

**BHARATHIAR UNIVERSITY: COIMBATORE - 641 046****BBM/ BBA - AVIATION MANAGEMENT**

(For the CPOP students admitted during the academic year 2010-2011 &amp; onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

Part	Course Title	Ins.hrs / week	Examinations				Credits
			Dur.H	CIA	Mark	Total	
<b>SEMESTER –I</b>							
I	Language -I	6	3	25	75	100	4
II	English -I	6	3	25	75	100	4
III	Core I – Management Process	5	3	25	75	100	4
III	Core II – Financial Accounting	5	3	25	75	100	4
III	Allied Paper I – Mathematics for Management - I	6	3	25	75	100	4
IV	Environmental Studies #	2	-	-	50	50	150
<b>SEMESTER –II</b>							
I	Language -II	6	3	25	75	100	4
II	English -II	6	3	25	75	100	4
III	Core III – Organisational Behaviour	5	3	20	55	75	3
III	Core IV – Economics for Executives	6	3	25	75	100	4
III	Applied Paper II – Mathematics for Management - II	5	3	25	75	100	4
IV	Value Education – Human Rights #	2	-	-	50	50	2
<b>SEMESTER – III</b>							
III	Core V – Business Communication	5	3	20	55	75	3
III	Core VI – Production and Material Management	5	3	25	75	100	4
III	Core VII – Marketing Management	5	3	25	75	100	4
III	Core VIII – Management Information System	5	3	25	75	100	4
III	Allied : III – Taxation Law and Practice	5	3	25	75	100	4
IV	Skill based Subject – 1 : Retail Environment	3	3	20	55	75	3
IV	Airline and Travel & Tourism Industry: Introduction	2	-	-	50	50	2
<b>SEMESTER – IV</b>							
III	Core IX – Human Resource Management	5	3	25	75	100	4
III	Core X – Financial Management	5	3	25	75	100	4
III	Core XI - Principles of Airlines and Airport Management	5	3	25	75	100	4
III	Core XII – PC Software (MS Office ) - Theory	2	3	10	40	50	2
III	Core XIII – PC Software (MS Office ) - Practical	3	3	20	30	50	2
III	Allied : IV – Business Law	5	3	25	75	100	4
IV	Skill based Subject – 2 :Consumer Behavior	3	3	20	55	75	3

IV	Logistic and Air cargo Management	2	-	50	50	2
	<b>SEMESTER – V</b>					
III	Core XIV – Cost & Management Accounting	5	3	25	75	100
III	Core XV – Marketing Research	5	3	25	75	100
III	Core XVI – Airline Finance and Insurance	5	3	25	75	100
III	Core XVII – Aviation Law and Aircraft Rules and Regulations	4	3	10	40	50
III	Core XVIII – Air Traffic Control	3	3	20	30	50
III	Elective – I: Air Transportation Safety & Security	5	3	25	75	100
IV	Mini Project on Airline Operations : Industrial Visit to Domestic Airport	3	3	20	55	75
	<b>SEMESTER - VI</b>					
III	Core XIX – Entrepreneurship and Project Management	6	3	25	75	100
III	Core XX – Airport Strategic Planning	6	3	25	75	100
III	Core XXI – Airline & Airport Marketing Management	5	3	25	75	100
III	Elective – II: Services Marketing	5	3	25	75	100
III	Elective – III: Aircraft Maintenance Management	5	3	25	75	100
IV	Skill based Subject – 4 : Customer Relationship Management	3	3	20	55	75
IV	Major Project on Airport Management : Industrial Visit to International Airport	-	-	-	-	50
	<b>Total</b>	-	-	-	-	<b>3500</b>
						<b>140</b>

\$ Includes 25%/40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

Project:

Students will be given 10 Days during the close of the Fifth Semester to do the project and submit the project report based on the subjects taught during the semester. In the case of final semester, 20 Days will be given to do the project which will cover all the subjects taught in the entire programme and the student shall submit the report on the last day. The evaluation of project work will be done by a board consisting of HOD, concerned Faculty & Nominated External Examinations by the University.

**SEMESTER – I****MANAGEMENT PROCESS**

Goal:

To enable the students to learn principles, concepts and functions of management.

Objective:

On successful completion of this course, the students should have understood. The nature and types of business organizations Principles & functions of Management Process of decision making Modern trends in management process.

**UNIT -I**

Business - meaning -business and profession, requirements of a successful business-Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

**UNIT –II**

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

**UNIT –III**

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

**UNIT -IV**

Organising: Types of organisation - Organisationalstructure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

**UNIT - V**

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

**REFERENCE BOOKS**

- 1.Business Organisation - Bhushan Y.K.
- 2.Principles of Management – L.M. Prasad
- 3.Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

## **FINANCIAL ACCOUNTING**

Goal:

To enable the students to acquire knowledge of Accounting principles and practice

Objective:

On successful completion of this course, the students should have understood

The basic accounting concepts Double entry book keeping system and various books of accounts

Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book -problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income &Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

### REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy B.B.M -Services Management -2010-11 -Colleges

## MATHEMATICS FOR MANAGEMENT- I

### Goal:

To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

### Objective:

On successful completion of this course, the students should have understood Set operations, matrix and Mathematics of Finance Statistical tools and their applications

### UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

### UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

### UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

### UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis - Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

### UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

\* Questions in theory and problems carry 30% and 70% marks respectively

### REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

## **SEMESTER – II**

### **ORGANISATIONAL BEHAVIOUR**

**Goal:**

To enable the students to acquire knowledge of organisational behaviour

**Objective:**

On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

**UNIT - I**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

**UNIT - II**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

**UNIT - III**

Job satisfaction - meaning - factors – theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

**UNIT – IV**

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

**UNIT - V**

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational culture, Organisational change - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor- types of counselling - merits of counselling.

**REFERENCE BOOKS**

- 1.Keith Davis - Human Behaviour at Work
- 2.Ghos - Industrial Psychology
- 3.Fred Luthans - Organisational Behaviour
- 4.L.M. Prasad - Organisational Behaviour
- 5.Hippo - Organisational Behaviour

## **ECONOMICS FOR EXECUTIVES**

Goal:

To enable the students to learn principles and concepts of Business Economics

Objective:

On successful completion of this course, the students should have understood The objectives of business firms Factors of production and BEP Analysis Types of competitions and price administration Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

### **REFERENCE BOOKS**

- 1.Sankaran - Business Economics
- 2.Markar Et al - Business Economics
- 3.Sundaram K.P & Sundaram E - Business Economics

## MATHEMATICS FOR MANAGEMENT- II

### Goal:

To enable the students to learn the techniques of Operation Research and their applications in business management.

### Objective:

On successful completion of this course, the students should have understood Operations Research models Game theory, Queuing theory, PERT, CPM, etc.

### UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

### UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

### UNIT - III

Game Theory:- Queuing theory - Graphical Solution –  $m \times 2$  and  $2 \times n$  type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

### UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

### UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

### REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.



## **SEMESTER - III**

### **BUSINESS COMMUNICATION**

**Goal:**

To enable the students to learn the nuances of good communication.

**Objective:**

on successful completion of this course, the students should have understood Methods of communication Types of communication and Barriers of communication.

**UNIT-I**

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

**UNIT – II**

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Bank correspondence – Tenders – Letter to the editor.

**UNIT – III**

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

**UNIT – IV**

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

**UNIT - V**

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media –Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

**Books for Reference:**

1. Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

## **PRODUCTION AND MATERIALS MANAGEMENT**

### Goal:

To enable the students to acquire knowledge of production processes and Materials Management

### Objective:

On successful completion of this course, the students should have understood Principles, functions and process of Production Management Effective management of materials

### UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

### UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles- work measurement.

### UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development.

### UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

### UNIT-V

Quality control - Types of Inspection – Centralised and Decentralised. TQM: Meaning Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

### TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

## **MARKETING MANAGEMENT**

Goal:

To enable the students to acquire knowledge of principles of marketing management

Objective:

On successful completion of this course, the students should have understood Principles of marketing management, market segmentation

Product life cycle, pricing, branding,

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

## MANAGEMENT INFORMATION SYSTEM

### Goal:

To enable the students to acquire knowledge of MIS

### Objective:

On successful completion of this course, the students should have understood Computer based information system MIS support for the functions of management

### UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

### UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

### UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers – personal computers. Computer Software -types of software - data representation in computers - Introduction to client-server.

### UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM

### UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B\_B, B\_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

### REFERENCES

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business – Subramanian K

## **TAXATION – LAW AND PRACTICE**

Goal:

To enable the students to acquire knowledge of principles of Taxation

Objective:

On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes Calculation of Tax, Tax Authorities, Procedures,

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted from duty – customs duties – Levy of import and export duty – distinction between adv alorum and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

### **BOOKS RECOMMENDED**

1. Bhagavathi Prasad - Income Tax Law &Practice
2. Mehrotra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation

**Skill Based Subject-1: RETAIL ENVIRONMENT**

Subject Description: This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

**Goals:**

To enable the students to learn the basics in retailing, evolution and trends in retailing.

**Objectives:**

On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets

**Contents:-****UNIT I**

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

**UNIT II**

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

**UNIT III**

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

**UNIT IV**

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

**UNIT V**

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

**REFERENCE BOOKS:**

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8<sup>th</sup> Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional

Principles and Practice, Jaico

Publishing House, Second edition, 2004.

**AIRLINE AND TRAVEL AND TOURISM INDUSTRY-INTRODUCTION****UNIT -1:**

- Commercial Aviation-Air Taxi Operations-
- Private Operation- Airport Handling
- Functions of IATA-ICAO - Aims and Objectives.
- IATA Geography and Global indicators

**UNIT -2:**

- Airlines Terminal Management- Airline Operational Management-
- Domestic- International Departure Formalities,
- Security Check- In. Hand Baggage Screening
- Personal Frisking- Boarding the Plane, Ground Announcements
- Handling of Delayed Flight-Disruptive Flights
- Ramp Handling & Ramp Safety- Procedure

**UNIT -3:**

- Travel Documents- Passport – Visa-
- Tim- Currency Regulations-IATA Rate of Exchange
- Banker's Buying Rate- Banker's selling rate-Currency Conversion
- Departure Control System-ATC

**UNIT - 4:**

- Travel Agent Management- Travel Partners
- IATA Approved Travel Agency Appointment and Control
- Bank guarantee.-IATA Billing and Settlement Plan
- Credit Period - Customer Service-Service Provider
- Training and Development of Travel agent-GDS.

**UNIT – 5:**

- Tourism Management-
- Domestic and International Tourism.
- Discover India-Government Regulations on Tourism Management.
- Exploring new Destinations-Foreign Currency Earner.

**Reference Book:**

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

## **SEMESTER – IV**

### **HUMAN RESOURCE MANAGEMENT**

**Goal:**

To enable the students to acquire knowledge of Human Resource Management

**Objective:**

On successful completion of this course, the students should have understood Functions of HR/Personnel Department Manpower planning, performance appraisal,... Salary administration, Labour Welfare, Industrial Relations,

**UNIT - I**

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

**UNIT - II**

Manpower planning - Job description - Job analysis - Role analysis - Job specification Recruitment and Selection - Training and Development.

**UNIT - III**

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

**UNIT - IV**

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

**UNIT - V**

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

**REFERENCE BOOKS:**

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management



## **FINANCIAL MANAGEMENT**

**Goal:**

To enable the students to acquire knowledge of Financial Management

**Objective:**

On successful completion of this course, the students should have understood Finance Functions, Cost of capital, Capital structure,...  
Capital Budgeting, Working capital management,...

**UNIT - I (Theory only)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

**UNIT - II (Problem & Theory questions)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

**UNIT - III (Theory only)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

**UNIT - IV (Theory only)**

Working capital management: Working capital management - concepts – importance Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

**UNIT - V (Problems& theory questions)**

Capital budgeting-meaning-objectives-preparation of various types capital budgeting.  
(Theory carries 80 Marks, Problems carry 20 Marks)

**REFERENCE BOOKS**

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

## **PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT**

### **Aim**

To enable the students to learn the development and growth of Aviation Industry in the world, which shall be the right foundation for a prospective career in Airlines and Airport Management for the Students ,tomorrow.

### **UNIT – 1: INTRODUCTION**

- History of Aviation- Development of Air transportation in India-
- Major players in Airline Industry-Market potential of Indian Airline Industry—
- Current challenges in Airline Industry-Competition in Airline Industry

### **UNIT- 2: ICAO & IATA**

#### **ICAO – International Civil Aviation Organisation**

- International body comprising Governments of various Countries
- Origin – Aims of ICAO, Functions of ICAO
- Role of ICAO in International Air Transportation

#### **IATA- International Air transportation Association**

- IATA is the world organization of Scheduled Airlines of all countries
- Origin – Aims of IATA, Functions of IATA
- Role of IATA in International Air Transportation

### **UNIT -3: AIRPORT MANAGEMENT**

- 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.

**UNIT – 4: AIRLINE OPERATIONS**

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

**UNIT – 5: AIRTRANSPORT SERVICES**

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

**References:**

1. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis .R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
6. P.S. Senguttuvan –Principles of Airport Economics-Excel Books-2007
7. Richard De Neufville – Airport Systems: Planning, Design, and Management.- McGraw-Hill,London- 2007
8. Kent Gouiden- Global Logistics Management –Wiley Black Well
9. Lambert –Strategic Logistic Management – Academic Intl Publishers
10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
11. Paul R .Murphy, JR and Donal & F. Wood-Contemporary Logistics –Prentie Hall.9<sup>th</sup> Edn.2008.

## **PC SOFTWARE (MS OFFICE) – Theory**

### **Unit-I**

Windows 2000- working with windows – moving formation within windows  
arranging Icons- Saving Window settings. MS Office Basics – Creating document –  
entering text-Selecting text- giving instructions- Using tool bars- Menu commands-  
Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows –  
simple Editing- Printing Files.

### **Unit-II**

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and  
replacing text – Checking spelling – using templates- formatting – Formatting with styles  
creating tables.

### **Unit-III**

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple  
Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries  
between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

### **Unit-IV**

Power Point basics- Working in outline view- using a design template- Merging presentations in  
Slider sorter view applying templates – Adding graphs- adding organization Charts.

### **Unit-V**

Access Basics- Creating a table- entering and adding records- Changing a structure- working  
with records – Creating forms – establishable relationship using queries to extract information.

### **Text Books**

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill  
Publishers Pvt. Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu- Sultan Chand and  
Company.

**PC Software (MS Office)****PROGRAMMING LABORATORY**

## List of Practicals

**MS-Word**

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

**MS – EXCEL**

1. Worksheet Using Formulas.
2. Working Manipulation for electricity bill preparation.
3. Drawing graphs to illustrate class performance
4. An excel worksheet contains monthly sales details of five companies.

**MS ACCESS**

1. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
2. Pay rolls processing and prepare report
3. Inventory control.
4. Screen designing for data entry.

**MS POWER POINT**

1. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
2. Draw an organization chart with minimum three hierarchical levels.
3. Design an advertisement campaign with minimum three slides.
4. Insert an excel chart into a power point slide.

## **BUSINESS LAW**

### **Goal:**

To enable the students to acquire knowledge of legal aspects of business

### **Objective:**

On successful completion of this course, the students should have understood Law of contract, Law of sale of goods Law of Agency, Negotiable Instruments Act,....

### **UNIT - I LAW OF CONTRACT**

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

### **UNIT II**

Legality of Object - Unlawful and illegal agreements - Effects of illegality – Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

### **UNIT - III LAW OF SALE OF GOODS**

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

### **UNIT - IV**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

### **UNIT V**

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque- Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

### **REFERENCE**

- 1.N.D. Kapoor - Elements of Mercantile Law
- 2.Shukla M.C. - A Manual of Mercantile Law
- 3.Venkatesan - Hand Book of Mercantile Law
- 4.Pandia R. H. - Mercantile La
- 5.K.P.Kandasami - Banking Law & Practice

## **Skill Based Subject-2 : CONSUMER BEHAVIOUR**

### Subject Description:

This course presents the basics of consumer behaviour

### Goals:

To enable the students to learn the basics of consumer behaviour

### Objectives:

On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

### UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

### UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

### UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

### UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

### UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

### REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans — Retail Management —A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

## **LOGISTICS & AIR CARGO MANAGEMENT**

### **UNIT: 1 Concept of Logistics**

- Introduction – Components, Advantage & Growth-Logistics in Global Organisation
- Marketing and Logistics Channel – Environmental and Marketing Issue
- Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT

### **UNIT: 2 Transport System Model and Warehousing**

- Deregulation and Government Rule – Transport Security
- Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing
- Trend in Material Handling – Inbound Logistics and Purchasing

### **UNIT: 3 Global Environment & Strategy**

- Global Supply Chain – International Documentation- Strategy Formulation & Implementation
- Quality Concept & TQM – Improving Logistics Performance

### **UNIT: 4 Air Cargo Concept**

- Introduction – Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo.
- Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement
- Airway Bill, Function, Purpose and Validation

### **UNIT: 5 Handling Facility**

- Airport Cargo Activity & Cargo Zone .
- Aircraft Handling with Cargo.
- Cargo Terminals and Facilities .
- Emerging trend in Cargo & Cargo Carriers.

### **References:**

1. Kent Gourdin, “Global Logistics Management”, Wiley Blackwell
2. Lambert, “ Strategic Logistic Management”, Academic Int Publisher
3. Alan Rushton & John Oxley, “ Hand Book of Logistic and Distribution”, Kogan Page
4. John F Magee & William C Copalino, “ Modern Logistics Management”, John Wiley & Sons
5. Paul R. Murphy, Jr and Donald F. Wood, “ Contemporary Logistics”, Prentice Hall, 9<sup>th</sup> edition,2008
6. Edward J Bardi / John J Coyle / Robert A Novack, “ Management of Transportation”, Thomson – South- Western, 2006.



**SEMESTER – V****COST AND MANAGEMENT ACCOUNTING****Goal:**

To enable the students to acquire knowledge of Accounting for managerial decisions

**Objective:**

On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost...Financial statement analysis, Budgeting,..

**UNIT I (Theory questions only)**

Meaning-definition-scope-objectives-function-meritsand demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

**UNIT II (Problems and theory questions)**

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST,STANDARD PRICE-methods -labour cost-remuneration and incentives. UNIT III (Problems only) Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

**UNIT IV (Problems only)**

Fund flow analysis-cash flow analysis (problems only)

**UNIT V (Problems and theory questions)**

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

(Theory carries 20 marks and problems carry 80 marks)

**REFERENCE BOOKS:**

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

## **MARKETING RESEARCH**

### Unit – I Introduction to Research

Meaning of research – Objectives – Types – Significance of research – criteria of good research – problems encountered by researchers in India – Research problem – techniques involved in defining a problem.

### Unit –II Research Design:

Meaning – Need – Features – Different research designs – sampling design– steps in samplings – Characteristics of a good sample design – different types of sample design- measurement and scaling technique.

### Unit – III Data Collection

Collection of Primary data – observation method – Interview method – collection of data through questionnaires & schedules – difference between questionnaires and schedules – other methods of data collection – collection of secondary data.

### Unit –IV statistical techniques:

Factor Analysis – cluster analysis – discriminate analysis – multiple regression & correlation – application of SPSS package.

### Unit –V Research Report

The purpose of the Written report – Basics – The integral parts of a report – the title of a report – the table of content – synopsis – Introductions to recommendation sections.

### **Reference :**

1. Donald R. Cooper and Rama's S. Schindler, business research method – tata McGraw Hill Publishing
2. C.R. Kothari – Research methodology – wishva prakashan, new delhi

## **AIRLINE FINANCE AND AVIATION INSURANCE**

### UNIT -1: Airline finance – Introduction

- Airline Finance
- Need & Importance – World Airline financial results
- Factors affecting financial results – Asset Utilization – Key Financial issues
- Airline financial ratio – Performance Earnings Ratio – Risk solvency ratio
- Liquidity Ratio – Stock Market Ratios – inter – Airline comparison of financial ratio

### UNIT – 2: Airline Valuations & Source of finance

- The valuation of tangible and intangible assets – The valuation of the Airline as a whole

- Rating agencies – Sources of internal and external finance – Institutions involved in Airline Finance
- Term Loan payment, book profit and manufacturer's prepayment

#### UNIT – 3: Aircraft Leasing & Finance

- Finance Lease – Meaning, Objectives, Different type of leasing, major differences between Wet, Sale and Operating lease.
- Securitization of Aircraft – Meaning, Purpose and advantages, Airline traffic and Financial forecasts
- Airline capital expenditure projections and airline financial requirement forecasts

#### UNIT – 4: Principles of Insurance & Risk Management

- History of Aviation insurance – Basic Principles of Insurance – Basic Terminologies in General Insurance.
- Insurers – Risk & Insurance – Risk Management

#### UNIT – 5: Aviation Insurance

- Aircraft hull and liability insurance – Sample policy and endorsement – Airport premise liability and other aviation coverage.
- Underwriting and pricing aviation risk – Aviation business property insurance and transport insurance.

#### Text Books

1. Peter.S. Morrel, "Airline Finance", Ashgate
2. M.N. Mishra: Insurance principles and practices

#### References:

1. P. Periyasamy : Principles and Practices of Insurance
2. Gail F Butler & Martin R Keller, " Airline Finance", Mc Graw Hill
3. Alexander. T. Wells & Bruce. D, "Aviation Insurance and Risk Management", Krieger
4. Vera Foster Rollo, "Aviation Insurance", Meryland Historical.

## **AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS**

### **Aim**

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

#### **UNIT – 1: Civil Aviation Regulations Authority**

- DGCA-Introduction to Directorate General of Civil Aviation-
- DGCA functions-DGCA Organization-DGCA as Regulatory Authority

**UNIT – 2: Aircraft Rules**

- Aircraft Act 1934
- The Aircraft Rules 1937

**UNIT – 3: National Legislation**

- The Air corporations Act, 1953 (27 of 1953)
- The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994)
- The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994)
- The International Airports Authority of India act, 1971 (43 of 1971)
- The National Airports Authority of India, 1985 (64 of 1985)
- The Airports Authority of India Act 1994 (55 of 1994)
- The Carriage by Air Act, 1972 (69 of 1972)
- The Tokyo Convention Act, 1975 (20 of 1975)
- The Anti-hijacking Act, 1982 (65 of 1975)
- The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982)

**UNIT – 4: Civil Aviation Requirements (CAR)**

- Section 1-General
- Section 2-Airworthiness
- Section 3-Air Transport
- Section 4-Aerodrome standards and Air Traffic Services
- Section 5-Air Safety
- Section 6-Design standards and type certification
- Section7-Flight crew standards, training and licensing
- Section 8-Aircraft operations

**UNIT- 5: International Conventions:**

- The Chicago conventions, 1944
- The International Air Services Transit Agreement, 1944
- The International Air Transport Agreement, 1944
- The Warsaw Conventions, 1920
- The Geneva Convention, 1948
- The Rome Convention, 1952
- The Tokyo Convention, 1963
- 

**References:**

Aircraft Manual, C.A.R. Sec. II

## **AIR TRAFFIC CONTROL**

### **Aim**

To enable the Students to learn the absolute necessity of Air Traffic Control without which there will be no safety to life and property of Airline Passengers and Air Traffic Control is a must for smooth and orderly movements of Air Traffic around the world.

### **UNIT- 1: Basic Concept**

- Objectives of ATS – Parts of ATC Service – Scope and Provision of ATC's – VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation
- Meteorological Support
- providing ATS – Division of Responsibility of Control

### **UNIT – 2: Air Traffic Services**

- Area Control Service, Assignment of Raising levels minimum Flight Altitude
- ATS routes & + Significant Points –
- RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance
- ATC clearance – Flight plans- Position report

### **UNIT - 3: Flight Information Alerting Services, Coordination, Emergency Procedure and Rule of the Air**

- Radar Service, Basic Radar Terminology, Identification Procedures using Primary/ Secondary radar- Performance Checks –
- Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non Radar Control – Emergencies – Flight Information and Advisory Service – Alerting Service – Coordination and Emergency Procedure – Rules of the Air

### **UNIT – 4: Aerodrome Data, Physical Characteristics and Obstacles Restriction**

- Aerodrome Data: Basic Terminology – Aerodrome Reference Code
- Aerodrome Reference Point – Aerodrome Reference Temperature Instrument Runway, Physical Characteristic; Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways etc- Obstacles

### **UNIT – 5: Visual and for Navigation, Visual Aids for Denoting Obstacles Emergency and other Services:**

- Visual aids for Navigation; Wind Direction Indicator – Landing Direction Indicator
- Location and Characteristics of Signal Area – Marking General Requirements – Various Markings – Lights, General Requirements
- Aerodrome Beacon, Identification Beacon- Simple Approach Lighting System and Various Lighting Systems – VASI & PAPI.
- Visual Aids for Denoting Obstacles; Object to be Marked and Lighter – Emergency and Other Services.

### **Reference Book:**

1. Air Traffic Control:–Airport Systems-Planning, Design and management By Richard de Neufville/ Amedeo Odoni
2. Fundamentals of Air Transport Management BY P.S. Senguttuvan
3. Investigating human Error – Barry Strauch - Ashgate Publishing Limited.
4. Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited
5. Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd

## **AIR TRANSPORTATION SAFETY AND SECURITY**

### **Aim**

To enable the Students to learn about the importance of Safety and Security in Air Transportation, the study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports.

### **UNIT-1: Importance of Air Transportation Safety and Security-Airport- Airways.**

- Protecting Public Transportation
- Screening- Personnel's and Baggage's – Metal Detectors-X ray Inspections, Passive and Active Millimeters-Trace- Detection Techniques.
- The way on Drug and Explosives.

### **UNIT-2: Terrorism**

- Terrorism – Introduction- Causes of Terrorism
- Rival claim of palestine- Palestine Liberation Organization
- Nuclear Terrorism

- Aircraft as Missiles
- 9/11 Terrorist Act and its Consequences
- Biological & Chemical Warfare
- Steps to Combat Terrorism

### **UNIT-3: Hijacking**

- Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Program me
- Public Law about Hijacking
- Air Transportation Security Act of 2001
- Crimes against Humanity
- The Tokyo Convention and Summit

### **UNIT-4: Legislations and Regulations**

- ICAO/ECAC
- Transportation security administration – International aviation safety assessment program.
- Legislation after 9 Sep 2001

### **UNIT-5: Technological Improvements on Aviation Safety and Security**

- 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

#### **Text Book:**

1. Aviation and Airport Security – Kathleen M. Sweet –Pearson Education Inc.

#### **Reference Books:**

1. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
2. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson Inc

#### **Mini Project on Airline Operations: Industrial visit to Domestic Airport**

**SEMESTER – VI****ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

**Goal:** To enable the students to acquire knowledge of Entrepreneurship

**Objective:** On successful completion of this course, the students should have understood EDP, Project management Institutional support to entrepreneurial development

**UNIT I**

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

**UNIT II**

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

**UNIT III**

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

**UNIT IV**

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

**UNIT V**

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

**TEXT BOOK**

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock

**AIRPORT STRATEGIC PLANNING****Aim**

To enable Students to learn the International standards in Airport System Planning and Airport Planning and Design which should match the continuous innovation taking place in Aircraft Characteristics and Airline operations



**Unit – 1**

- Introduction – Growth of Air Transport,
- Airport Organization and Associations, Classification of Airports Airfield Components,
- Air Traffic Zones and Approach Areas. Context of Airport System Planning – Development of Airport Planning Process –
- Ultimate Consumers – Airline Decision – Other Airport Operations.

**Unit – 2**

- AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN
- Components Size, Turning Radius, Speed, Airport Characteristics.
- CAPACITY AND DELAY: Factors Affecting Capacity,
- Determination of Runway Capacity related to Delay,
- Gate Capacity, and Taxiway Capacity.

**Unit – 3**

- AIRPORT PLANNING AND SURVEYS:
- Runway Length and Width, Sight Distances,
- Longitudinal And Transverse, Runway Intersections,
- Taxiways, Clearances, Aprons, Numbering, Holding Apron.

**Unit – 4**

- PLANNING AND DESIGN OF THE TERMINAL AREA:
- Operational Concepts, Space Relationships and Area Requirements,
- Noise Control, Vehicular Traffic and Parking at Airports.

**Unit – 5**

- AIR TRAFFIC CONTROL AND AIDS:
- Runways and Taxiways markings,
- Day & Night Landing Aids,
- Airport Lighting and other Associated Aids.

**Text Book:**

1. Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd
2. Airport Marketing –David Jarach –Ashgate Publishing Limited

**Reference Books:**

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.

4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

## **AIRLINE AND AIRPORT MARKETING MANAGEMENT**

### **Aim**

To enable the Students to learn the Marketing Management of Airline companies and Airport Organizations as these are the two interlinked Business Organizations which involve thousands of crores of Investments and knowing the nuances of Marketing in these specialized fields only will groom the Students as ‘BEST Managers’ of Airlines and Airport in future.

### **UNIT – 1: Market for Air Transportation**

- Marketing and Marketing mix –
- Application of Marketing Principles to Airline Management
- Airline Business and its Customers – Market segmentation
- PESTE Analysis

### **UNIT- 2: Air Travel -Marketing Strategy & Product Analysis**

- Michel Porter’s Five Factors and their Application to Airline –
- Cost leadership –Focus strategies
- Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules Related Product Features.
- Customer Service and Controlling Product Quality-Air Freight Product.
- Strategic Airline Alliances

### **UNIT – 3: Airlines-Revenue Management and Distribution and Promotion**

- Building Block in Airline Pricing Policy-Uniform and Differential Pricing
- The Structure of Air Freight Policy
- Distribution Channel Strategies-Travel Agency Distribution System
- Selling & Distribution Channel in Air Freight Market
- Brand Building Strategies in Airline Industry
- Relationship Marketing and Components of Marketing Strategies
- Frequent Flyer Programme- Anatomy of Sale and Planning-
- Marketing Communication Technique-Airline Advertising
- Air Freight Market- Future of Airline Market

**UNIT – 4: Airport Marketing**

- The Role and Scope of Activity of the Airport Enterprise – The Economic Impact on Countries and Regions
- Main Governance Patterns in the Airport Business
- The International path of Evolution in the Airport Business- Air Transport Value chain-- Airport Enterprises
- Rise of Airport Marketing for the Aviation related Business – Airport's Market Positioning-Primary Hub-Secondary Hub- Regional Airport – All Cargo Airport
- Airport Revenue Management – Airport Alliances – Management Contract.

**UNIT- 5: Airport Marketing Planning**

- Evolution of Traditional Airport – Evolutionary patterns for Airport Enterprises –
- Commercial Airport Philosophy – Non- Aviation Business- Tourist& Conference Services –
- Logistic Services and Property Management – Consulting Services –
- BAA and the Non – Aviation Business – Best Airport in the World: The Case of Singapore Airport
- Creative Marketing Approach for the Airport Enterprise – Assessment
- Airport Marketing Planning –London City Airport: A Best –in – Class provider in the Airport Business.

**Text Book:**

1. Airport Marketing – David Jarach – Ashgate Publishing Limited
2. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd

**Reference Books:**

1. Marketing Management – Philip Kotler – Pearson Education/PHI
2. Marketing Management – Rajan Saxena –Tata McGraw Hill
3. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9<sup>th</sup> Edition.
4. Global Marketing Management – Warren J. Keegan – PHI
5. Marketing Management – Ramaswamy & Namakumari – Mac Millnan(I)

## **Elective II: SERVICES MARKETING**

### Unit – 1:

- Services Marketing – meaning – nature of services – Types and importance –
- Relationship marketing – Mission, Strategy, elements of design, marketing plan market segmentation.

### UNIT – 2:

- Marketing mix decision:- unique features of developing, pricing, promoting and distributing services
- Positioning and differentiations strategies, quality of service industries
- Achievement and maintenance, customer support service.

### UNIT – 3:

- Marketing of hospitality:- Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and goods Transport – Leisure Service.

### UNIT – 4:

- Marketing of Financial services - Concept – features of banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services.

### UNIT – 5:

- Marketing of Non – Profit organizations:- services offered by charities –
- Educational service – miscellaneous service – power and Telecommunication.

### Text Book:

1. Services marketing - S. M. Jha – Himalaya Publishing Company 1998, Mumbai.

### Reference Book:

1. Services Marketing – Indian experience – Ravishankar, South Asia publication 1998, Delhi
2. Services Marketing – Text & Reading – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Services Marketing – Loveck – Prentice Hall
4. Services Marketing – Gousalves –Prentice Hall
5. Services Marketing – Principles & Practice – Palmer, Prentice Hall
6. Services Marketing – Woodruffe - McMillan

## **AIRCRAFT MAINTENANCE MANAGEMENT**

### **Aim**

To enable the Students to learn the importance of Aircraft Maintenance without which Aircraft Movements will be disturbed terribly and the safety of Aircraft Operations cannot ensured unless the proper Maintenance is taken care as per the schedule.

### **UNIT-1: Goals and Objectives of Maintenance**

- Types of Maintenance – Reliability, Redesign.
- Establishing Maintenance Program me.
- Introduction of Maintenance Steering Group
- Process and Task Oriented Maintenance
- Maintenance Intervals Defined.

### **UNIT-2: Documentation for Maintenance**

- Types of Documentation
- Regulatory Documents
- Airlines Generated Documents
- ATA Document Standards
- Maintenance and Engineering Organization

### **UNIT-3: Production Planning and Control**

- -Forecasting- Production Planning &Control
- -Feedback for Planning
- Organization of PPC
- Technical Publications- Functions of Technical Publication
- Technical Training – Training for Aviation Maintenance

### **UNIT-4: Maintenance Control Centre**

- Responsibilities
- Line Maintenance Operations
- Maintenance Crew Skill Requirement
- Hamper Maintenance Activities
- Maintenance Overall Shops( off aircraft)

**UNIT-5: Quality Assurance and Quality Control**

- Requirement for Quality Assurance
- Quality audit- ISO 9000 Quality standard
- Reliability- Types of Reliability
- Maintenance Safety – Safety Rules- Accident & Injury Reporting

**Text Book:**

1. Aviation Maintenance Management - Harry A Kinnison mc Graw hill.

**Reference Books:**

1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd
2. Managing Maintenance Error – James Reason and Alan Ho

**Skill Based Subject-4 : CUSTOMER RELATIONSHIP MANAGEMENT**

**Subject Description:** This course presents the basics of Customer Relationship Management

**Goals:** To enable the students to learn the basics of Customer Relationship Management

**Objectives:** On successful completion of the course the students should have:  
Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

**UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

**UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

**UNIT – III**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

**UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

**UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

**REFERENCE BOOKS:**

S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997

Paul Green Berg – CRM – Tata Mc Graw Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

**Major Project on Airport Management: Industrial Visit to international Airport**