Bengaluru North University
Tamaka, Kolar, Karnataka - 560009.

Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION-Aviation Management (BBA-AM)

V and VI Semester Syllabus.

2021-22 Onwards

10th, and 11th August 2023

PROCEEDINGS OF UG BOS MEETING OF BBA (REGULAR) AND BBA (AVIATION MANAGEMENT) COURSES OF BENGALURU NORTH UNIVERSITY

The Proceedings of BOS meetings of BBA (Regular) and BBA (Aviation Management) courses of Bengaluru North University to frame the syllabus as per NEP for the academic year 2022-23 was held on 10th and 11th August 2023 in Bengaluru North University, Tamaka, Kolar District at 10.00 AM under the guidance of the Chairperson Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Government First Grade College, Hoskote. The board has agreed and approved the Course Matrix and the Syllabus for the second year for the above- mentioned courses. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

1	**Dr. Chandrakantha K** Professor, Chairperson and Former Dean(BNU) Department of Commerce & Management Government First Grade College, Hoskote.	**CHAIRPERSON**
2	**Dr. Lakshmi** Associate Professor Department of Commerce & Management Government First Grade College, Malur.	**MEMBER**
3	**Dr. Amruthamma R** Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	**MEMBER**
4	**Dr. Zabiulla** Assistant Professor Department of Commerce & Management Government First Grade College, Gowribidanur.	**MEMBER**
5	**Mrs. Latha R** Assistant Professor Department of Commerce & Management LBS Government First Grade College, RT Nagar, Bengaluru.	**MEMBER**
6	**Mrs. Shruthi S K** Assistant Professor Department of Commerce & Management SEA College, K R Puram, Bengaluru.	**MEMBER**
7	**Dr. Rajini TV** Assistant Professor Department of Commerce & Management Government First Grade College, Varthur.	**MEMBER**

8	**Sri. Lawrence Prasanna** Associate Professor Department of Commerce &Management Government First Grade College, Kolar.	**MEMBER**
9	**Sri. Ramakrishna N** Assistant Professor Department of Commerce &Management Government First Grade College, Hoskote.	**MEMBER**
10	**Sri. Ravindra R** Deputy Manager Lumax Auto Technologies, Kolar.	**MEMBER (External)**
11	**Dr. Eshwarappa M** Chairperson, Department of Management Studies Maharani Cluster University, Bengaluru.	**MEMBER (External)**
12	**Dr. Ramakrishna Naik** Associate Professor Department of Commerce & Management Oxford Business School, Bengaluru.	**MEMBER (External)**
13	**Dr. Sumitha K** Assistant Professor Department of Commerce & Management East Point College Of Higher Education, Bangalore	**Co-Opt MEMBER**

Minutes of the Meeting:

1. Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Department of Commerce & Management, Government First Grade College, Hoskote, welcomed all the BOS Members of the BBA (Regular) and BBA (Aviation Management) board for the meeting which was scheduled on 10/08/2023 and 11/08/2023.
2. The Chairperson of BOS highlighted the importance in implementing the salient features ofNational Education Policy in the UG curriculum and urged all the BOS members to adopt innovative and goal-oriented curriculum structure that would enable the students to have a successful career and become responsible citizens.
3. The BOS members presented their views on the inclusion of relevant subjects, contents and modifications required for the existing subjects and also presented a wide list of skill based and value-based subjects that are required to be included in the curriculum. All these modifications were extensively discussed and the curriculum structure was finalized with the consensus of all the members and was duly accepted by the Chairperson.
4. Based on the recommendations of the members of the BOS, the Chairperson resolved and accepted the New Scheme of Teaching, Evaluation and Curriculum from the Academic year 2023-24 based on National Education Policy 2020 for four-year BBA (Regular) and BBA (Aviation Management) Under Graduate Program.
5. The BOS members presented their views and accordingly, modifications were made in the syllabus, which was approved in the meeting by all the members

6. It was proposed by the members to follow the semester-end examination question paper pattern as indicated below:

PATTERN OF QUESTION PAPER

SECTION-A 1. a, b, c, d, e,f, g	(Conceptual questions) Answer any FIVE out of seven sub questions	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5.6	(Application questions) Answer any THREE out of five questions	(03 X 04 = 12 Marks)
SECTION-C: 7,8,9.10, 11	(Analysis and understanding questions) Answer any THREE out of five questions	(03 X 10 = 30 Marks)
SECTION-D 12	Question completely based on the skill Development part (lab activities) Answer any ONE out of two questions	(01 X 8 = 8 Marks)
TOTAL		**60 Marks**

6. The above question paper pattern was discussed and approved in the meeting and the same will be forwarded to BNU for further action.

Chairperson-BOS

Bengaluru North University

BBA-Aviation Management

Curriculum as per National Educational Policy (NEP 2020)

(CBCS -SEMESTER SCHEME)

COURSE MATRIX

FIFTH SEMESTER

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week(L+T+P)	SEE	CIE	Total Marks	Credits
1	BBAA 5.1	Research Methodology	DSC-13	4+0+0	60	40	100	4
2	BBAA 5.2	Air Transportation Safety and Security	DSC-14	4+0+0	60	40	100	4
3	BBAA 5.3	Income Tax	DSC-15	4+0+0	60	40	100	4
4	BBAA 5.4	Elective 1	DSE-1	4+0+0	60	40	100	3
5	BBAA 5.5	Elective 2	DSE-2	4+0+0	60	40	100	3
6	BBAA 5.6	Mini Project on Airline Operations: Industrial visit to Domestic Airport.	Vocational -1	3+0+2	60	40	100	4
7	BBAA 5.7	Cyber Security	SEC-VB	1+0+2	30	20	50	2
Sub - Total (E)					390	260	650	24

ELECTIVE GROUPS AND COURSES

SL NO	Airline Administration	Aviation Management	Information Technology
COURSE CODE	AA	AM	IT
Paper	Airline Advertising and Sales Promotion	Aviation Finance and Insurance	E-Business Information System

NOTE: Students have to choose Two Electives in Vth Semester.

Bengaluru North University

BBA-Aviation Management

Curriculum as per National Educational Policy (NEP 2020)

(CBCS -SEMESTER SCHEME)

COURSE MATRIX

SIXTH SEMESTER

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week(L+T+P)	SEE	CIE	Total Marks	Credits
1	BBAA 6.1	Airport Strategic Planning	DSC-16	4+0+0	60	40	100	4
2	BBAA 6.2	Aviation Enterprise Management	DSC-17	4+0+0	60	40	100	4
3	BBAA 6.3	Customer Relationship Management	DSC-18	4+0+0	60	40	100	4
4	BBAA 6.4	Elective 1	DSE-3	4+0+0	60	40	100	3
5	BBAA 6.5	Elective 2	DSE-4	4+0+0	60	40	100	3
6	BBAA 6.6	Major Project on Airport operations: Industrial visit to International Airport	Vocational-2	3+0+2	60	40	100	4
7	BBAA 6.7	Internship	I-1	4 to 5 Weeks	-	50	50	2
Sub - Total (F)					360	290	650	24

ELECTIVE GROUPS AND COURSES

SL NO	Airline Administration	Aviation Management	Information Technology
COURSE CODE	AA	AM	IT
Paper	Cabin Crew Resource Management	Aircraft Maintenance and Management	Technological Trends in Aviation

NOTE: Students have to choose Two Electives in VI th Semester.

Note:

- ➢ 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.

Name of the Program: BBA Aviation Management

Course Code: BBAA 5.1

Name of the Course: Research Methodology

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: On successful completion of the course, the students will familiarize students with the research process, tools and techniques used along with report generation.

Syllabus:	**Hours**
UNIT- 1: Introduction To Research	**14 hrs**
Meaning –Characteristics of Research- Objectives – Types of Research – Scope of Research – Significance of Research- Research Methods Vs Research Methodology Research Process – Review of literature and its significance- Problem Formulation – Sources of problem formulation- Research Gap – Limitation-Ethics in Research- Plagiarism in research, Measures to overcome Plagiarism, Research Design –Types of research design-Steps involved in designing research design- Types of variables in relation to research	
UNIT – 2: Hypothesis And Sampling Methods	**10 hrs**
Testing of hypothesis-Types –Significance-Steps involved in hypothesis-Formulation of hypothesis Errors in hypothesis- Level of significance- Sampling methods- Probability and non-Probability and its applicability-Determination of sample size, Sampling errors, Confidence interval	
UNIT- 3: Tools For Collection Of Data	**12 hrs**
Data and its types in research, Sources of data collection, Questionnaire Design-Schedules, Interview Observation- Survey methods- Scaling measurement techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale- Criteria for good measurement, attitude measurement, Motivational research	
UNIT – 4: Statistical Methods	**10 hrs**
Classification and Tabulation of data - Analysis of data –Steps involved in the analysis of data- Descriptive statistics (Meaning only), Parametric and non-parametric tests applicability (Concepts only)- Multidimensional Scaling and Cluster analysis (Concepts only) ,SEM, AMOS(Concept only)	

UNIT – 5: Report Writing	10 hrs
Reports and their types, Format of the research report, Report writing – Principles – Steps in report writing Bibliography, Reference importance and writing style.	

Reference Book:

- C.R. Kothari, Research Methodology, Vikas Publications
- Usha Devi N, Santhosh Kumar – Business Research Methodology

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Illustrate steps involved in the research process
- Illustrate a statement of the problem by selecting a topic of your interest
- Illustrate a review of the literature and identify the research gap

Name of the Program: BBA Aviation Management

Course Code: BBAA 5.2

Name of the Course: Air Transportation Safety and Security

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

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

Syllabus:	**Hours**
UNIT- 1: Importance of Air Transportation Safety and Security-Airport- Airways	**10 hrs.**
Protecting Public Transportation-Screening- Personnel and Baggage – Metal Detectors-X ray Inspections, Passive andActive Millimeters-Trace- Detection Techniques-The Way on Drugs and Explosives.	
UNIT – 2: Terrorism	**12 hrs.**
Terrorism – Introduction- Causes of Terrorism-Rival claim of pales tine- 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	**12 hrs**
Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Programme -Public Law about Hijacking Air Transportation Security Act 2001-crimes against Humanity- The Tokyo Convention and Summit	
UNIT -4: Legislations and Regulations	**10 hrs**
ICAO/ECAC -Transportation security administration – International aviation safety assessment program-Legislation after 9 Sep 2001	
UNIT-5: Technological Improvements in Aviation Safety and Security	**12 hrs**
Technological Improvements on Aviation Safety and Security-Introduction- Microwave Holographic Imaging-Body or Fire Security Scanner--New Generation of Video Security Systems--Bio simmer – Biometric Systems.	

Reference 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.

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Safety and Security Measures adopted in any International Airport of your choice.
- Recent Technological Developments in Aviation Safety and Security.

Name of the Program: BBA Aviation Management

Course Code: BBAA 5.3

Name of the Course: Income Tax

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: On successful completion of the course, the students will be able to - Understand various provisions of the Income Tax Act relating to the computation of taxable income of individual assesses.

Syllabus:	Hours
UNIT- 1: Introduction to Income Tax	**14 hrs.**
Income Tax: Brief History - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of Previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income). Exempted Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory	
UNIT – 2: Income from Salary	**16 hrs.**
Meaning & Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances: House Rent Allowance, Entertainment Allowance, Transport Allowance, Children Education & Hostel Allowances - Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Perquisites Taxable in all Cases: Rent free accommodation - Concessional accommodation, Personal obligations of the employee met by the employer – Perquisites Taxable in Specified Cases : Gardener, Sweeper, Gas, Electricity, Water and Motor car facility (when the motor car is owned or hired by the employer)– Provident Funds – Deductions from Salary U/S 16 – Problems on Income from Salary(excluding retirement benefits-Gratuity, Pension, Encashment of leave salary)	
UNIT - 3: Income from House Property	**10 hrs.**
Basis of Charge – Exempted Incomes from House Property – Annual Value – Determination of Annual Value – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property (Excluding Pre-Construction interest)	

UNIT -4: Profits and Gains from Business and Profession	10 hrs.
Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor.	
UNIT-5: Computation of Total Income	**06 hrs.**
Income from Capital Gains (excluding exemptions - Theory only) - Income from Other Sources (Theory only) - Deductions U/S 80 C, D & G. Simple problems on Computation of Total income of an Individual	

Reference Books:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxman publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.,
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur &Narang: Income Tax, Kalyani Publisher s
6. 7 Lecturer – Income Tax – VBH
7. Dr.V. Rajesh Kumar and Dr.R.K. Sreekantha: Income Tax – I, Vittam Publications

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Form No. 49A (PAN) and 49B.
- Filling of Income Tax Returns.
- List of enclosures to be made along with IT returns (with reference to salary & H.P).
- Preparation of Form 16.
- Computation of Income Tax and the Slab Rates.
- Computation of Gratuity.
- Chart on perquisites.
- List of enclosures to be made along with IT returns (with reference to salary and house property incomes)

Name of the Program: BBA Aviation Management

Course Code: BBAA (Elective- Airline Administration (AA))

Name of the Course: Airline Advertising and Sales Promotion

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: On successful completion of the course, the students will be able to understand the purposes of the Advertisement Strategies for Airlines. Sales Promotion Techniques in Aviation Industry

Syllabus:	Hours
UNIT- 1: Introduction To Advertisement	**10 hrs.**
Concept and definition of advertisement - Understanding the role of advertising and sales promotion in the aviation industry-Key concepts and terminology in advertising and sales promotion- The evolution of airline advertising and its impact on consumer behavior.	
UNIT – 2: Advertising Strategies for Airlines	**14 hrs.**
Objectives and goals of airline advertising campaigns -Market segmentation and targeting in airline advertising -Crafting effective advertising messages and creative concepts-Integrating digital media and traditional advertising channels-Measuring the effectiveness of airline advertising campaigns	
UNIT - 3: Types of Advertisements in the Aviation Industry	**12hrs.**
Branding and image-building -advertisements Promotional and seasonal campaigns Product-specific advertisements (flights, services, amenities)- Crisis management and public relations through advertisements	
UNIT -4: Sales Promotion Techniques	**12hrs.**
Defining sales promotion and its role in the aviation industry-Creating effective sales promotion offers and incentives-Loyalty programs and frequent flyer promotions-Collaborative promotions with partners (hotels, car rentals, etc.)	
UNIT-5: Designing Sales Promotion Campaigns	**8 hrs.**
Developing integrated sales promotion campaigns -Aligning sales promotions with advertising strategies - Measuring the success of sales promotion campaigns- Adapting advertising and promotions for different cultures - Challenges and opportunities of international advertising campaigns	

Reference Books:

- "Airline Marketing and Management" by Stephen Shaw and Bijan Vasigh
- Fundamentals of Airline Marketing By Scott Ambrose, Blaise Waguespack
- "Integrated Advertisements, Promotion and Marketing communication", Kenneth Clow. Donald Baack ,Prentice Hall of India, New Delhi, 2003.
- Advertising and Promotion ,E.Betch and Michael, MC. Graw Hill

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Analyzing real-world airline advertising and sales promotion campaigns
- Developing a comprehensive advertising and sales promotion plan for an airline and Airport of own choice.

Name of the Program: BBA Aviation Management

Course Code: BBAA (Elective- Aviation Management (AM))

Name of the Course: Aviation Finance and Insurance

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: On successful completion of the course, the students will be able to- equips with the knowledge and skills needed to navigate the complex financial and risk landscape of the aviation industry, contributing to safer and more efficient operations while optimizing financial outcomes.

Syllabus:	**Hours**
UNIT- 1: Airline Finance – Introduction	**12hrs.**
Airline Finance- Meaning and Definition - · 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	**12hrs.**
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	**12 hrs.**
Finance Lease – Meaning, Objectives, Different types 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	**10 hrs.**
History of Aviation Insurance – Basic Principles of Insurance – Basic Terminologies in General Insurance- Insurers – Risk & Insurance – Risk Management	
UNIT-5: Aviation Insurance	**10 hrs.**

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.

Reference Books:

- Airline Finance-5th Edition, By Peter S. Morrell
- Aircraft Leasing and Financing-
  Tools for Success in International Aircraft Acquisition and Management
  1st Edition - November 29, 2018,Vitaly Guzhva, Sunder Raghavan, Damon J. D'Agostino

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Analysis of real-world aviation finance and insurance cases
- Simulation exercises for risk assessment and financial decision-making

Name of the Program: BBA Aviation Management

Course Code: BBA (Elective Information Technology (IT))

Name of the Course: E-business Information System

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: On successful completion of the course, the students will be able to familiarize students with aspects of business information systems and relevant information technology, and to develop skills for designing and implementing simple computer-based business applications while staying current with technological trends.

Syllabus:	Hours
UNIT- 1: Introduction To E-Business And Information System	**10hrs.**
Introduction to E-Business- Evolution of e-business technologies and trends – Business information system – Features of Information system – Uses of Business Information Systems, Users of Information Systems – Components of Business Information Systems.	
UNIT – 2: Types Of Information Systems	**12hrs.**
Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.	
UNIT 3: Data and Information Management	**14hrs.**
Data vs. information: concepts and differences - Data management lifecycle: collection, storage, processing, analysis, and distribution, Data quality, integrity, and security considerations - Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems	
UNIT -4: Information Systems in Organizations	**10hrs.**
Understanding the relationship between information systems and organizational goals Types of information systems: transaction processing, decision support, executive support, etc.- Aligning information systems with business processes and strategies	

Unit-5- Information Security and Risk Management	10hrs.
Information security fundamentals: confidentiality, integrity, availability -Risk assessment and mitigation strategies -Legal and ethical considerations in information management- Cloud computing and its impact on information management -Big data and analytics in the modern business landscape - AI and machine learning applications in information systems.	

Reference Books:

- James Obrein, Management Information Systems, Tata McGraw Hill
- R.G. Saha – Computer Application Business, HPH.
- Manjunath, GunduRao – Computer Business Applications, HPH.

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Analysis of real-world information management challenges and solutions
- Hands-on exercises using database and analytics tools

BBAA 5.6 Mini Project on Airline Operations: Industrial Visit to Domestic Airport

The Student has to submit a Project Report of nearly 100 to 120 Pages. This Project must be prepared based on the functional areas of a Domestic Airline Company (All Operational Areas must be Covered). The Project carries 60 Marks for Project Report and 40 Marks for Viva-Voce. It has to be valued by B.O.E Members and Viva-Voce also must be conducted by B.O.E Members. B.O.E must invite one External Industry Expert for Viva-Voce Examinations.

Name of the Program: BBA Aviation Management

Course Code: BBAA 6.1

Name of the Course: Airport Strategic Planning

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes:

The course content outlined above is a comprehensive framework that aligns international airport system planning and design standards with the rapidly evolving landscape of aircraft characteristics and airline operations. The course aims to prepare students for a dynamic career in the aviation industry by providing them with the skills and insights needed to create resilient and innovative airport systems.

Syllabus:	Hours
Unit – 1 – Introduction	**12 hrs.**
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 – Airline Decision – Other Airport Operations.	
Unit – 2 - Airport management:	**12 hrs.**
Airport planning – Operational area and Terminal planning, design, and operation – Airport operations – Airport functions – Organization structure of Airline and Airports sectors – Airport authorities - Key stakeholders in airport management(government agencies, airlines, passengers, etc). – Global and Indian scenario of Airport management – DGCA – AAI.	
Unit – 3 : Airport Characteristics Related To Airport Design	**12 hrs.**
Components Size, Turning Radius, Speed, Airport Characteristics- Runway Length and Width, Sight Distances-Longitudinal And Transverse, Runway Intersections-Taxiways, Clearances, Aprons, Numbering, Holding Apron- Aerodrome Data: Basic Terminology – Aerodrome Reference Code Aerodrome Reference Point – Aerodrome Reference Temperature	
Unit – 4: Airport Planning And Design Of The Terminal Area	**08 hrs.**
Capacity And Delay: Factors Affecting Capacity-Determination of Runway Capacity related to Delay-GateCapacity, and Taxiway Capacity. Operational Concepts, Space Relationships and Area Requirements, Noise Control, Vehicular Traffic and Parking at Airports. Runways and Taxiway markings, Day & Night Landing Aids, Airport Lighting, and Other Associated Aids.	
Unit -5 Air Traffic Control and Aids	**12 hrs.**

Air Traffic Services -Parts of ATC Service – Scope and Provision of ATC 's – VFR & IFR Operations – Classification of ATS- Air Spaces- - Flight Information Alerting Services, Coordination, Emergency Procedure and Rule of the Air- Visual and for Navigation, Visual Aids for Denoting Obstacles Emergency and other Services.

Reference Book:

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

Note: Latest edition of textbooks may be used.

Skill development Activities:

- List out Visual and Non-Visual Navigation Aids.
- Significance of Radar Service in Aviation

Name of the Program: BBA Aviation Management

Course Code: BBAA 6.2

Name of the Course: Aviation Enterprise Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: To equips and empower the students with the skills to make informed decisions, solve complex challenges, and contribute to the success of aviation businesses while prioritizing safety, sustainability, and customer satisfaction. It's a dynamic field that requires continuous learning and adaptability to keep up with industry advancements and changes.

Syllabus:	Hours
Unit – 1 – Introduction	**10 hrs.**
Meaning- Definition- Types of aviation enterprises: airlines, airports, aircraft manufacturers, MRO (Maintenance, Repair, and Overhaul) facilities, etc. Highlight the significance of aviation in global connectivity, trade, tourism, and economic development.	
Unit – 2 - Aviation Business Models	**14 hrs.**
Different business models and revenue streams in the aviation sector - Airline Business Models: Full Service Carriers (FSCs), Low-Cost Carriers (LCCs), Hybrid Carriers, Ultra Low-Cost Carriers(ULCC)- Airline Strategic Management. Cargo Airlines and Freight Business Models: Dedicated Cargo Carriers, Integrated Express Carriers. Airport Business Models - Commercial Airports- Hub Airports vs. Point-to-Point Airports. Emerging Business Models and Innovations.	
Unit – 3 : Aviation Economics	**12 hrs.**
Demand and supply factors in aviation - Cost Structure in Aviation- Elasticity and Pricing Strategies- Competition and Market Structure- Airline and Airport Economics-Economic challenges and factors affecting profitability- Investment and Financing in Aviation – Regulatory Bodies and their Role.	
Unit – 4: Aviation Sustainability and Environmental Management	**12 hrs.**
Environmental challenges and sustainability efforts in aviation - Emission reduction strategies and alternative fuels(Aircraft Design and Technology)- Government Policies and Incentives - Corporate Social Responsibility- Green technologies in aviation.	
Unit -5 Crisis Management and Emergency Response	**08 hrs.**
Developing and implementing crisis management plans - Emergency response procedures and coordination.	

Reference Book:

- "Introduction to Aviation Management" by Andreas Wald and Thomas C. Lawton,Third Revised Edition, 2010
- "Aviation Strategy" by Mike Hirst and David Alexander, Elsevier, 2008
- "Sustainable Aviation Futures: Transport and Sustainability" edited by Editors Lucy Budd Steven Griggs and David Howarth, Emerald Publishing Limited, 2013.
- "Airline Operations and Management: A Management Textbook" by Gerald N. Cook and Bruce Billig, 1st Edition, 2017
- "Airline Finance" by Peter S. Morrell, 5th Edition,2021

Note: Latest edition of textbooks may be used.

Skill Development Activities: -

• Students can develop critical thinking and decision-making skills by participating in scenario based simulations (like optimizing resource allocation, responding to changing market conditions., etc.,) that replicate real-world challenges in aviation enterprises.

• Students can Collaborate with teammates to develop and execute a comprehensive business strategy and Technology Innovation, improving their teamwork, Entrepreneur skills and communication skills.

Name of the Program: BBA Aviation Management

Course Code: BBAA 6.3
Name of the Course: Customer Relationship Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: The course content will make students on understanding the principles, strategies, and technologies involved in managing and optimizing relationships with customers to enhance business performance.

Syllabus:	Hours
Unit – 1 - Understand CRM Fundamentals	**12 hrs.**
Define CRM- its importance, and its impact on business outcomes-Differentiate between transactional and relationship-based approaches to customer management- techniques for segmenting and Targeting customers - customer loyalty and retention. CRM in India	
Unit – 2 - CRM Strategies	**12 hrs.**
Various CRM strategies, such as acquisition, retention, cross-selling, and upselling-Understand the customer lifecycle and its relevance to CRM strategies- Customer Data and Analytics- data privacy, security, and ethical considerations in CRM	
Unit – 3 : CRM Technologies and Tools:	**12 hrs.**
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing technology –Indian scenario-CRM software systems and their functionalities (e.g., Salesforce, HubSpot)-Integration of CRM with other business systems (Sales Force Automation, ERP, marketing automation)	
Unit – 4: Measuring CRM Effectiveness	**08 hrs.**
Customer Experience Management- Different communication channels (e.g., email, social media, mobile apps) for effective customer engagement- key performance indicators (KPIs) for evaluating CRM success- CRM metrics- analyze and interpret.	
Unit -5 CRM Implementation and Challenges:	**12 hrs.**
Implementing a CRM strategy within an organization- Strategy Alignment- Data Migration- User Training- Data Quality. Challenges such as resistance to change, Cost Overruns, data integration, Customization Challenges, Sustainability, Measurement and ROI and user adoption.	

Reference Book:

- Customer Relationship Management: Emerging Concepts, Tools and Applications, Jay Liebowitz and Michael S. Frank(Editors),Taylor & Francis, 2015
- CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time,Paul Greenberg, McGraw-Hill Education, 2022 (4th Edition)
- Customer Relationship Management: Concepts and Technologies, Francis Buttle, 2021 (3rd Edition),Routledge

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Analyze real-world CRM success stories and failures from different industries.
- Apply CRM concepts to case studies and develop actionable recommendations.

Name of the Program: BBA Aviation Management Course Code: BBAA (Elective- Airline Administration (AA))

Name of the Course: Cabin Crew Resource Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: This course focuses on training cabin crew members to effectively manageand mitigate risks, ensure passenger safety, and maintain a harmonious working environment onboard an aircraft

Syllabus:	**Hours**
UNIT- 1:	**10 hrs.**

Introduction to CCRM and its Significance- the role of cabin crew- passenger well-being and emergency response- the key principles of resource management, including assertiveness, leadership,and workload management.

UNIT – 2: Communication and Crew Coordination	**14 hrs.**

Effective communication skills- strategies for harmonious coordination among cabin crew members- Cultivate situational awareness- techniques for sound decision-making in both routine and emergencysituations.

UNIT - 3: Crew Resource Management Principles:	**12hrs.**

The organization structure for Cabin Crew Resource Management (CCRM)- interactions with otherdepartments and personnel involved in aviation operations-Review emergency protocols, includingaircraft evacuation, emergency equipment usage, and passenger assistance-strategies for effective passenger interaction, addressing diverse needs and potential conflicts.

UNIT -4: Crisis Management and Dealing with Medical Emergencies:	**12hrs.**

Cultural differences among passengers and crew members-interpersonal skills - Human Factors andStress Management- Dealing with Medical Emergencies- Security and Terrorism Awareness

UNIT-5: CCRM Skills and Training	**8 hrs.**

Human performance training-Hands-on exercises and simulated exercises - Human factors in aviation Human error .- Threat and error management- Cabin crew safety training and qualifications Safety management system (SMS) training- Fatigue management training - In-charge cabin crew member training.

Reference Books:

- Cabin Crew Excellence: Enhancing Customer Service and Passenger Safety",
- Christine M. Grimm, Cengage Learning,2017.
- Cabin Crew Safety",Author: Alan J. Stolzer, Carl D. Halford, and John J.Goglia, Academic Press,2017
- "Human Performance and Limitations in Aviation",Authors: R. D. Campbell, M. Bagshaw, and N. H. Hawton, Wiley, 2020 (4th Edition).
- "Air Cabin Crew Manual", Suzanne Kearns and Julie Allan,Routledge,2017

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Engage in realistic scenarios and simulations to apply CCRM principles and skills.
- Collaborate with fellow cabin crew members to address challenges and make informed decisions.

Course Code: BBAA (Elective- Aviation Management(AM))

Name of the Course: Aircraft Maintenance and Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: 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 be ensured unless the proper Maintenance is taken care of as per the schedule.

Syllabus:	Hours
UNIT- 1: Goals and Objectives of Maintenance	**10 hrs.**
Types of Maintenance – Reliability, Redesign. Establishing Maintenance Programme-Introduction of Maintenance Steering Group-Process and Task-Oriented Maintenance-Maintenance Intervals Defined.	
UNIT – 2: Documentation for Maintenance	**14 hrs.**
Types of Documentation-Regulatory Documents-Airlines Generated Documents-ATA Document Standards-Maintenance and Engineering Organization	
UNIT - 3: Production Planning and Control	**12hrs.**
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	**12hrs.**
Responsibilities-Line Maintenance Operations-Maintenance Crew Skill Requirement Hamper Maintenance Activities-Maintenance Overall Shops(off aircraft)	
UNIT-5: Quality Assurance and Quality Control	**8 hrs.**
Requirement for Quality Assurance-Quality audit- ISO 9000 Quality standard Reliability- Types of Reliability-Maintenance Safety – Safety Rules- Accident & Injury Reporting	

Reference Books:

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

Note: Latest edition of textbooks may be used.

Skill development Activities:

- Analyze real-world aircraft maintenance management scenarios and challenges.
- Participate in practical exercises that simulate maintenance planning, coordination, and decision-making.

Course Code: BBAA (Elective Information Technology (IT))

Name of the Course: Technological Trends in Aviation

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem-Solving.

Course Outcomes: To enable the Students to understand and learn about New Technologies and Trends adopted in Aviation Sector.

Syllabus:	Hours
UNIT- 1: Introduction	**10 hrs.**

Introduction – State of the Industry and Global Economic Outlook – Premium Economy – Meaning The rise of Premium Economy – Digital Security System – Robot Helpers in Airport – Biometric Entertainment – Book a Taxi in the Sky – Low Cost Airlines – Meaning – The Growth of Low-Cost Airlines – Last Minute Upgrades from Economy to Business Class – Green Airports – Introduction – Meaning – Advantages – In line Baggage Screening System – Passenger Boarding Process.

Unit – 2: Technological Improvement	**14 hrs.**

Cyber Security and the Cloud – A Digital Future – Inflight Enhanced Services – Using Date Insights to Understand the Customer -Personalizing and Unbundling Product Offerings – Leverage in Technological Innovations to tackle challenges – Emphasizing Cost Reduction Initiatives – A renewed focus on core offerings – Meaning – Block Chain Technology – Augmented reality and virtual Reality

UNIT - 3: Advanced Technological Improvement Aids	**12hrs.**

Artificial Intelligence – Internet of Things – Beacons Technology – Digital Twins – Introduction – Advantages – Doubling down on Maintenance – Aviation Digital Transformation Survey – Results – Mobility and Cloud at Your Services – Drone Revolution -Aircraft Maintenance – Safety – Perspective Maintenance Loom – 3D Printing addictive Manufacturing -Introduction- Lean Manufacturing Principles.

UNIT -4: Aircraft Technology	**12hrs.**

Boing and Airbus Projected Aircraft deliveries – Fuel Efficiency – Increasing Attention to In – Cabin Experience – Turbo Props and Business Aircraft – Corporate and Commercial Aircraft Advanced Technology – Enhancements to Small Aircraft – Engine Technology – high efficiency Engines – Long

Range Aircrafts – Improving Technology in Air Traffic Control	
Unit – 5 Aircraft Design And System	**8 hrs.**
Innovative Aircraft Design – Manufacturing – Electric Propulsion – Hypersonic Travel – Bio Fuels – Autonomous Flight – The Next Generation of Dassault's advanced flight deck – Advantages – Digital Flight Control System – Fighter Jet Technology – Synthetic Vision System – Coordinated Symbology – Enhanced Navigation Package – Enhanced Vision System	

Reference Books:

- Technological Trends and Disaster Management in Aviation by FlySky Aviation. Edition 2020
- Air Transportation: A Management Perspective By Dr John G. Wensveen.

Note: Latest edition of textbooks may be used.

Skill Development:

- Assignment on Digital Security System in Aviation
- Understand Biometrics process for Passenger
- Students can do Presentation about Drone usage in Aviation Industry

BBAA 6.6 : Major Project on Airport Management: Industrial Visit to International Airport

The Student has to submit a Project Report of nearly 100 to 120 Pages. This Project must be prepared based on the functional areas of an International Airport (All Operational Areas must be Covered). The Project carries 60 Marks for Project Report and 40 Marks for Viva-Voce. It has to be valued by B.O.E Members and Viva-Voce also must be conducted by B.O.E Members. B.O.E must invite one External Industry Expert for Viva-Voce Examination.