



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course- as per NEP 2020)**

Syllabus for BBA (Aviation Management)

(III & IV Semester)

2022-23

BBA – AVIATION

SEMESTER – I

SL NO	Course Code	Title of the Course	Category of Course	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	BBA.AV.1.1	Management Principles & Practice	DSC	4+0+0	60	40	100	4
4	BBA. AV.1.2	Fundamentals of Accounting	DSC	4+0+0	60	40	100	4
5	BBA. AV.1.3	Introduction to Aviation Industry	DSC	4+0+0	60	40	100	4
6	BBA. AV.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA. AV.1.5	Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA. AV.1.6	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA. AV.1.7	OEC: Any one a. Principles of Aviation b. Inflight services	OEC	3+0+0	60	40	100	3
Sub –Total (A)					385	315	700	25

SEMESTER – II

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	Lang.2.1	Language –I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.AV.2.1	Financial Accounting & Reporting	DSC	4+0+0	60	40	100	4
13	BBA. AV.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA. AV.2.3	Aviation Safety & Security Management	DSC	4+0+0	60	40	100	4
15	BBA. AV.2.4	Environmental Studies	AECC	3+0+0	30	20	50	2
16	BBA. AV.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA. AV.2.6	NCC/NSS/R&R(S&G) /Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA. AV.2.7	OEC: Any one: Basic Passenger management Airport Handling	OEC	3+0+0	60	40	100	3
SUB TOTAL(B)					390	310	700	25

**EXIT OPTION WITH CERTIFICATION –
WITH ABILITY TO SOLVE WELL DEFINED PROBLEMS**

SEMESTER – III

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
19	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.AV.3.1	Services Marketing for Aviation	DSC	4+0+0	60	40	100	4
22	BBA. AV.3.2	Basics of Passenger and RAMP handling	DSC	4+0+0	60	40	100	4
23	BBA. AV.3.3	Soft Skills for Aviation	DSC	4+0+0	60	40	100	4
24	BBA. AV.3.4	Financial Education and investment awareness	SEC-SB	1+0+2	30	20	50	2
25	BBA. AV.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
26	BBA. AV.3.6	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
27	BBA. AV.3.7	OEC: Any one: a. Airport operations b. Aviation Safety & Security c. Tourism Marketing Basic Dangerous goods regulation	OEC	3+0+0	60	40	100	3
SUB TOTAL (C)					390	310	700	25

SEMESTER – IV

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
28	Lang.4.1	Language -I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.AV4.1	Production and operations management	DSC	4+0+0	60	40	100	4
31	BBA.AV4.2	Aviation Law and Aircraft rules and regulations	DSC	4+0+0	60	40	100	4
32	BBA.AV4.3	Event Management	DSC	4+0+0	60	40	100	4
33	BBA.AV4.4	Constitution of India	AECC	3+0+0	30	20	50	2
34	BBA.AV4.5	Sports	SEC-VB	1+0+2	25	25	50	2
35	BBA.AV4.6	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	1+0+2	25	25	50	2
36	BBA.AV4.7	OEC: Any one: a. Air fares & Ticketing b. Airport strategic planning c. Creativity & Innovation Customer Relationship Management	OEC	3+0+0	60	40	100	3
SUB TOTAL(D)					390	310	700	25

EXIT OPTION WITH DIPLOMA – ABILITY TO SOLVE BROADLY DEFINED PROBLEMS.

SEMESTER -V

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.AV.1.1	Taxation-I	DSC	4+0+0	60	40	100	4
38	BBA. AV.5.2	Logistics and air cargo management	DSC	4+0+0	60	40	100	4
39	BBA. AV.5.3	Customer relationship management	DSC	4+0+0	60	40	100	4
40	BBA. AV.5.4	Elective Paper-1	DSE	4+0+0	60	40	100	3
40	BBA. AV.5.5	Information Technology for Aviation –I	VOC-1	3+0+0	60	40	100	3
41	BBA. AV.5.6	Cyber Security	SEC-VB	1+0+2	25	25	50	2
42	BBA. AV.5.7	Internship -1	Intern -1	1+0+2	-	50	50	2
43	BBA.AV.5.8	Sports	SEC– VB	0+0+2	-	25	25	1
44	BBA. AV.5.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (E)					325	325	650	24

SEMESTER – VI

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
45	BBA.AV.6.1	Taxation II	DSC	4+0+0	60	40	100	4
46	BBA. AV.6.2	Front office and Housekeeping Management	DSC	4+0+0	60	40	100	4
47	BBA. AV.6.3	Economics for Management	DSC	4+0+0	60	40	100	4
48	BBA. AV.6.4	Elective Paper -2 Aviation Program	DSE	4+0+0	60	40	100	3
49	BBA. AV.6.5	Information Technology for Aviation –II	VOC-2	3+0+0	60	40	100	3
51	BBA. AV.6.6	Professional Communication	SEC– SB	1+0+2	25	25	50	2
52	BBA. AV.6.7	Internship -2	Intern – 1	1+0+2	-	50	50	2
53	BBA.AV.6.8	Sports	SEC– VB	0+0+2	-	25	25	1
54	BBA. AV.6.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (F)					325	325	650	24
Grand Total (A+B+C+D+E+F)					2205	1895	4100	148

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However they can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.

SEMESTER – VII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
55	BBA.AV.7.1	GST	DSC	4+0+0	60	40	100	4
56	BBA. AV.7.2	Entrepreneurship Development for Aviation	DSC	4+0+0	60	40	100	4
57	BBA. AV.7.3	Corporate Administration	DSC	2+0+2	60	40	100	4
58	BBA. AV.7.4	Elective Paper-3	DSE	4+0+0	60	40	100	3
59	BBA. AV.7.5	Critical thinking	VOC3	1+0+2	60	40	100	3
60	BBA. AV.7.6	Research Methodology	RM-1	3+1+0	60	40	100	3
SUB TOTAL					360	240	600	21

SEMESTER – VIII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
61	BBA.AV.8.1	Strategic Management	DSC	4+0+0	60	40	100	4
62	BBA. AV.8.2	Aircraft Maintenance Management	DSC	4+0+0	60	40	100	4
63	BBA. AV.8.3	Air Fares & Ticketing	DSC	3+0+2	60	40	100	4
64	BBA. AV.8.4	Digital Marketing	VOC-4	40	60	40	100	3
65	BBA. AV.8.5	Research Projects/Internship with Viva – voce OR Two Courses	RM-2	3+1+0	120	80	200	6
65	OR BBA.AV.8.5a	Crisis Management At Airport	DSE-6*	4+0+0	60	40	100*	3*
66	BBA.AV.8.5b	First Aid Training	DSE-7*	4+0+0	60	40	100*	3*
SUB TOTAL (H)					360	240	600	21
Grand Total (A+B+C+D+E+F+G+H)					2925	2375	5300	190

*In lieu of the research Project, two additional elective papers/ Internship may be offered

Award of Bachelor of Commerce Degree with Honours, (With the completion of courses equal to a minimum of 180 credits)

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

NOTES:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

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)

Note: 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., 30 or less than 30 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 30 students)

2 Hours of Practical Class is equal to 2 Hours of Teaching.

ELECTIVE GROUPS AND COURSES

GROUP A

Dangerous Goods

Baggage Handling system

Aircraft Weight & Balance

GROUP B

Inflight Services

Catering Services

Crew Resource Management

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.1

Name of the Course: SERVICES MARKETING FOR AVIATION

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will be able to

- a) Understanding the principles of services marketing, outlined in service marketing components and classification.
- b) Enabling the importance of service marketing system buyer behavior and market segmentation.
- c) Analyzing sectoral perspective to enhancing different service sector marketing knowledge.
- d) Understanding the Aviation services to frame the marketing strategies.

SYLLABUS:

HOURS

MODULE – 1: SERVICES MARKETING – MEANING, COMPONENTS, CLASSIFICATION AND EVALUATON

10

Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services.

MODULE – 2: SERVICE MARKETING SYSTEM

12

Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees and Customers Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing

MODULE – 3: SERVICE QUALITY

12

Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services

MODULE – 4: SECTORAL PERSPECTIVE

12

Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.

MODULE – 5: AVIATION SERVICES

10

Marketing the Aviation Services — Devising of Strategies in Aviation Services marketing mix. - Recent trends in Marketing of services. - Global perspective

Skill Developments Activities:

1. Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Develop Service marketing mix for any airline/ travel agency

Text Books:

1. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd
2. Marketing Management – Philip Kotler – Pearson Education/PHI
3. Marketing Management – RajanSaxena –Tata McGraw Hill

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.2

Name of the Course: BASICS OF PASSENGER & RAMP HANDLING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able a) To Understanding about the computer reservation system and departure b) To Understanding the importance of passenger baggage and check in procedure c) To Understanding the concept of RAMP functions d) To understand the Airside Safety, Security RAMP operations.		
SYLLABUS:		HOURS
MODULE – 1: INTRODUCTION		10
Introduction to Airport and Airline operations – Computer Reservations (CRS) – Departure control systems (DCS) – Functions of CRS & DCS		
MODULE – 2: CHECK IN PROCEDURE		12
Passenger and Baggage Check-in Procedures – Airport and Offsite – Conditions of Passenger and Baggage carriage – Boarding procedures – Flight Close-out messaging.		
MODULE – 3: SPECIAL HANDLING		10
Special categories of passengers – Handling procedures for VIP/VVIP/CIP – Expectant mother – UNM – Stretcher Passengers – MEDA – Human remains – Airline and Airport responsibilities.		
MODULE – 4: RAMP OPERATIONS		12
Aircraft Services – Marshalling – AGPU – Equipments – Loading – Cabin Services – Refueling – Lavatory Service Equipment - Deicing and anti-icing of aircraft - Aircraft engine startup with Air Start Unit (ASU) - Aircraft Pushback Tractor		
MODULE – 5: : GROUND HANDLING AGENCIES		12
Introduction – Meaning - Scope – Advantages & Disadvantages – Types – GHAs in India – Global players – Trends in Ground handling – Challenges faced by GHAs – Recent developments – Best players in the industry		
Skill Developments Activities: a) Case Studies of Passenger handling. b) Role plays to enhance learning c) Case study on Ramp handling d) Consult any one airline to know the special handling procedures and document the same. Any other activities, which are relevant to the course.		
Reference Books: ● Books under process.		

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.3

Name of the Course: SOFT SKILLS FOR AVIATION

COURSE CREDITS

NO. OF HOURS PER WEEK

TOTAL NO. OF TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able

- To increase learner's computer knowledge and unique soft skills so as to develop attributes that enhance an individual's interactions, earning power and job performance.
- To inculcate potential skills in the learners to prepare them to deal with the external world in a collaborative manner, communicate effectively, take initiative, solve problems, and demonstrate a positive work ethic so as to hold a good impression and positive impact.

SYLLABUS:

HOURS

MODULE – 1: INTRODUCTION

08

Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development, - Self-Discovery: Discovering the Self SWOT analysis; Setting Goals; Beliefs, Values, Attitude, Virtue.- Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels

MODULE – 2: PRESENTATION & GROOMING SKILLS

12

Basics: Presentation and Public Speaking, Its significance in competitive job environment, Introduction to Public Speaking, Basic elements - Types, Content, Audience Analysis, - Essential Tips - Overcoming Nervousness. - Physical requirements, medical fitness - Grooming. & Etiquette – Definition, Meaning, Importance, Pre-requisites, Dos & Don'ts, (Uniform, Hair, Body shape, selection of clothes, make up and skin care)- Grooming Standard of Aviation industry

MODULE – 3: BODY LANGUAGE & ETIQUETTES

12

Definition, Features of Body Language - Importance of Right body language - Body language Signals and Meanings - Facial Expressions - Body Language in the Work place – Types, Significance of Business Etiquettes - Professional Advantage; Need and Importance of Professionalism - Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing. Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies. Dining Etiquette & Multi-Cultural Challenges

MODULE – 4: EMOTIONAL INTELLIGENCE & LIFE SKILLS

12

Definition - Importance, concept, theory, - :Fundamentals of Emotional Intelligence- Benefits of Emotional Intelligence- situational case studies on EI

MODULE – 5: INTERVIEW HANDLING & GROUP DISCUSSION

12

Interviewer and Interviewee – in-depth perspectives. Before, During and After the Interview. -Preparing for a Personal interview GD Importance, Planning, Elements, Skills assessed; Roles - Effectively disagreeing, Initiating, Summarizing and Attaining the Objective - Group discussion methods - Do's and don'ts- Tips for Success.

Skill Development Activities:

- Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
- Case studies for relevant skills

Text Books:

- Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
- English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 4.1

Name of the Course: PRODUCTION AND OPERATIONS MANAGEMENT

COURSE CREDITS

4 CREDITS

NO. OF HOURS PER WEEK

4 HOURS

TOTAL NO. OF TEACHING HOURS

56 HOURS

Pedagogy: Class rooms lecture, tutorials, and Problem solving.

Course Outcomes: On successful completion of the course, the Students will be able to

- a) To analyze the basics of production management and the responsible factors.
- b) To apply the various types of production processes, the essentialities of a product such as its selection, various procedures, and its stocking.
- c) To facilitate the various activities relating to scheduling and measuring of production take place and how control can be obtained on both product and quality.

SYLLABUS:

HOURS

Module No. 1 : INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT

10

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

Module No. 2: PLANT LOCATION AND LAYOUT

08

Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques.

Module No. 3: MATERIALS MANAGEMENT

12

Introduction – Meaning and Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control, Techniques of inventory Control (Concept only).

Module No. 4: PRODUCTION PLANNING AND QUALITY CONTROL

12

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM. Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

Module No. 5: MAINTENANCE AND WASTE MANAGEMENT

10

Introduction – Meaning – Objectives - Types of maintenance, break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

Skill Development Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to
2. be recorded by the student in the skill development book.
3. Draw a ISO specification chart
4. Draw any two quality control charts

Text Books:

1. Ashwathappa. K & Sridhar Bhatt : Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe : Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, ExcelBooks.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Note: Latest edition of text books may be used.

NAME OF THE PROGRAM: Bachelor of Business Administration- Aviation
Course Code: BBA 4.2

NAME OF THE COURSE: AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS

COURSE CREDITS 4 CREDITS	NO. OF HOURS PER WEEK 4 HOURS	TOTAL NO. OF TEACHING HOURS 56 HOURS
------------------------------------	---	--

Pedagogy: Class rooms lecture, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the Students will be able to

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

SYLLABUS:

HOURS

Module-1: AVIATION LAW

10

Meaning & Definition-Historical background-Disruptive passenger-Types of unruly acts or behaviour-ICAO guidelines- Importance of implementation of aviation law- Indian laws – Prevention of Unruly behavior.

Module -2: CIVIL AVIATION ORGANIZATIONS

12

International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, CANSO).

Module- 3: AIRCRAFT ACTs and RULES

10

Aircraft Act 1934 -The Aircraft Rules 1937, Carriage of dangerous goods, Aircraft (investigation of accidents and incidents)

Module -4: CIVIL AVIATION AUTHORITIES(Roles and Functions)

10

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.-5: ICAO INTERNATIONAL CONVENTIONS

14

Scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation , The Warsaw Conventions, 1920 - , liability of carrier under Warsaw system, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970, Montreal convention 1999, The Chicago conventions, 1944 -The International Air Services Transit Agreement, 1944 -The International Air Transport Agreement, 1944 - -The Geneva Convention, 1948

Text Books:

IATA and ICAO manuals and resources

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 4.3

Name of the Course: EVENT MANAGEMENT

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able

- e) Understand the process of organizing an event.
- f) Understand the importance of a checklist in organizing an event.
- g) Familiarize with organizing corporate events
- h) Obtain a sense of responsibility for the multidisciplinary nature of event management.
- i) Learn to promote the events.

SYLLABUS:

HOURS

MODULE – 1: INTRODUCTION TO EVENT MANAGEMENT

12

Introduction to Event Management: Meaning, Scope, Types of Events (Corporate, Private, or Charity, Indoor Events, Out Door Events, Celebrity Events) Tools For Event Planning & Management, MICE Events, Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) .

MODULE – 2: EVENT PLANNING

12

Event Planning: Event Checklist, Hosting, Principles of Holding Event, Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management

MODULE – 3: CORPORATE EVENT MANAGEMENT

10

Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing (Assigning Staff , Maintenance of Inventory For The Chemicals and Equipments , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing (- Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting .

MODULE – 4: MARKETING OF EVENTS

12

Marketing for Events: Introduction, Importance, Public relation strategies, Brainstorming sessions, writing for public relation (Reviews). Tools of promotion: Media, Types of Media (Print, Electronic, Social Media Networks). Advertising, Promotional Aids (Invitation, Brochures, Leaflets)

MODULE – 5: POST EVENT FUNCTIONS

10

Post event functions: Basic guidelines of Budgeting, Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis.

Skill Developments Activities:

- Prepare an event report with imaginary activities.
 - Prepare a checklist for a birthday party.
 - Prepare a Budget for Organizing an Event.
 - Write a public relation letter for medical event
 - Prepare a break-even analysis with imaginary figures for an event.
- Any other activities, which are relevant to the course.

Reference Books:

- Mark Sonderrm CSEP -Event entertainment and production: publishers; wiley and sons, Inc
- Annestephen; Event management, HPH.
- K. Venkatramana -Event Management - SHBP.
- K Ramachandra and Allabaksh Principles of Event Management HPH
- Rekha and Vibha Marketing management -VBH
- Nihaasif Event management-VBH

OPEN

ELECTIVES

Name of the Program: Bachelor of Business Administration – Aviation
Course Code: B.B.A 3.7 a (Open Elective Course)
Name of the Course: AIRPORT OPERATIONS

COURSE CREDITS	NO.OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

- An understanding of the evolution of airports.
- Ability to examine operations at airports.
- Understand Planning of airports.
- Analyse the management of airports.
- An understanding of ATC functions.

SYLLABUS:	HOURS
Module No. 1: INTRODUCTION	10
History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Swot analysis in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO	
Module No. 2: AIRPORT CHARACTERISTICS	10
Components Size, Turning Radius, Speed, Airport Characteristics. CAPACITY AND DELAY: Factors Affecting Capacity, Determination of Runway Capacity related to Delay, Gate Capacity, and Taxiway Capacity.	
Module No. 3: AIRPORT MANAGEMENT	08
Airport planning- Operational area and Terminal planning, design, and operation- Airport Operations- Airport functions- Organization structure of Airports Sectors-Airport Authorities Global and Indian scenario of Airport management – DGCA –AAI.	
Module No. 4: AIRPORT PLANNING	08
Runway Length and Width, Sight Distances, Longitudinal and Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron. Terminologies used.	
Module No. 5: AIR TRAFFIC CONTROL	06
Runways and Taxiways markings, Day & Night Landing Aids, Airport Lighting and other Associated Aids.	

Name of the Program: Bachelor of Business Administration – Aviation**Course Code: BBA 3.7 b OEC**

Name of the Course: AVIATION SAFETY AND SECURITY

COURSE CREDITS	No. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	42 HOURS

Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,**Course Outcomes: On successful completion Student will demonstrate:**

Ability to understand the Design Method, History of the Aeronautics.

- To Analyse the various safety aspects at airport
- To understand the concept of security management.
- To understand the threats involved in aviation
- To enhance decision making skills in combating Terrorism and Hijacking.

SYLLABUS:**HOURS****Module No. 1: INTRODUCTION TO AIR TRANSPORTATION SAFETY AND SECURITY****10**

Introduction – Importance of Air transportation – Aviation Safety and Security - Deregulation – Consequences of 9/11 to the industry – Emergency Funding – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Diplomatic Conference on Air Law – Ministerial Conference on Terrorism – United Nations – ICAO/ECAC

Module No. 2: SAFETY MANAGEMENT**8**

Passenger screening – Baggage scanning – Maintenance of aircraft and airports – Crowd control- Technological issues – Human errors – Safety management in Airports(Landside and Airside) – Objects prohibited in the airport/aircraft- safety management in the aircraft

Module No. 3: SECURITY MANAGEMENT.**8**

Threats to aviation- Incidents of security failures- Unclaimed Baggage handling- Carriage of weapons onboard- Unruly pax – Hijack – Sabotage – Bomb threat – Security measures at the airside/landside and aircraft.

Module No. 4: CONTINGENCY PLANNING**8**

Meaning, definition of contingency, role of Airports authority during emergency- Airline responsibilities- Air Navigation Service Provider (ANSP)

Module No. 5: RECENT DEVELOPMENTS**8**

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

Skill Development Activities:

Case study analysis of Aviation safety incidents

Case study analysis of Aviation Security incidents

Text Books:

1. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
2. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson Inc.
3. Aviation and Airport Security – Kathleen M. Sweet – Pearson Education Inc.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 3.7 c (Open Elective Course)
NAME OF THE COURSE: TOURISM MARKETING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Ability to understand the concepts of Tourism marketing
2. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Understand designing a strategy implementation program to maximize its chance of success.

SYLLABUS:

HOURS

Module 1: Introduction to Tourism Marketing

08 Hours

Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation – Targeting and Positioning for competitive Advantage.

Module 2: Marketing Opportunities and Strategies

08 Hours

Developing Marketing Opportunities and Strategies -Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.

Module 3: Tourism Marketing Mix

08 Hours

Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products – Pricing Considerations and Approaches, Pricing Strategies and Methods.

Module 4: Distribution Channel and Logistics Management

10 Hours

Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. Additional P’s of tourism services Marketing Mix. Process, Physical Evidence and People.

Module 5: Issues in Tourism Marketing

08 Hours

Global Tourism Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues, Challenges in Tourism Marketing- Growth and prospects.

Skill Development

Prepare a Marketing mix chart for any tourism organization.
Case study analysis

Text books:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.7 a (Open Elective Course)

NAME OF THE COURSE: AIR FARES AND TICKETING

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

3 CREDITS

3 HOURS

42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Ability to understand the basics of Air Fares and Ticketing
2. Determine fare for airline ticket
3. familiar with frontier formalities in air travel industry and facilities available in airport
4. Understand the regulatory requirements of Ticketing.

SYLLABUS:

HOURS

Module 1: INTRODUCTION TO AIRFARES AND TICKETING

08 Hours

Air Ticketing history, developments, GDS, Aviation Terminology, Domestic and International City and airlines Codes (Important one), IATA Geography: areas and Sub areas, Global indicators, rounding off LCF (Local Currency Fare).

Module 2: FUNDAMENTALS OFFARES

10 Hours

Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, Planning itineraries, time differences, flying time, types of journeys, domestic ticketing, components of airfare, taxes, fees, issuing paper tickets, international tickets, IATA Trip classifications.

Module 3: FARE RULES

10 Hours

Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available for Visually Challenged people, Concessions available-student, child, infants, senior citizen, army, air force, and navy, cancer patients and other special fares.

Module 4: AIR TICKETING FORMALITIES AND ACCREDIATIONS

8 Hours

Role of IATA, ARC, BSP, Travel Formalities – Passport – Visa – Health Documents - Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order), Prepaid Ticket Advice (PTA), Purpose of OAG and TIM manuals, Purpose of THB.

Module 5: FARE DISPLAY & MILEAGE FARES

6 Hours

Concepts of Neutral Units of Construction- Mileage - Excess Mileage Allowances EMA - Mileage Check – Return Journeys-Checklist for Mileage Return Journeys (Mileage Surcharge RTN) - Higher Intermediate Point – HIP

Text books:

1. ABC World Airways Guide
2. IATA Air Ticketing Handbook
3. Official Airline Guide.
4. Travel Information Manual
5. Negi Jagmohan (2008), Air Travel, Ticketing and Airline Ticketing, Kanishka Publishers, New Delhi.
6. Tarun Chetwani, Ticketing and Travel Agencies, Cyber Tech Publications, New Delhi.
7. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.7 b (Open Elective Course)
NAME OF THE COURSE: AIRPORT STRATEGIC PLANNING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Describe the different components of airport and aircrafts.
2. Analyse the requirements of an airport layout with respect to international regulations.
3. understand the airport runway design.
4. Summaries the concepts of the terminal service facilities.

SYLLABUS:	HOURS
------------------	--------------

Module 1: AIR TRANSPORTATION

10 Hours

Airport terminology, component parts of Aeroplane, Classification and size of airports; Aircraft characteristics. Air traffic control need for ATC, Air traffic control network, Air traffic control aids – enroute aids, landing aids. Airport site location and necessary surveys for site section, airport obstructions.

Module 2: PLANNING

10 Hours

Airport master plan –FAA recommendations, Regional Planning, ICAO recommendations, Estimation of future airport traffic needs-layout of Air Port.

Module 3: RUNWAYS

8 Hours

Runway orientation – windrose diagram, basic runway length, corrections for elevation, temperature and gradient, runway geometric design, runway pavement design introduction.

Module 4: TAXIWAYS AND APRONS

8 Hours

Loading aprons –holding aprons –Geometric design standards, exit taxiways –optimal location, design, and fillet and separation clearance, Lighting, visual airport marking, airport lighting aids

Module 5: OPERATIONS AND SCHEDULING

6 Hours

Ground transportation facilities; Airport capacity, runway capacity and delays.

Text books:

1. Khanna S.K., Arora M.G., Jain S.S., “Airport Planning & Design”, 1st Edition, Nemch and Bros. Roorkee, 2009
2. Robert Horonjeff, Francis Mc Kelvey, William Sproule and Seth Young, “Planning and Design of Airports” 5th Edition, 2010.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.7 c (Open Elective Course)

NAME OF THE COURSE: CREATIVITY & INNOVATION

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Discover the attributes of successful innovation strategies including an in-depth understanding of the dynamics of innovation
2. Find out the factors that predict creativity of individuals, groups, and organizations
3. Identify the drivers of creativity and innovation
4. Recognize the role that ongoing innovation plays in the competitive dynamics of industries and how these innovations affect society both positively and negatively
5. To help students think of some new ways of understanding and managing the creative processes

SYLLABUS:	HOURS
Module 1: Concept of Creativity	10 Hours
Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities	
Module 2: Creative Problem Solving	10 Hours
Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking-Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving	
Module 3: Creative Intelligence	10 Hours
Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity- fears and Disabilities-Strategies for Unblocking Energy for your creativity.	
Module 4: Innovation Management	6 Hours
Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development	
Module 5: Application of Creativity and Innovation	6 Hours
Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Framework, Modern Concepts, trends, recent technological developments.	
Text books:	
1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.	
2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2014.	
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.	
4. A.DaleTimpe, Creativity, Jaico Publishing House, 2003.	
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.	

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.7 d (Open Elective Course)
NAME OF THE COURSE: CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Explain the meaning and application of CRM
2. Elaborate on the benefits of CRM to companies and consumers
3. Implement CRM best practices in organisations
4. Explain the importance of bonding and building loyalty with customers
5. Demonstrate how to build long-term customer relationships

SYLLABUS:

HOURS

Module 1: Introduction to CRM

08 Hours

Meaning, Definition- Importance of CRM- Scope of CRM- CRM in Product and Service sectors- Advantages and Disadvantages- Evolution and Transformation of Customers, Touch Point Analysis.

Module 2: Customer Value

08 Hours

Customer Relationship Styles, Types of Customer Value, Value Co-creation - IDIC Framework- Ladder of Loyalty-Customer Bonds-Customer Defections-CRM Framework

Module 3: Profitability of Customers

06 Hours

Lifetime Customer Value, Base Profit Analysis, Value Chain Analysis, Customer Defection. Customer Retention: Importance, Stages, Measurement, Customer Expectations: Managing and Delivering.

Module 4: Technology for Customer Relations

10 Hours

Closed Loop Marketing (360 Degree Marketing) and, Data Mining, Cross-selling/up selling- Contact centre Technology, Front Desk Management Technology, CRM Technology, Customer Data Management. e-CRM ; Its Importance; Recognising Barriers to Internet Adoption.

Module 5: Managing Customer Relationship

10 Hours

Stages, Techniques to Manage Relations, Customer Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers, Developing and Deploying CRM Strategy: CRM Program Life Cycle, Building Blocks

Text books:

1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
2. H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

