investment Awareness	SEC - SB	1+0+1	25	25	50	2
23	BBAAM.3.5	Open Elective – III (To be chosen from across the faculty Arts/Science Faculty) (OR) India and Indian Constitution	OEC  (or) AECC	3+0+0	60	40	100	3
24	BBAAM.3.6	Sports/NCC/NSS/ R&R(S&G)/Cultural	SEC - VB	1+0+2	25	25	50	2
<b>SUB – TOTAL (C)</b>								<b>25</b>
Semester IV								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
25	Lang 4.1	Language – I	AECC	3+1+0	60	40	100	3
26	Lang 4.2	Language – II	AECC	3+1+0	60	40	100	3
27	BBAAM.4.1	Air Cargo Management	DSC	3+2+0	60	40	100	4
28	BBAAM.4.2	Air Ticketing and Marketing – II	DSC	3+2+0	60	40	100	4
29	BBAAM.4.3	Marketing Management	DSC	3+2+0	60	40	100	4
30	BBAAM.4.4	Artificial Intelligence (OR) Financial Education and Investment Awareness	SEC - SB	1+0+1	25	25	50	2
31	BBAAM.4.5	Sports/NCC/NSS/ R&R(S&G)/Cultural	SEC - VB	1+0+2	25	25	50	2
32	BBAAM.4.6	Open Elective – III (To be chosen from across the faculty) (OR) India and Indian Constitution	OEC (or) AECC	3+0+0	60	40	100	3
<b>SUB – TOTAL (D)</b>								<b>25</b>
<b>Note:</b>								
<ol style="list-style-type: none"> <li>Students, who opted for Artificial Intelligence (2 Credits) in the third semester, will study Financial Education and Investment Awareness (2 Credits) in fourth semester and vice – versa.</li> <li>Students, who opted for Open Elective (3 Credits) in the third semester, will study Indian Constitution (3 Credits) in fourth semester and vice – versa.</li> <li>Students, who opted for any one from Sports/NCC/NSS/R&amp;R(S&amp;G)/Cultural (2 Credits) in the third semester, will study remaining any one from Sports/NCC/NSS/R&amp;R(S&amp;G)/Cultural (2 Credits) in fourth semester and vice – versa.</li> <li>Open Elective (OE) being an elective course, it shall be chosen from an unrelated Discipline/Subject (other faculty) to study multidisciplinary subjects i.e. students from BBA - AM shall opt for OE from Arts/Science Faculty, further it can be chosen from those regular Arts/Science degree programmes under NEP offered at Hindustan College, affiliated to University of Mysore, Mysuru.</li> <li>Among Sports/NCC/NSS/R&amp;R(S&amp;G)/Cultural (2 Credits) student cannot opt [internal selection among Sports/NCC/NSS/R&amp;R(S&amp;G)/Cultural] the same course once opted during any of the first four semesters.</li> <li>As AECC, SEC - SB, SEC - VB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme of University of Mysore, Mysuru under NEP, in case of any changes made in the title of such courses including L+T+P, SEE, CIE, Total Marks, Credits, etc... by the respective board(s), same shall be applicable to this programme i.e. BBA Aviation Management in the same manner as made, further such changes shall come into effect from the academic year as mentioned while making such change and in case of silence as to its academic year of implication, it will be presumed as with immediate effect.</li> </ol>								
<b>Exit option with Under Graduate Diploma in Business Administration in Aviation Management (with the completion of courses equal to a minimum of 96 credits), followed by 10 - 12 credit bridge course(s) for two months, including at-least 6-credit job-specific internship/apprenticeship to acquire job-ready competencies.</b>								

<b>Semester V</b>								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
33	BBAAM.5.1	<b>Air Travel Management</b>	DSC	3+2+0	60	40	100	4
34	BBAAM.5.2	<b>Airport Safety &amp; Security Management</b>	DSC	3+2+0	60	40	100	4
35	BBAAM.5.3	<b>Elective Anyone from Group A</b>	DSE	3+2+0	60	40	100	4
36	BBAAM.5.4	<b>Elective Anyone from Group B</b>	DSE	3+2+0	60	40	100	4
37	BBAAM.5.5	<b>Information Technology for Managers</b>	Vocational – 1	3+0+2	50	50	100	4
38	BBAAM.5.6	<b>Cyber Security</b>	SEC – VB	1+0+2	25	25	50	2
<b>SUB – TOTAL (E)</b>								<b>22</b>
<b>Semester VI</b>								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
39	BBAAM.6.1	<b>Airline Advertising &amp; Sales Promotion</b>	DSC	3+2+0	60	40	100	4
40	BBAAM.6.2	<b>Airline Customer Service</b>	DSC	3+2+0	60	40	100	4
40	BBAAM.6.3	<b>Elective Anyone from Group C</b>	DSE	3+2+0	60	40	100	4
41	BBAAM.6.4	<b>Elective Anyone from Group D</b>	DSE	3+2+0	60	40	100	4
42	BBAAM.6.5	<b>Goods and Services Tax (GST)</b>	Vocational – 2	3+2+0	60	40	100	4
43	BBAAM.6.6	<b>Professional Communication</b>	SEC – SB	2+0+0	30	20	50	2
<b>SUB – TOTAL (F)</b>								<b>22</b>

**EXIT OPTION WITH BACHELOR DEGREE – Ability to solve complex problems that are ill structured requiring multi – disciplinary skills to solve them.**

**Note:** The Courses mentioned above for V Semester and VI Semester are illustrative in nature and further the BoS reserves the right to make necessary changes, to make the structure in line with New National Education Policy NEP – 2020, in its upcoming meetings.



Semester VII								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
44	BBAAM.7.1	Air Regulation	DSC	3+2+0	60	40	100	4
45	BBAAM.7.2	Cost and Management Accounting	DSC	3+2+0	60	40	100	4
46	BBAAM.7.3	Business Ethics	DSC	3+2+0	60	40	100	4
47	BBAAM.7.4	E - Commerce	DSC	3+0+0	60	40	100	3
48	BBAAM.7.5	Application of Book Keeping Software (Tally)	Vocational – 3	2+0+2	50	50	100	3
49	BBAAM.7.6	Elective Anyone from Group E	DSE	3+2+0	60	40	100	4
<b>SUB – TOTAL (G)</b>					<b>350</b>	<b>250</b>	<b>600</b>	<b>22</b>
Semester VIII								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
50	BBAAM.8.1	Cabin Crew Management	DSC	3+2+0	60	40	100	4
51	BBAAM.8.2	Corporate Governance	DSC	3+2+0	60	40	100	4
52	BBAAM.8.3	Business Research Methodology	DSC	3+2+0	60	40	100	4
53	BBAAM.8.4	Digital Marketing	Vocational – 4	2+0+2	50	50	100	3
53	BBAAM.8.5	Research Projects/ Internship with Viva - Voce	DSC	-	100 + Viva 20	80	200	6
		OR	DSE	3+2+0	60*	40*	100*	3*
		Two Elective Paper, i.e. Anyone from Group F & Anyone from Group G	DSE	3+2+0	60*	40*	100*	3*
<b>SUB – TOTAL (H)</b>								<b>21</b>
* Students who do not opt for Research Projects/Internship with Viva- Voce shall take two elective papers.								

**BACHELOR DEGREE WITH HONOURS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or experience of aviation.**

**Note:** The Courses mentioned above for VII Semester and VIII Semester are illustrative in nature and further the BoS reserves the right to make necessary changes, to make the structure in line with New National Education Policy NEP – 2020, in its upcoming meetings.

## DISCIPLINE SPECIFIC ELECTIVE GROUPS

<b>DISCIPLINE SPECIFIC ELECTIVE – V Semester (One Each from Group A and Group B to be Selected)</b>	
<b>Group A (Any One to be Selected)</b>	
A.1	Entrepreneurship Development
A.2	International Business
<b>Group B (Any One to be Selected)</b>	
B.1	Airport Strategic Planning
B.2	Ground Handling
<b>DISCIPLINE SPECIFIC ELECTIVE – VI Semester (One Each from Group C and Group D to be Selected)</b>	
<b>Group C (Any One to be Selected)</b>	
C.1	Global Business Environment
C.2	Corporate Social Responsibility
<b>Group D (Any One to be Selected)</b>	
D.1	Aviation Resource Management
C.2	Cruise Resource Management
<b>DISCIPLINE SPECIFIC ELECTIVE – VII Semester (One Each from Group E and Group F to be Selected)</b>	
<b>Group E (Any One to be Selected)</b>	
E.1	Income Tax
E.2	International Law
<b>DISCIPLINE SPECIFIC ELECTIVE – VIII Semester (One Each from Group F and Group G to be Selected)</b>	
<b>Group F (Any One to be Selected)</b>	
F.1	Logistics and Supply Chain Management
F.2	Organizational Behaviour
<b>Group G (Any One to be Selected)</b>	
G.1	Cargo Management - Dangerous Goods
G.2	Finance and Insurance in Aviation

### Notes:

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Tutorial is equal to 2 Hours of Teaching.
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching.
- Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e. 20 or less than 20 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e. more than 20 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

### Acronyms Expanded:

- AECC Ability Enhancement Compulsory Course
- DSC Discipline Specific Core Course
- SEC-SB/VB Skill Enhancement Course-Skill Based/Value Based
- OEC Open Elective Course
- DSE Discipline Specific Elective
- SEE Semester End Examination
- CIE Continuous Internal Evaluation
- L+T+P Lecture + Tutorial + Practical(s)

**Name of the Program: Bachelor of Business Administration in Aviation Management– BBA (AM)**

**Course Code: BBAAM.1.1**

**Name of the Course: INTRODUCTION TO AVIATION INDUSTRY**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Aviation Industry and their functions.		
b) The ability to explain Airline Profitability, Characteristics of Passenger airlines		
c) The ability to create organization structures scientifically in a systematic way.		
d) The ability to explain the Airports and its services.		
e) The ability to understand the Air Safety and Security.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO AIRLINE INDUSTRY</b>		<b>14</b>
Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators.		
<b>Module No. 2: CHARACTERISTICS OF AVIATION INDUSTRY</b>		<b>12</b>
Airline Profitability – Aviation as Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics.		
<b>Module No. 3: ORGANISATIONAL STRUCTURE OF AVIATION INDUSTRY</b>		<b>14</b>
Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture.		
<b>Module No. 4: AIRPORTS AND IT'S SERVICES</b>		<b>15</b>
Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft.		
<b>Module No. 5: SAFETY AND SECURITY</b>		<b>15</b>
Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Draft Organization structure with special reference to Aviation Industry.		
3. Visit to Airport and report on the same needs to be recorded by the student in the Skill Development Book.		
<b>Text Books for Reference:</b>		
1. Dr Sumeet Suseelan, “ <i>Introduction to Airline Industry</i> ”, Himalaya Publishing House.		
2. Andreas Wald, Christoph Fay and Ronald Gleich (editors), “ <i>Introduction to Aviation Management</i> ”		
3. AEROSPACE: The Journey of Flight, 2 <sup>nd</sup> Edition		

**Course Code: BBAAM.1.2**

**Name of the Course: MANAGEMENT PRINCIPLES & PRACTICE**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work, etc		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of business management, principles and function of management.		
b) The ability to explain the process of planning and decision making.		
c) The ability to create organization structures based on authority, task and responsibilities.		
d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.		
e) The ability to understand the requirement of good control system and control techniques.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1:INTRODUCTION TO MANAGEMENT</b>		<b>14</b>
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
<b>Module No. 2: PLANNING AND DECISION MAKING</b>		<b>12</b>
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).		
<b>Module No. 3: ORGANIZING AND STAFFING</b>		<b>14</b>
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.		
<b>Module No. 4: DIRECTING AND COMMUNICATING</b>		<b>15</b>
Meaning and Nature of Direction, Principles of Direction; Communication – Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories –Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
<b>Module No. 5: COORDINATING AND CONTROLLING</b>		<b>15</b>
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Draft different types of Organization structure.		
3. Draft Control charts.		
<b>Text Books for Reference:</b>		
1. Stephen P. Robbins, Management, Pearson		
2. Koontz and O’Donnell, Management, McGraw Hill.		
3. L M Prasad, Principles of management, Sultan Chand and Sons		
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25		
5. T. Ramaswamy: Principles of Management, HPH.		

**Course Code: BBAAM.1.3**

**Name of the Course: FUNDAMENTALS OF BUSINESS ACCOUNTING**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, and problem solving.</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) Understand the framework of accounting as well accounting standards.		
b) The Ability to pass journal entries and prepare ledger accounts		
c) The Ability to prepare subsidiaries books		
d) The Ability to prepare trial balance and final accounts of proprietary concern.		
e) Construct final accounts through application of tally		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING</b>		<b>12</b>
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting –Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.		
<b>Module No. 2: ACCOUNTING PROCESS</b>		<b>16</b>
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
<b>Module No. 3: SUBSIDIARY BOOKS</b>		<b>14</b>
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book).		
<b>Module No. 4:FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>		<b>16</b>
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with simple adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.		
<b>Module No. 5: COMPUTERIZED ACCOUNTING</b>		<b>12</b>
Meaning features, introduction to tally, creation and alteration of company, groups and ledger accounts, generation of trial balance and financial statements. Accounting with using tally – inventory creating stock group-stock categories- units of measures, godown and stock items, entering opening stock quantity and amount, tally voucher(accounting and inventory)-creating new voucher type		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Briefly explain accounting concepts and conventions.		
2. Collect the financial statement of a proprietary concern and record it.		
3. Write the Steps in Tally for Groups, Ledgers, writing voucher, different types of voucher, voucher entry.		
<b>Text Books for Reference:</b>		
1. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication		
2. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication		
3. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand		
4. M.C. Shukla and Goyel, Advanced Accounting, S Chand.		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.2.1**

**Name of the Course: AVIATION LAW & MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Law Aviation Industry.		
b) The ability to explain various laws governing Aviation Industry.		
c) The ability to create various drafts as per the applicable laws.		
d) The ability to explain the various Conventions.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: AVIATION ORGANIZATIONS</b>		<b>14</b>
International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, ANSO).		
<b>Module No. 2: CIVIL AVIATION AUTHORITIES</b>		<b>12</b>
Role & functions of civil Aviation Authorities CAA organization, International relations, Indian scenario - Ministry of Civil aviation, Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness, Airport Economic Regulatory Authority (AERA)		
<b>Module No. 3: THE CHICAGO CONVENTION</b>		<b>14</b>
The Chicago convention, 1944 freedom and sovereignty, scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation, liability of carrier under war saw system. Warsaw convention, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Montreal convention 1999.		
<b>Module No. 4: NATIONAL CONVENTION</b>		<b>15</b>
Civil Aviation Requirement (CARs) section I to II (brief introduction) Aircraft (security) rules, 2011, 2003 carriage of dangerous goods, aircraft (investigation of accidents and incidents), rules 2012		
<b>Module No. 5: ICAO INTERNATIONAL CONVENTIONS</b>		<b>15</b>
Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970, Montreal convention 1971, Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Draft Organization structure with special reference to Aviation Industry.		
3. Visit to Airport and report on the same needs to be recorded by the student in the Skill Development Book.		
<b>Text Books for Reference:</b>		
1. Aviation law – Philip H		
2. Tourism : The International Business – Mill R C		
3. Airline Management – Page S J		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.2.2**

**Name of the Course: BUSINESS COMMUNICATION – I**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand the process of communication.		
b) The ability to explain various barriers of communication.		
c) The ability to make effective business correspondence.		
d) The ability to develop effective writing skills.		
e) The ability to develop effective Oral Communication.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1:INTRODUCTION TO COMMUNICATION</b>		<b>14</b>
Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication Channels and Objectives of Communication: Channels: Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: To give: Information, Advice, Order and Instruction, Motivation, Education, Warning, and to Persuade and Boost the Morale (A brief introduction to these objectives to be given)		
<b>Module No. 2: BUSINESS COMMUNICATION:</b>		<b>12</b>
Methods, Modes and Barriers Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquettes Modes: Telephonic and Mobile Communication, E-communication and Video Conferencing Barriers: Physical / Semantic / Linguistic / Socio-Cultural / Psychological Ways to Overcome the Barriers		
<b>Module No. 3: BASICS OF BUSINESS CORRESPONDENCE</b>		<b>14</b>
Theory of Business Letter Writing: Parts, Structure, Layouts — Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing Personnel Correspondence: Statement of Purpose, Acceptance Letter, Letter of Appointment, Promotion and Termination, Letter of Recommendation		
<b>Module No. 4: WRITING SKILLS</b>		<b>14</b>
Composition: Writing Skills: Composition: Developing an idea, using appropriate linking devices, Cohesive devices etc. Interpretation of technical data, Composition on a given situation, Writing a short informal report etc		
<b>Module No. 5: ORAL COMMUNICATION</b>		<b>16</b>
Spoken skills conducting presentation, oral presentation, Debates, Speeches, Interview, Group Discussion, Pronunciation, Building Vocabulary		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Listening Comprehension and the same needs to be recorded by the student in the Skill Development Book.		
2. Drafting a Resume by the student in the Skill Development Book.		
3. Interpretation of technical data and the same needs to be recorded by the student in the Skill Development Book.		
<b>Text Books for Reference:</b>		
1. Courtland L Bovee J. V. Thill Mukesh Chaturvedi: “Business Communication Today” 15 <sup>th</sup> Edition, Pearson Publication.		
2. Asha Kaul: “Business Communication Second Edition”, PHI Learning Private Limited.		
3. Matthukutty Monippally: “Business Communication Strategies”, McGraw Hill Education India		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.2.3**

**Name of the Course: HUMAN RESOURCE MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies, etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Human Resource Management.		
b) The ability to explain Human Resource Planning.		
c) The ability to create Job – Analysis and Design.		
d) The ability to explain the various methods of recruitment.		
e) The ability to understand the process of Selection.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1:INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</b>		<b>14</b>
Meaning and Definition; Differences between Personnel Management and HRM; objectives; scope; functions; Evolution and Development of HRM- trade union movement era; social responsibility era; Human relations Era; Behavioural Science Era; systems approach era contingency approach era. HRM in India- an overview		
<b>Module No. 2: HUMAN RESOURCE PLANNING</b>		<b>12</b>
Definition, Man-power Planning vis-à-vis HR planning, objectives of HRP; Need for and Importance of HRP- Human Resource Planning process; Human Resource information system, Barriers to HRP		
<b>Module No. 3: JOB-ANALYSIS AND DESIGN</b>		<b>14</b>
Job analysis- job description- job specification, job evaluation- uses of job analysis, process of Job Analysis- methods of data collection, concept of Job Design, factors affecting job design; Techniques of job Analysis-work simplification, job rotation, Job enrichment, Job Enlargement-ways to enrich job.		
<b>Module No. 4: RECRUITMENT</b>		<b>15</b>
Meaning and definition; factors affecting recruitment-internal and external sources of recruitment-internal and external sources- evaluation of internal and external sources; recruitment process; Recruitment practices in India –an overview- Methods of Recruitment-direct, indirect and third party method.		
<b>Module No. 5:SELECTION</b>		<b>15</b>
Meaning and definition, differences between recruitment and Selection, Need for scientific selection, Selection process- preliminary interview, application blanks, Selection tests, Types of tests- ability tests, Aptitude tests, Achievement tests, Intelligence tests, Personality tests- interviews objectives, Types, Final selection, Induction, meaning objectives, Phases of induction		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Interview an HR of any organization and bring out the gap between classroom learning and HR as a profession and write a report on the same in Skill Development Record.		
2. Briefly explain the process of Recruitment.		
3. Briefly explain the process of Selection.		
<b>Text Books for Reference:</b>		
1. Aswathappa, K. (2017). Human Resource Management, 8th Edition. McGraw Hill.		
2. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P.M. (2015). Fundamentals of Human Resource Management, 3rd Edition. India Edition, McGraw Hill. 2		



**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.3.1**

**Name of the Course: Airport Operations**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc...</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
f) The ability to understand concepts of airport operation.		
g) The ability to understand concepts of the aviation business.		
h) The ability to explain Entire Aviation Geography.		
i) The ability to understand the Airport structures & Operation.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Aviation Industry Standard</b>		<b>14</b>
Aviation History – Principles of Aviation – Impact of Aviation in World Wars - Aviation Organization – Conventions.		
<b>Module No. 2: Airport</b>		<b>12</b>
Airport - Types of Airport – Classifications – Airport Structures – Domestic Airport – International Airport – Regional Airport – Floating Airport – Water Airport – Heliport.		
<b>Module No. 3: Airport Business</b>		<b>14</b>
Airport Customer – Types of Customers – Airport Costs – Airport Revenues – Economic Benefits.		
<b>Module No. 4: Aviation Geography</b>		<b>15</b>
Earth – Seasons – Equinox – Solstice – IATA traffic Conference Areas – Countries & Capitals – Open Sky Policy – Travel Documents Handling – Economic and Physical Geography Heat Zones – Latitude – Longitude – Planning Itineraries by Air – Time Zones & Elapsed Transportation time – IATA TC areas – Time Calculation.		
<b>Module No. 5: Airport Structures &amp; Operations</b>		<b>15</b>
Traffic control – Air traffic services – Runway – Types of Runway – Declared Distances – Airport Signs, Markings & Lightings – Ramp Services – Fuelling – Ground Support Equipment's – Aircraft Load Planning – Weight & Balance.		
<b>Skill Developments Activities: (Any two among three)</b>		
4. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
5. Visit to Airport and report on the s Airport structures & Operation same needs to be recorded by the student in the Skill Development Book.		
6. Prepare a basic business plan of Airport Business, in the Skill Development Book.		
<b>Books for Reference:</b>		
1. Airport Design and Operations, Antonin Kazda, Emerald Group Publishing, 2007.		
2. Introduction to airport operations, IATA, 2011.		
3. Airport Operations, Norman J Ashford, McGraw-Hill education, 2012.		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.3.2**

**Name of the Course: Air Ticketing and Marketing – I**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Marketing Environments of Aviation Industry.		
b) The ability to explain various marketing theories pertaining to Aviation Industry.		
c) The ability of analysing the products under airline market in a scientifically way.		
d) The ability to explain the various codes, inflight service etc... pertaining to Air Transport.		
e) The ability to understand the concept of Airfares and Ticketing		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO AIRLINE MARKETING</b>		<b>14</b>
Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management.		
<b>Module No. 2: AIRLINE MARKET AND PERFORMANCE</b>		<b>12</b>
Customer Definition, Apparent & True Needs, Customer in Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTEL Analysis, Building Customer Satisfaction.		
<b>Module No. 3: PRODUCT ANALYSIS IN AIRLINE MARKETING</b>		<b>14</b>
Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy.		
<b>Module No. 4: AIR TRANSPORT</b>		<b>15</b>
Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.		
<b>Module No. 5: AIRFARES &amp; TICKETING – I</b>		<b>15</b>
Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Draft Product Life Cycle in Aviation Industry, in the Skill Development Book.		
3. Prepare a proposal of Airfares for any one destination of your choice using various stagey, in the Skill Development Book.		
<b>Books for Reference:</b>		
1. Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition, 2007.		
2. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association		
3. Jagmohan Negi - Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004		
4. Jagmohan Negi - International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004		
5. Mohinder Chand - Travel Agency Management - An Introductory Text, 2nd		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.3.3**

**Name of the Course: Business Communication – II**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc...</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to develop various Greeting and Salutation styles.		
b) The ability to prepare various business reports.		
c) The ability to inculcate various skills of communication viz... body language, Gestures.		
d) The ability to prepare various Inter Departmental Communication.		
e) The gain knowledge Modern Office Communication.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Greeting and Salutation</b>		<b>14</b>
Self-Introduction, Greetings, Making Request and Responding To Request Business interaction- Various situation in business world, Interviews, conducting interviews, Meeting-notice, agenda, minutes and drafting resolutions.		
<b>Module No. 2: Written Communication</b>		<b>12</b>
Report Writing – What is report, Importance of Reports, Types of reports, Characteristic of good report selecting suitable types of reports.		
<b>Module No. 3: Business Manners</b>		<b>14</b>
Body Language, Gestures, Dialogues Skill, Feedback Skill, Telephone Dialogue, Telephone Etiquette and Participating In Business Meeting.		
<b>Module No. 4: Inter Departmental Communication</b>		<b>14</b>
Internal memo, office circulars, orders, notes, communication with branch office and regional office. Basic Writing Skill Punctuation, Words often frequently misspells, Words- multiple meaning, Single word for group of word, Synonyms and Antonyms, Idioms and phrases.		
<b>Module No. 5: Modern Office Communication</b>		<b>16</b>
Electronic communication, Telephone, Tele-conferencing, answering machines, Email, voice mail, Fax-Internet, Audio-Visual aids etc.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Need to view various Greeting and Salutation videos through ICT Mode and a report on the same needs to be recorded by the student in the Skill Development Book.		
2. Drafting a Business Correspondence by the student in the Skill Development Book.		
3. A comparative statement between tradition office communication vs modern office communication to be drafted by the student in the Skill Development Book.		
<b>Books for Reference:</b>		
1. Courtland L Bovee J. V. Thill Mukesh Chaturvedi: “Business Communication Today” 15 <sup>th</sup> Edition, Pearson Publication.		
2. Asha Kaul: “Business Communication Second Edition”, PHI Learning Private Limited.		
3. Matthukutty Monippally: “Business Communication Strategies”, McGraw Hill Education India.		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.4.1**

**Name of the Course: Air Cargo Management**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc...</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Logistics in Aviation Industry.		
b) The ability to interpret Deregulation and Government Rule pertaining to Air Cargo.		
c) The ability to understand Global Environment & Strategy pertaining to Air Cargo.		
d) The ability to explain the Operations and Industry Regulations of Air Cargo.		
e) The ability to Handle Air Cargo including managing emergencies.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Concept of Logistics</b>		<b>14</b>
Introduction – Components, Advantage & Growth-Logistics in Global Organization – Marketing and Logistics Channel – Environmental and Marketing Issue – Inventory Management – Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT.		
<b>Module No. 2: Transport System Model and Warehousing</b>		<b>12</b>
Deregulation and Government Rule – Transport Security – Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing – Trend in Material Handling – Inbound Logistics and Purchasing.		
<b>Module No. 3: Global Environment &amp; Strategy</b>		<b>14</b>
Global Supply Chain – International Documentation- Strategy Formulation & Implementation – Quality Concept & TQM – Improving Logistics Performance.		
<b>Module No. 4: Air Cargo Concepts</b>		<b>15</b>
Introduction – Operations and Industry Regulations – Service Function, Organization and Liability – SLI, Types erof cargo-Handling of Perishable, Valuable Cargo and Special Cargo – Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement – Airway Bill, Function, Purpose and Validation.		
<b>Module No. 5: Handling Facilities</b>		<b>15</b>
Airport Cargo Activity & Cargo Zone – Aircraft Handling with Cargo – Cargo Terminals and Facilities – Emerging trend in Cargo & Cargo Carriers.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Prepare entire Air Cargo flow right from booking till delivery, in the Skill Development Book.		
3. List out the prohibited items in Air Cargo and justify such prohibition, in the Skill Development Book.		
<b>Books for Reference:</b>		
1. Aviation Logistics: The Dynamic Partnership of Air Freight and Supply Chain, Michael Sales, Kogan page, 2016.		
2. The Air Logistics Handbook: Air Freight and the Global Supply Chain, Michael Sales, Routledge Publications, 2013.		
3. Air Cargo Management: Air Freight and the Global Supply Chain, Michael Sales, Routedge Publications, 2016.		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.4.2**

**Name of the Course: Air Ticketing and Marketing – II**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc...</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand Market Research pertaining to Aviation Industry.		
b) The ability to evaluate impact of Information Technology in Marketing Decisions.		
c) The ability to understand Airfares & Ticketing at global level.		
d) The ability to draft independently tour programme information for marketing.		
e) The ability to under various components of Travel Formalities in Aviation sector.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: MARKET RESEARCH</b>		<b>14</b>
Types, process, tools and techniques, application of marketing research, advertising techniques, brand preferences, customer satisfaction, customer perception, distribution, relationship marketing, competitor analysis, preparation of marketing research report.		
<b>Module No. 2: IMPACT OF INFORMATION TECHNOLOGY ON MARKETING DECISIONS</b>		<b>12</b>
Online marketing, web based marketing programmes, emerging trends and challenges to airline marketers, sample case studies.		
<b>Module No. 3: AIRFARES &amp; TICKETING – II</b>		<b>14</b>
Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares.		
<b>Module No. 4: TOUR PROGRAMMES</b>		<b>15</b>
Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures.		
<b>Module No. 5: TRAVEL FORMALITIES</b>		<b>15</b>
The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Prepare in the Skill Development Book an Aviation Tour Programme dully consisting all the entire procedure and applicable terms and conditions.		
3. List out the various possible consequence of Negligence and possible remedies for such negligence with special reference to aviation travel formalities, in the Skill Development Book.		
<b>Books for Reference:</b>		
1. Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition, 2007.		
2. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association		
3. Jagmohan Negi - Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004		
4. Jagmohan Negi - International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004		
5. Mohinder Chand - Travel Agency Management - An Introductory Text, 2nd		

**Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**

**Course Code: BBAAM.4.3**

**Name of the Course: Marketing Management**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs</b>	<b>70 Hrs</b>
<b>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc</b>		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
a) The ability to understand concepts of Marketing.		
b) The ability to explain the various concept of pertaining to Product and Service.		
c) The ability to explain the various Promotion Mix.		
d) The ability to understand the marketing research process.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MARKETING</b>		<b>14</b>
Meaning, Definition of Market, Differences between Market and Marketing, Marketing Mix, Scope of Marketing, Marketing Environment.		
<b>Module No. 2: PRODUCT</b>		<b>12</b>
Meaning, Product Classifications, Stages of New Product Development, Product Life Cycle, Product Attributes, Product Differentiation, Branding, Packaging and Labelling (meaning Only).		
<b>Module No. 3: SERVICE</b>		<b>14</b>
Concepts of service Marketing, Differences between product marketing and service marketing, Nature of and Characteristics of Services, Service marketing mix, Pricing of Services.		
<b>Module No. 4: MARKETING COMMUNICATION MIX</b>		<b>15</b>
Promotion Mix – Meaning, Types, Elements in communication process, Steps in developing effective communication.		
<b>Module No. 5: MARKETING RESEARCH</b>		<b>15</b>
Meaning, Definition, Importance, Marketing Research Process, Marketing Information Systems: Meaning, Definition, Types: Internal Records and Market Intelligence.		
<b>Skill Developments Activities: (Any two among three)</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Prepare in the Skill Development Book a product life cycle and dully explain the same.		
3. Prepare in the Skill Development Book Marketing Research Process and dully explain the same.		
<b>Books for Reference:</b>		
1. Philip Kotler: Marketing management (Milleniumeditdion), prentice hall of India P (ltd), New Delhi 2001.		
2. Boyd Walker, Marketing Management, McGraw Hill, 2002		
3. Keith Flether, Marketing Management and Information Technology Prentice Hall, 2001.		

**Prof S J Manjunath**  
**CHAIRMAN**

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