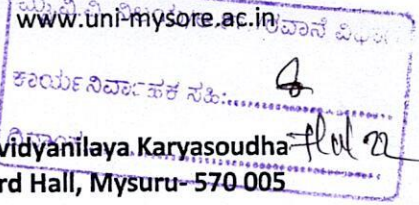


Tel. No.: 2419700/2419567
Fax: 0821-2419363/2419301



Email: registrar@uni-mysore.ac.in



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

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

No.: PMEB-1/Spl./29(5)/2021-22

Date: 04-11-2022

NOTIFICATION

Sub.: Syllabus and Examination pattern of **BBA (Aviation Management)** course under Specialized Programmes from the academic year 2022-23-reg.

Ref.: 1. Decision of the BOS Meeting held on 30-05-2022.

2. Decision of the Faculty of Commerce meeting held on 07-09-2022.

3. Decision of the Academic Council meeting held on 23-09-2022.

4. This office Notification of even no. dated 17-10-2022.

The Board of Studies in **BBA (Aviation Management) (UG)** at its meeting held on 30-05-2022 has recommended approve the 1st year Syllabus of **BBA (Aviation Management)** course in University of Mysore under specialized/specified programs from the academic year 2022-23 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively, have also approved the above said 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/>.

The earlier notification under ref. (4) issued in this regard is withdrawn.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
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.

[Signature]
REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005

30th May, 2022

To

The Registrar
University of Mysore
Mysuru – 570 005

Sir,

Subject: Proceedings of the meeting of the BoS – Specialised UG Programme BBA (Aviation Management) held on 30th May, 2022

Reference:

1. Notification of Constitution of BoS in Aviation Management (UG) vide notification No: UA2/20/2013 – 2014 dated 27.04.2022.
2. UoM Circular No UA2/379/2016 – 2017 dated 17th May, 2022, regarding conducting of BoS Meeting as per New National Education Policy NEP – 2020


*** **


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 30th May, 2022 along with the soft copy.

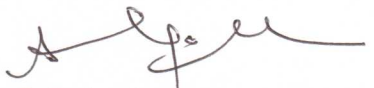
Please do the needful and oblige


Thanking you

Yours sincerely

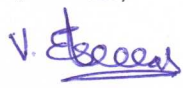

1. Prof S J Manjunath
(Chairman)


2. Prof. Anand B
(Member)


3. Dr Amulya M
(Member)


4. Dr. C J Priya
(Member)


5. Mr Milton Gerald Huggins
(Member)


6. Mr Eshwar V
(Member)

COPIES TO:

1. The Director – PMEBC, University of Mysore, Mysuru.

**Proceedings of the meeting of Board of Studies (UG)
in
BBA (Aviation Management) – Specialised Programme
(Held on Monday, 30th May 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. As per the UoM Circular vide No UA2/379/2016 – 2017 dated 17th May, 2022, Regulations for 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 regulation was approved considering the suitable recommendations.
2. As per the UoM Circular vide No UA2/379/2016 – 2017 dated 17th May, 2022, Syllabus of I Semester and II 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 I Semester and II Semester of the said programme were approved considering the suitable recommendations.
3. Members suggested that the Panel of examiners and the board of examiners and the same is proposed.
4. The board approved the panel of examiners for the year 2022 – 23 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)



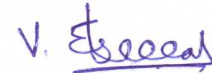
3. Dr Amulya M
(Member)



4. Dr. C J Priya
(Member)



5. Mr Milton Gerald Huggins
(Member)



6. Mr Eshwar V
(Member)

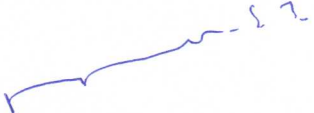

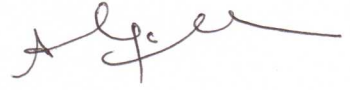
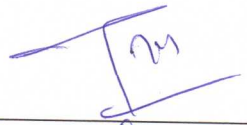
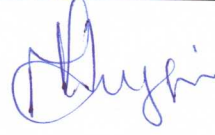

HINDUSTAN COLLEGE

(Affiliated to University of Mysore)
(Hindustan Group of Institutions)
J P Nagar, Mysuru - 570 031

BBA (AVIATION MANAGEMENT)

BOS MEETING - 30th May, 2022

BOS MEMBER LIST

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

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



The University of Mysore

UNIVERSITY OF MYSORE

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

TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2022 – 23, *Applicable to those students taking admission to First semester BBA (Aviation Management) from Academic Year 2022 – 23*

I. OBJECTIVES:

1. To develop the skills required for the application of business concepts and techniques learned in the classroom 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.

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 and execute the exit option from the programme, will be awarded Certificate in Business Administration in Aviation Management.
- b. The students who successfully complete TWO YEARS i.e. Four Semesters and execute the exit option from the programme, will be awarded 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 Bachelors 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 Examination.
- d. Minimum requirement of 75% of attendance shall not be applicable in case of self study language course.

VI. TEACHING AND EVALUATION

Maori 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 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 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:

Sl No	Parameters For The Evaluation	Marks
Continuous Internal Evaluation (CIE)		
1	Continuous & Comprehensive Evaluation (CCE) – (A) 20 Marks	20 Marks
2	Internal Assessment Tests (IAT) –(B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE) – (C)	60 Marks
	Total of CIE and SEE (A + B + C)	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 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/ Quize
 - 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.

PATTERN OF QUESTION PAPER

TIME : 3 HOURS

MARKS: 60

PART - A

Answer any FIVE of the following questions. Each question carries 2 marks.

(5x2= 10)

1.
2.
3.
4.
5.
6.
7.

PART - B

Answer any TWO of the following questions. Each question carries 10 Marks.

(2x10 =20)

8.
9.
10.
11.

PART - C

Answer any TWO of the following questions. Each question carries 15 Marks

(2x15=30)

12.
13.
14.
15.

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 frame work and the question paper pattern for SEE is presented below for 60 marks.

Internal Assessment Test		
Course Code:	Name of the Course:	
Duration: 1 Hour	Total Marks: 30	
<u>PART-A</u>		
Answer any one of the following questions. 5 marks		(1x 5 = 5)
1.-----		
2.-----		
<u>PART- B</u>		
Answer any one of the following questions. 10 marks		(1x 10 = 10)
3.-----		
4.-----		
<u>SECTION- C</u>		
Answer any one of the following questions. 15 marks		(1x 15 = 15)
5.-----		
6.-----		

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 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 obtained 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 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 of University of Mysore, Mysuru.

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

X. 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.

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

Semester	Discipline Specific Course (DSC)			Discipline Specific Elective (DSE) or Open			Ability Enhancement Compulsory Course (AECC) - Languages						Skill Enhancement Courses (SEC)						Total Credits				
	L+T+P		Credits	L+T+P		Credits	L+T+P		Credits	L+T+P		Credits	Skill Based		Credits	Value Based		Credits					
	L	T		P	L		T	P		L	T		P	L		T	P			Skill Based	Value Based		
FIRST	BBA - AM DSC - 1	3	1	4	4	OE - 1	L - 1	2	1	3	Environmental Studies	2	0	0	2	Yoga/ Sports	1	0	1	Health and Wellness OR NCC/NSS/R&R(S&G)/C ultural	1	25	
	BBA - AM DSC - 2	3	1	4	L - 2 (4 Hrs Each)		2	1	1	3		2	0	0	1		0	0	1		0		1
	BBA - AM DSC - 3	3	1	4	L - 1		2	1	3	2		0	0	2	0		0	1	0		0		1
SECOND	BBA - AM DSC - 4	3	1	4	OE - 1	L - 1	2	1	3	Environmental Studies	2	0	0	2	Yoga/ Sports	1	0	1	Health and Wellness OR NCC/NSS/R&R(S&G)/C ultural	1	25		
	BBA - AM DSC - 5	3	1	4		L - 2 (4 Hrs Each)	2	1	1		3	2	0	0		1	0	0		1		0	1
	BBA - AM DSC - 6	3	1	4		L - 1	2	1	3		2	0	0	2		0	0	1		0		0	1

EXIT OPTION WITH CERTIFICATE

Note:

- As AECC, SEC - SB, SEC - YB, Vocations Courses of this programme i.e. BBA AM being common with regular BBA Programme 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 by the respective board(s), same shall be applicable to this programme i.e. BBA Aviation Management
- 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.

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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

Semester I								
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	Language – I	AECC	3+1+0	60	40	100	3
2	Lang 1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBAAM.1.1	Introduction to Aviation Industry	DSC	3+2+0	60	40	100	4
4	BBAAM.1.2	Management Principles and Practice	DSC	3+2+0	60	40	100	4
5	BBAAM.1.3	Fundamentals of Business Accounting	DSC	3+2+0	60	40	100	4
6	BBAAM.1.4	Digital Fluency	SEC - SB	1+0+1	25	25	50	2
		OR		2+0+0	30	20	50	
		Environmental Studies						
7	BBAAM.1.5	Yoga	SEC - VB	0+0+1	25	25	25	1
		OR						
		Sports						
8	BBAAM.1.6	Health and Wellness	SEC - VB	0+0+1	25	25	25	1
		OR						
		NCC/NSS/Cultural/R&R						
9	BBAAM.1.7	Office Organisation and Management	OEC	3+0+0	60	40	100	3
SUB – TOTAL (A)								25
Semester II								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
8	Lang 2.1	Language – I	AECC	3+1+0	60	40	100	3
9	Lang 2.2	Language – II	AECC	3+1+0	60	40	100	3
10	BBAAM.2.1	Aviation Law & Management	DSC	3+2+0	60	40	100	4
11	BBAAM.2.2	Business Communication – I	DSC	3+2+0	60	40	100	4
12	BBAAM.2.3	Human Resource Management	DSC	3+2+0	60	40	100	4
13	BBAAM.2.4	Digital Fluency	SEC - VB	1+0+1	25	25	50	2
		OR		2+0+0	30	20	50	
		Environmental Studies						
14	BBAAM.2.5	Yoga	SEC - VB	0+0+1	25	25	25	1
		OR						
		Sports						
15	BBAAM.2.6	Health and Wellness	AECC	0+0+1	25	25	25	1
		OR						
		NCC/NSS/Cultural/R&R						
16	BBAAM.2.7	Retail Management	OEC	3+0+0	60	40	100	3
SUB – TOTAL (B)								25
GRAND TOTAL FOR CERTIFICATION								50

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems

Note:

1. Students, who opt for "DIGITAL FLUENCY" in First Semester, will study "ENVIRONMENTAL STUDIES" in the second Semester and Vice – Versa.
2. Students, who opt for "YOGA" in First Semester, will study "SPORTS" in the second Semester and Vice – Versa.
3. Students, who opt for "HEALTH AND WELLNESS" in First Semester, will study "NCC/NSS/CULTURAL/R&R" in the second Semester and Vice – Versa.

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
16	Lang 3.1	Language – I	AECC	3+1+0	60	40	100	3
17	Lang 3.2	Language – II	AECC	3+1+0	60	40	100	3
18	BBAAM.3.1	Airport Operations	DSC	3+2+0	60	40	100	4
19	BBAAM.3.2	Air Ticketing and Marketing – I	DSC	3+2+0	60	40	100	4
20	BBAAM.3.3	Business Communication – II	DSC	3+2+0	60	40	100	4
21	BBAAM.3.4	Artificial Intelligence/Critical Thinking and Problem Solving	SEC - SB	1+0+2	25	25	50	2
22	BBAAM.3.5	Human Resource Accounting	OEC	3+0+0	60	40	100	3
SUB – TOTAL (C)								23
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
23	Lang 4.1	Language – I	AECC	3+1+0	60	40	100	3
24	Lang 4.2	Language – II	AECC	3+1+0	60	40	100	3
25	BBAAM.4.1	Air Cargo Management	DSC	3+2+0	60	40	100	4
26	BBAAM.4.2	Air Ticketing and Marketing – II	DSC	3+2+0	60	40	100	4
27	BBAAM.4.3	Marketing Management	DSC	3+2+0	60	40	100	4
28	BBAAM.4.5	Constitution of India	AECC	2+0+0	30	20	50	2
29	BBAAM.4.6	Social Media Marketing	OEC	3+0+0	60	40	100	3
SUB – TOTAL (D)								23
GRAND TOTAL FOR DIPLOMA								96

EXIT OPTION WITH DIPLOMA – with ability to solve broadly defined problems

Note: The Courses mentioned above for III Semester and IV 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 V								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
30	BBAAM.5.1	Air Travel Management	DSC	3+2+0	60	40	100	4
31	BBAAM.5.2	Airport Safety & Security Management	DSC	3+2+0	60	40	100	4
32	BBAAM.5.3	Elective Anyone from Group A	DSE	3+2+0	60	40	100	4
33	BBAAM.5.4	Elective Anyone from Group B	DSE	3+2+0	60	40	100	4
34	BBAAM.5.5	Information Technology for Managers	Vocational – 1	3+0+2	50	50	100	4
35	BBAAM.5.6	Cyber Security	SEC – VB	1+0+2	25	25	50	2
SUB – TOTAL (E)								22
Semester VI								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
36	BBAAM.6.1	Airline Advertising & Sales Promotion	DSC	3+2+0	60	40	100	4
37	BBAAM.6.2	Airline Customer Service	DSC	3+2+0	60	40	100	4
38	BBAAM.6.3	Elective Anyone from Group C	DSE	3+2+0	60	40	100	4
39	BBAAM.6.4	Elective Anyone from Group D	DSE	3+2+0	60	40	100	4
40	BBAAM.6.5	Goods and Services Tax (GST)	Vocational – 2	3+2+0	60	40	100	4
41	BBAAM.6.6	Professional Communication	SEC – SB	2+0+0	30	20	50	2
SUB – TOTAL (F)								22
GRAND TOTAL FOR BACHELOR DEGREE								140

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
42	BBAAM.7.1	Air Regulation	DSC	3+2+0	60	40	100	4
43	BBAAM.7.2	Cost and Management Accounting	DSC	3+2+0	60	40	100	4
44	BBAAM.7.3	Business Ethics	DSC	3+2+0	60	40	100	4
45	BBAAM.7.4	E - Commerce	DSC	3+0+0	60	40	100	3
46	BBAAM.7.5	Application of Book Keeping Software (Tally)	Vocational – 3	2+0+2	50	50	100	3
47	BBAAM.7.6	Elective Anyone from Group E	DSE	3+2+0	60	40	100	4
SUB – TOTAL (G)								22
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
48	BBAAM.8.1	Cabin Crew Management	DSC	3+2+0	60	40	100	4
49	BBAAM.8.2	Corporate Governance	DSC	3+2+0	60	40	100	4
50	BBAAM.8.3	Business Research Methodology	DSC	3+2+0	60	40	100	4
51	BBAAM.8.4	Digital Marketing	Vocational – 4	2+0+2	50	50	100	3
52	BBAAM.8.5	Research Projects/ Internship with Viva - Voce	DSC	-	100 + Viva	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*
SUB – TOTAL (H)								21
GRAND TOTAL FOR – HONOURS								183
* 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

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

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 1Credit.
- 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 1Hour of Teaching, however, whenever it is conducted for the entire class (i.e. more than 20students) 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

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO AIRLINE INDUSTRY		14
Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators.		
Module No. 2: CHARACTERISTICS OF AVIATION INDUSTRY		12
Airline Profitability – Aviation as Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics.		
Module No. 3: ORGANISATIONAL STRUCTURE OF AVIATION INDUSTRY		14
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.		
Module No. 4: AIRPORTS AND IT'S SERVICES		15
Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft.		
Module No. 5: SAFETY AND SECURITY		15
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.		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
1. Dr Sumeet Suseelan, “Introduction to Airline Industry”, Himalaya Publishing House.		
2. Andreas Wald, Christoph Fay and Ronald Gleich (editors), “Introduction to Aviation Management”		
3. AEROSPACE: The Journey of Flight, 2 nd Edition		

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

Course Code: BBAAM.1.2

Name of the Course: MANAGEMENT PRINCIPLES & PRACTICE

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work, etc		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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.		
Syllabus:		Hours
Module No. 1:INTRODUCTION TO MANAGEMENT		14
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.		
Module No. 2: PLANNING AND DECISION MAKING		12
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).		
Module No. 3: ORGANIZING AND STAFFING		14
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.		
Module No. 4: DIRECTING AND COMMUNICATING		15
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.		
Module No. 5: COORDINATING AND CONTROLLING		15
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.		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
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

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING		12
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.		
Module No. 2: ACCOUNTING PROCESS		16
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.		
Module No. 3: SUBSIDIARY BOOKS		14
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).		
Module No. 4:FINAL ACCOUNTS OF PROPRIETARY CONCERN		16
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.		
Module No. 5: COMPUTERIZED ACCOUNTING		12
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		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
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 Goyal, Advanced Accounting, S Chand.		

Name of the Program: Bachelor of Business Administration in Aviation Management – BBA (AM)**Course Code: BBAAM.1.7****Name of the Course: OFFICE ORGANIZATION AND MANAGEMENT (OEC)**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy:: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation c) Ability to maintain office records d) Ability to maintain digital record. e) Understanding of different types of organisation structures and responsibilities as future office managers. 		
Syllabus:		Hours
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT		08
Introduction: Meaning, importance and functions of modern office. – Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types. – Nature of Office Services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office.– Office Management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.		
Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		07
Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space. – Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Layout Planning, Advantages of a Good Lay-out. – Types of offices: Open Office and Private Office- advantages and disadvantages.		
Module No. 3: OFFICE ENVIRONMENT:		10
Meaning and Components of Office Environment - Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings. - Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture. – Lighting and Ventilation – Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health – Safety and Security		
Module No. 4:RECORDS MANAGEMENT		10
Introduction to records: Importance of Records, types of office records – Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management – Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. – Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing meaning, equipment used, advantage and disadvantages. – Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing. – Office Manual: contents, Importance, types of office manuals. – Indexing: Meaning, importance, advantages and essentials of good indexing, type of index – Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.		
Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING		10
Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation. – Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines. – Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods. – Data presentation Methods of Presentation of Data. – Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation.		
Skill Developments Activities: (Any two among three)		
<ol style="list-style-type: none"> 1. Visit an office and enlist the different types of machines used in the office 2. Draw a data life cycle chart 3. Draw charts indicating different types of office layouts. 		
Text Books for Reference:		
<ol style="list-style-type: none"> 1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd 2. M.E Thakuram Rao, Office organisation and Management, Atlantic 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. 		

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

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies etc		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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.		
Syllabus:		Hours
Module No. 1: AVIATION ORGANIZATIONS		14
International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, ANSO).		
Module No. 2: CIVIL AVIATION AUTHORITIES		12
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)		
Module No. 3: THE CHICAGO CONVENTION		14
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.		
Module No. 4: NATIONAL CONVENTION		15
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		
Module No. 5: ICAO INTERNATIONAL CONVENTIONS		15
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.		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
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

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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.		
Syllabus:		Hours
Module No. 1:INTRODUCTION TO COMMUNICATION		14
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)		
Module No. 2: BUSINESS COMMUNICATION:		12
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		
Module No. 3: BASICS OF BUSINESS CORRESPONDENCE		14
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		
Module No. 4: WRITING SKILLS		14
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		
Module No. 5: ORAL COMMUNICATION		16
Spoken skills conducting presentation, oral presentation, Debates, Speeches, Interview, Group Discussion, Pronunciation, Building Vocabulary		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
1. Courtland L Bovee J. V. Thill Mukesh Chaturvedi: “Business Communication Today” 15 th 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

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs	70 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies, etc		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
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.		
Syllabus:		Hours
Module No. 1:INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		14
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		
Module No. 2: HUMAN RESOURCE PLANNING		12
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		
Module No. 3: JOB-ANALYSIS AND DESIGN		14
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.		
Module No. 4: RECRUITMENT		15
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.		
Module No. 5:SELECTION		15
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		
Skill Developments Activities: (Any two among three)		
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.		
Text Books for Reference:		
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.2.7

Name of the Course: RETAIL MANAGEMENT (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a) Understanding of the types and forms of Retail business.		
b) Ability to examine Consumer Behaviour in various environments.		
c) Ability to analyse various Retail operations and evaluate them.		
d) Ability to analyse various marketing mix elements in retail operations.		
e) An understanding of Information Technology in retail business		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.		
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS		08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behavior, Customer service and customer satisfaction.		
Module No. 3: RETAIL OPERATIONS		08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 4: RETAIL MARKETING MIX		14
Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives –communication effects - promotional mix.		
Module No. 5: INFORMATION TECHNOLOGY IN RETAILING		07
Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.		
Skill Developments Activities: (Any two among three)		
1. List out the major functions of a store manager diagrammatically		
2. List out the current trends in e-retailing		
3. List out the Factors Influencing in the location of a New Retail outlet		
Text Books for Reference:		
1. Suja Nair; Retail Management, HPH		
2. Karthic – Retail Management, HPH		
3. S.K. Poddar& others – Retail Management, VBH.		
4. R.S Tiwari ; Retail Management, HPH		