



BENGALURU NORTH UNIVERSITY

DEPARTMENT OF MANAGEMENT

Tamaka, Sri Devraj Urs, Extension, Kolar – 563103



Chairman, BoS

Dr. Sailaja K S

**Professor, Department of Commerce,
GFGC, Kolar**

**BBA – Aviation Management
Syllabus Framed
as per the
State Educational Policy – 2024, Karnataka
w.e.f.
Academic Year - 2024-25 onwards**



BENGALURU NORTH UNIVERSITY

**Scheme of Teaching, Evaluation & Curriculum
to be introduced from the**

Academic Year 2024-25
based on
State Education Policy – 2024

for
Three Year Under-Graduate Program

Bachelor of Business Administration
(BBA) – Aviation Management DEGREE
(SEP – SEMESTER SCHEME)

- A. Regulations**
- B. Course Matrix**
- C. Curriculum of Courses**

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**Tamaka, Sri Devraj Urs Extension,
Kolar, 563103**

Dr. Sailaja K S

M. Com, MBA, Ph. D

Professor, Department of Commerce, GFGC, Kolar

Chairman, Board of Studies – Management, Bengaluru North University

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The BBA program is designed to equip students with the knowledge and skills essential for thriving in the fields of Business administration. BBA program provides gateway to a plethora of opportunities in the field of Accounting, Finance, Taxation, Marketing, Human Resources, Data Analytics, E-commerce, Retail, Logistics, Banking, Insurance and other allied areas. It also provides financial acumen, and a versatile skill set that sets tone for today's competitive, dynamic and challenging world. The Board of Studies – Management, Bengaluru North University has taken utmost care in framing the syllabus, so that the students are given broad directions that shall meet the needs of the students and also ensure students are employable.

I, on behalf of the Members, Board of Studies – Management, Bengaluru North University assure that proper care is taken while framing the syllabus and also enhance critical, analytical, problem-solving and creative thinking skills amongst students in the learning process.

At the outset, I extend my gratitude to the Hon. Vice-Chancellor, Dr. Niranjana Vanalli for having faith in me and giving me the responsibility of Chairman, Board of Studies – Management, Bengaluru North University. He has initiated the discussion with his presence at the BoS meeting and has guided us at every step of progress.

I take this opportunity to thank Hon. Registrar – Administration, Dr Kumuda D for her fullest co-operation in the process of syllabus framing and her guidance and continuous support has been instrumental in this task. She has appraised the SEP norms and insisted that the norms shall be strictly adhered.

I also take this opportunity to thank Hon. Registrar – Evaluation, Dr. Thippeswamy K for his unconditional support and guidance that has been influential in successful completion of the task. He has extended expert advice in Credit Framework and Examination related pattern designing.

I whole-heartedly thank Hon. Dean, Faculty of Commerce, Bengaluru North University, Dr. Muninarayanappa, who has been a guiding force and his valuable inputs and contributions at every stage is immensely valuable in completion of this task.

I extend my fullest gratitude to all the Hon. Members of Board of Studies & Co-opted Members for their sincere efforts in framing the syllabus. The main aim was to ensure critical thinking, problem-solving and decision making which are the three major graduate attributes. Every member has contributed significantly and have successfully completed the assigned task within the stipulated time and their expertise, inputs, suggestions, feedback were of immense help in framing the syllabus.

I also thank all the support staff of the Bengaluru North University for their support in successful completion of the syllabus framing.

I once again thank each and every one for their invaluable time and service in their own possible way for successful completion of the assigned task.

Dr. Sailaja K S
Chairman, BoS
Department of Management



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BENGALURU NORTH
UNIVERSITY

Tamaka, Kolar - 563103.

NO. BNU/BOS(UG)/BBA//2024-25/36th

03.07.2024

NOTIFICATION

Sub: Constitution of Board of Studies in Business Administration BBA, BBA (Aviation Management), BBA (Business Analytics) and BBA (e-Commerce), Bachelor of Tourism & Travel Management (B.T.T.M), BBA (Tourism & Hospitality Management) and BBA (Tourism & Travel)(UG) - reg.

Ref: Vice - Chancellor's approval, dated: 20.06.2024

The Board of Studies in BBA, BBA (Aviation Management), BBA (Business Analytics) and BBA (e-Commerce), Bachelor of Tourism & Travel Management, BBA (Tourism & Hospitality Management) and BBA (Tourism & Travel)(UG) is constituted under section 33 of the Karnataka State Universities Act 2000 and read with the existing statute 8.1 of Bangalore University statutes, with the following members for a period of 3 year (or till they attain superannuation whichever is earlier) from the date of this notification.

Sl. No	Name & Address	
1.	Dr. K S SAILAJA Professor of Commerce, Government First Grade College, Kolar	Chairperson
2.	Dr. Lakshmi S Associate Professor of Commerce, Government First Grade College, Malur	Member
3.	Dr. Amruthamma R Associate Professor of Commerce, Government First Grade College, Hoskote	Member
4.	Dr. Rajani T V Associate Professor of Commerce, Government First Grade College, Varthur, Bengaluru	Member
5.	Sri Lawrence Prasanna Associate Professor of Commerce, Government First Grade College, Mulbagal.	Member
6.	Dr. Zabiulla Assistant Professor, Department of Management Government First Grade College, Gauribidanur	Member
7.	Ramesha G K Assistant Professor Dept of Commerce Government First Grade College Gauribidanur Chickballapura District	Member

8.	PadmavathiIndaragi Assistant Professor, Department of Management Government First Grade College, Devanahalli	Member
9.	Dr. Yathiraju K, Assistant Professor of Management, Government First Grade College, Vemagal	Member
10.	Dr. R Kiran Principal, Indus Valley Degree College, KR Puram, Bengaluru.	Member
11.	Dr. VajallaNilaveni Assistant Professor, Dept. of Commerce & Mgmt, Government First Grade College, KR Puram	Member
12.	SHRI. VidyaSanthosh Assistant Professor, Department of Management. KairaleeNikethan Golden Jubilee Degree College, Indiranagar, Bengaluru -38	Member
13.	SinduAkilesh Assistant professor, Department of Management, New Horizon College, Kasturinagar, Bengaluru.	Member
14.	Mrs. Geetha Vishwanathan Assistant Professor and HOD of Aviation, Krupanidhi Degree College, Varthur Bengaluru	Member
15.	Dr. Nirmala Sumithra Associate Professor of Commerce, Government First Grade College, BangaruThirupathi	Member
16.	Dr. Kouser Unnisa Associate Professor of Commerce, Government First Grade College, KGF	Member
17.	Mr. Naveen S Assistant Professor of Commerce, Government First Grade College & PG Centre, Chintamani	Member
18.	Dr. Mamatha S Associate Professor of Commerce, New Horizon College, Kasturinagar, Bengaluru	Member
19.	Dr. Mala K S Associate Professor, Government First Grade College, Vemgal.	Member
20.	Mrs. Ayesha Sultana Assistant Professor of Commerce, Government First Grade College, Kolar.	Member
21.	MAHESHA R HOD and Assistant Professor of Tourism, Government First Grade College, Kolar	Member
22.	Mamatha B.M HoD, BBA Department Sacred heart degree college for women, Jeevanbhimannagar, Bengaluru	Member

23. **Santhoshk**
Assistant
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24. **T**

23.	SanthoshKumar.N Assistant professor Sacred heart degree college for women, jeevanbhimannagar, Bengaluru.	Member
24.	Dr.Gurudath M N Assistant Professor, Department of Management, SJR College for Women, Rajajinagar, Bengaluru.	MEMBER EXTERNAL
25.	Amalan E HOD, Dept. of Tourism & Travel Management, KLE Society's Nijalingappa College, Bengaluru	MEMBER EXTERNAL
26.	Dr. Siddalingappa Poojari Assistant Professor, Dept. of Tourism & Travel Management, St. Claret, Bengaluru	MEMBER EXTERNAL
27.	Chandan V Assistant Professor, Dept. of Tourism, RC College, Bengaluru	MEMBER EXTERNAL
28.	Dr. Sivakami V Assistant Professor, Dept. of Travel & Tourism, Mount Carmel College, Bengaluru	MEMBER EXTERNAL
29.	CMA N RaveendranathKaushik RavindranathKaushik& Associates,Bengaluru.	Corporate Representative Member

The Chairperson and members are requested to serve in the committee and extend your cooperation.

BY ORDER



REGISTRAR

Bengaluru North University
Tamaka, Kolar, Karnataka-563 103.

Copy to:

1. The Chairperson and Members of Board of Studies.
2. P.S. to Vice - Chancellor, Bengaluru North University, Tamaka,Kolar.
3. The Registrar (Evl), Bengaluru North University, Tamaka,Kolar.
4. Finance Officer, Bengaluru North University, Tamaka,Kolar.
5. Guard File.



BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)

2024-25 Onwards

REGULATIONS PERTAINING TO BBA (AVIATION MANAGEMENT) DEGREE

(State Education Policy 2024 Scheme)

1. INTRODUCTION

The BBA (Aviation Management) Degree curriculum framework is designed to provide a comprehensive understanding of emerging career opportunities, aligned with evolving industrial and societal needs. Updated to reflect students' aspirations, the course offers specializations in Aviation Operations and Airline Management, Air Traffic Control, Cabin Crew Management, Airline Marketing and Finance, guiding students towards careers in these domains. Core subjects have been revised to include recent advancements and techniques, enhancing learners' skills across various business functions.

The curriculum incorporates problem-based learning to deepen understanding of administration and management in commerce, business, and aviation industry. The syllabus under SEP-2024 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered to the student community. Efforts have been made to integrate recent technology and MOOCs, enriching the teaching and learning process.

The primary objective of the graduate program is to enhance students' subject knowledge and develop their critical thinking skills, enabling them to address issues in industry and other business sectors effectively.

2. OBJECTIVES OF THE BBA (AVIATION MANAGEMENT) DEGREE

The BBA (Aviation Management) degree is designed to provide students with a comprehensive understanding of Aviation Skills and Management. The program aims to prepare students for diverse careers and leadership positions in the business world. Specifically, the objectives include:

- a) To provide insight into the areas of Aviation Operations and Airline Management, Air Traffic Control, Cabin Crew Management, Airline Marketing and Finance, Logistics and Air Cargo Management and Skills in Aviation Management.
- b) To prepare students for career in Aviation and Logistics Management roles while keeping them informed about the latest advancements in the field of Aviation.

- c) To foster entrepreneurship by equipping students with the necessary skills and knowledge to start and manage a business in the field of Aviation.
- d) To develop committed managers with strong ethical standards and values in the field of Aviation.
- e) To enable students to apply management theories and practices effectively to solve business problems.
- f) To promote ethical and value-based leadership abilities among students.
- g) To prepare students for the evolving job market, focusing on the skills needed for future work environments.
- h) To enable students to demonstrate the use of appropriate techniques to effectively manage business challenges.
- i) To encourage analytical and critical thinking abilities for sound business decision-making.
- j) To enhance personal and executive skills, improving decision-making efficiency and strengthening problem detection, analysis, and resolution skills.
- k) To develop global middle-level managers in the customer service areas of Aviation.
- l) To cultivate business leaders with a focus on social responsibility and ecological sustainability.

3. PROGRAM OUTCOMES

- a) To conceptualize and appreciate theoretical knowledge of management domain.
- b) To appreciate the importance of effective communication skills in presenting opinions and ideas.
- c) To nurture an ability to articulate a business environment.
- d) To identify a problem with the help of data and logical thinking.
- e) To describe the theoretical domain knowledge along with the managerial skills.
- f) To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
- g) To learn and demonstrate professional conduct.
- h) To appreciate the importance of group work culture.
- i) To develop an ability to innovate and creative thinking.
- j) To exhibit factual and theoretical knowledge of management in general and business in particular.
- k) To recognize their role as a manager, entrepreneur and a leader in a business management.
- l) To conduct and demonstrate professional and ethical behaviour.

4. GRADUATE ATTRIBUTES

The graduate attributes are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate will be able to demonstrate through learning various courses in BBA (Aviation Management) are listed below:

Disciplinary knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of Aviation Management.

Communication skills

- Ability to communicate long standing, unsolved problems in Aviation Management.

- Ability to show the importance of Management as precursor to various market developments since the beginning of civilization.

Critical thinking

- Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce, Business and Aviation Management.
- Ability to examine the results and apply them to various problems appearing in different branches of Business administration and Aviation Management.

Problem solving

- Capability to reduce a business problem and apply the classroom learning into practice to offer a solution for the same.
- Capabilities to analyse and synthesize data and derive inferences for valid conclusions.
- Able to comprehend solutions to sustain problems originating in the diverse management areas such as Airline Marketing and Finance, Cabin Crew Resource Management, Taxation and so on.

Research related skills

- Ability to search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic.
- Ability to identify the developments in various branches of Business administration and Aviation Management.

Information and Communication Technology (ICT) digital literacy

- Capability to use various ICT tools (like spreadsheet) for exploring, analysis, and utilizing the information for business purposes.

Self-directed learning

- Capability to work independently in diverse projects and ensure detailed study of various facets of Business administration and Aviation Management.

Moral and ethical awareness/reasoning

- Ability to ascertain unethical behaviour, falsification, and manipulation of information.
- Ability to manage self and various social systems.

Life-long learning

- Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Business administration and Aviation Management

5. ELIGIBILITY FOR ADMISSION

Candidates who have completed two years Pre – University Course of Karnataka State or its equivalent as notified by the University from time to time are eligible to seek admission for this course.

6. DURATION OF THE PROGRAMME

The Duration of the Programme is Three (03) years of Six Semesters.

7. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English. A candidate is permitted to write the examination in English only.

8. ATTENDANCE

- For the purpose of calculating attendance, each semester shall be taken as a Unit.
- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to satisfy the above condition shall not be permitted to take the University examination.

9. TEACHING AND EVALUATION

MBA (Aviation management), MBA and M.Com graduates with B.Com, BBM, BBA or BBS as basic degrees from a recognized University are only eligible to teach and to evaluate the Courses (except Languages, Constitutional and Moral Values and Environmental Studies) mentioned in this regulation. Languages, Constitutional and Moral Values and Environmental Studies shall be taught by the post-graduates as recognized by the respective Board of Studies.

10. RECORD MAINTENANCE AND SUBMISSION

- Every college is required to establish an Innovative business lab / computer lab to enable students to get practical knowledge of business activities and online learning.
- In every semester, the student should keep a record of the Business Lab/Field Study Activity and submit it to the concerned faculty.
- The BOE is authorized to make random surprise visits to the colleges and verify record-books and the internal marks awarded.

11. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION (CIE) AND SEMESTER END EXAMINATION (SEE)

The CIE and SEE will carry 20% and 80% weightage each to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive and continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	CONTINUOUS INTERNAL EVALUATION (CIE) – (A + B)	
A	Continuous & Comprehensive Evaluation (CCE)	10 Marks
B	Internal Assessment Tests (IAT)	10 Marks
	TOTAL OF CIE (A+B)	20 Marks
C	Semester End Examination (SEE)	80 Marks
	TOTAL OF CIE AND SEE(A +B +C)	100 Marks

A. CONTINUOUS & COMPREHENSIVE EVALUATION (CCE):

The CCE will carry a maximum of 10% weightage (10 marks) of total marks of a course. The faculty member can select any TWO of the following assessment methods, each carrying 5 marks,

- Individual Assignments
- Seminars/Classroom Presentations/ Quizzes
- Group Discussions /Class-room Discussion/ Group Assignments
- Case studies/Case lets
- Participatory & Industry-Integrated Learning/ Field visits
- Practical activities / Problem Solving Exercises
- Participation in Seminars/ Academic Events/Symposia, etc.
- Mini Projects/Capstone Projects
- Any other academic activity.

B. INTERNAL ASSESSMENT TESTS (IAT):

The IAT will carry a maximum of 10% weightage (10 marks) of total marks of a course, Under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be proportionately scaled down to 10 marks.

12. APPEARANCE FOR THE EXAMINATION

A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

13. PATTERN OF QUESTION PAPER

SECTION-A 1. a,b,c,d,e,f, g	<i>(Conceptual questions)</i> Answer any FIVE out of seven sub-questions	(05X02=10 Marks)
SECTION -B 2,3,4,5,6	<i>(Application questions)</i> Answer any THREE out of five questions	(03X06=18 Marks)
SECTION-C 7,8,9,10, 11	<i>(Analysis and understanding questions)</i> Answer any THREE out of five questions	(03X14=42 Marks)
SECTION-D 12	<i>(Skill Development question / Case Study)</i> Answer any ONE out of two questions	(01X10=10 Marks)
Total		80 Marks

Notes:

- One Hour of Lecture is equal to 1 Credit for Discipline Specific Core (Course)
- Two Hours of Practical is equal to 1 Credit.

Acronyms:

AECC : Ability Enhancement Compulsory Course

CC : Compulsory Course

DSC : Discipline Specific Core (Course)

DSE : Discipline Specific Elective

DSS : Discipline Specific Specialization

SEE : Semester End Examination

EC & CC : Extra-Curricular & Co-Curricular

CIE : Continuous Internal Evaluation

L+T+P : Lecture + Tutorial + Practical

IAT : Internal Assessment Test





BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT) (State Education Policy (SEP) 2024)

COURSE MATRIX

FIRST SEMESTER

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 1.1	Language – I	AECC 1	4+0+0	3	80	20	100	3
2	BBAAM 1.2	Language – II	AECC 2	4+0+0	3	80	20	100	3
3	BBAAM 1.3	Management Principles and Practices in Aviation	DSC-1	4+0+0	3	80	20	100	4
4	BBAAM 1.4	Business and Market Dynamics	DSC-2	4+0+0	3	80	20	100	4
5	BBAAM 1.5	Fundamentals of Accounting	DSC-3	4+0+0	3	80	20	100	4
6	BBAAM 1.6	Introduction to Aviation and Airline Industry	DSC-4	4+0+0	3	80	20	100	4
7	BBAAM 1.7	Constitutional and Moral Values/ Environmental studies	CC-1	2+0+0	1 ½	40	10	50	2
Sub-Total (A)								650	24
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports / Yoga /Health & Wellness / Culturals / NCC /NSS/ R&R (EC&CC)									



BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION MANAGEMENT)

(State Education Policy (SEP) 2024)

COURSE MATRIX

SECOND SEMESTER

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 2.1	Language – I	AECC 3	4+0+0	3	80	20	100	3
2	BBAAM 2.2	Language – II	AECC 4	4+0+0	3	80	20	100	3
3	BBAAM 2.3	Organisational Behaviour	DSC-5	4+0+0	3	80	20	100	4
4	BBAAM 2.4	Airline & Airport Marketing Management	DSC-6	4+0+0	3	80	20	100	4
5	BBAAM 2.5	Passenger Service Management	DSC-7	4+0+0	3	80	20	100	4
6	BBAAM 2.6	Business Statistics and Logic	DSC-8	4+0+0	3	80	20	100	4
7	BBAAM 2.7	Constitutional and Moral Values/ Environmental Studies	CC-2	2+0+0	1 ½	40	10	50	2
Sub-Total (B)								650	24
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports / Yoga /Health & Wellness / Culturals / NCC /NSS/ R&R (EC&CC)									



BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION MANAGEMENT)

(State Education Policy (SEP) 2024)

COURSE MATRIX

THIRD SEMESTER

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 3.1	Language – I	AECC 5	4+0+0	3	80	20	100	3
2	BBAAM 3.2	Language – II	AECC 6	4+0+0	3	80	20	100	3
3	BBAAM 3.3	Corporate Administration	DSC-9	4+0+0	3	80	20	100	4
4	BBAAM 3.4	Cabin Crew Resource Management	DSC-10	4+0+0	3	80	20	100	4
5	BBAAM 3.5	Financial Management	DSC-11	4+0+0	3	80	20	100	4
6	BBAAM 3.6	Air Traffic Control	DSC-12	4+0+0	3	80	20	100	4
7	BBAAM 3.7	(A) Business Mathematics (B) Management Information System (C) Indian Knowledge System (Any one paper to be selected)	DSE-1	4+0+0	3	80	20	100	3
Sub-Total (C)								700	25
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports / Yoga /Health & Wellness / Culturals / NCC /NSS/ R&R (EC&CC)									



BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION MANAGEMENT)

(State Education Policy (SEP) 2024)

COURSE MATRIX

FOURTH SEMESTER

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 4.1	Language – I	AECC 7	4+0+0	3	80	20	100	3
2	BBAAM 4.2	Language – II	AECC 8	4+0+0	3	80	20	100	3
3	BBAAM 4.3	Production and Operations Management	DSC-13	4+0+0	3	80	20	100	4
4	BBAAM 4.4	Entrepreneurship and Startup Ecosystem	DSC-14	4+0+0	3	80	20	100	4
5	BBAAM 4.5	Airline Customer Service	DSC-15	4+0+0	3	80	20	100	4
6	BBAAM 4.6	Aviation Law and Aircraft Rules and Regulations	DSC-16	4+0+0	3	80	20	100	4
7	BBAAM 4.7	(A) Banking, Financial Markets and Services (B) Employability Skills (C) Indian System of Health and Wellness (Any one paper to be selected)	DSE-2	4+0+0	3	80	20	100	3
8	BBAAM 4.8	4.8 Computer Applications in Business	CC-3	1+0+2	1 ½	40	10	50	2
Sub-Total (D)								750	27
Extra-Curricular & Co-Curricular Activities (EC&CC): Sports / Yoga /Health & Wellness / Culturals / NCC /NSS/ R&R (EC&CC)									



BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION MANAGEMENT)

(State Education Policy (SEP) 2024)

COURSE MATRIX

FIFTH SEMESTER

SL. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 5.1	Air Transportation Safety and Security	DSC-17	4+0+0	3	80	20	100	4
2	BBAAM 5.2	Income Tax - I	DSC-18	4+0+0	3	80	20	100	4
3	BBAAM 5.3	Logistics & Supply Chain Management	DSC-19	4+0+0	3	80	20	100	4
4	BBAAM 5.4	Strategic Management	DSC-20	4+0+0	3	80	20	100	4
5	BBAAM 5.5	Elective (Paper – I)	DSS-1	4+0+0	3	80	20	100	3
6	BBAAM 5.6	Elective (Paper – II)	DSS-2	4+0+0	3	80	20	100	3
7	BBAAM 5.7	Internship in Aviation	CC-4	-	-	Internship report + Viva (80+20)		100	3
Sub-Total (E)								700	25



BENGALURU NORTH UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION MANAGEMENT)

(State Education Policy (SEP) 2024)

COURSE MATRIX

SIXTH SEMESTER

Sl. No	Course Code	Title of the Course	Category of Course	Teaching hours Per week (L+T+P)	Exam Duration (Hours)	SEE	CIE	Total Marks	Credits
1	BBAAM 6.1	Disaster Management in Aviation	DSC-21	4+0+0	3	80	20	100	4
2	BBAAM 6.2	Research Methodology	DSC-22	4+0+0	3	80	20	100	4
3	BBAAM 6.3	Income Tax - II	DSC-23	4+0+0	3	80	20	100	4
4	BBAAM 6.4	Business Taxation	DSC-24	4+0+0	3	80	20	100	4
5	BBAAM 6.5	Elective (Paper – III)	DSS-3	4+0+0	3	80	20	100	3
6	BBAAM 6.6	Elective (Paper – IV)	DSS-4	4+0+0	3	80	20	100	3
7	BBAAM 6.7	Major Research Project	CC-5	-	-	Project + Viva (80+20)		100	3
Sub-Total (F)								700	25

ELECTIVE GROUPS

Elective Group	V SEMESTER		VI SEMESTER	
	Code	Title of the Course	Code	Title of the Course
Airline Administration	AA1	Airport Infrastructure and Operations	AA2	Airline Enterprise Management
Aviation Management	AM1	Aviation Finance and Insurance	AM2	Aircraft Maintenance Management
Aviation Operations	AO1	Passenger & Baggage Handling	AO2	Ground Handling Services
Information Technology	IT1	E-Business Information System	IT2	Technological Trends in Aviation

***Note:** Dual specialization should be offered. Students have to choose TWO Elective Groups in the V Semester and continue with the same Elective Groups in the VI Semester*



Course Code : BBAAM 1.3

Title of the Course : MANAGEMENT PRINCIPLES AND PRACTICES IN AVIATION

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of this course are:

1. To study the different operational departments in airport and airlines.
2. To understand the various theories and practices in the aviation industry.
3. To analyze the various challenges of managing aviation operations.
4. To develop the strategic management skills tailored to aviation.
5. To be able to apply the core management concepts.

Course Outcomes:

On successful completion of the course, the student will:

1. Understand the different operational departments in airport and airlines.
2. Apply management theories and practices to the aviation industry.
3. Analyze the unique challenges of managing aviation operations.
4. Develop strategic management skills tailored to aviation.
5. Understand core management concepts and their application at different organizational levels.

Syllabus:

Unit – 1: Introduction to Management Principles

10 Hours

Management: Introduction, concept and definition, characteristics of management, importance of management, scope and functional areas of management; levels of management, Importance of management in aviation.

Principles of Management: Fayol's principles of management, Taylor's principles of scientific management, contributions of Peter F Drucker to management

Unit – 2: Operational Departments of Airports and Airlines

12 Hours

Operation: Meaning and importance of operational management in airlines and airports
Organizational structure of the Airport-Organizational structure of the airline operations-roles and responsibilities of the operations department-types of airport operations including crisis management-roles and functions of the MRO department- operations and flight scheduling and gate assignment

Unit – 3: Staffing and Training of Airports and Airlines Personnel

12 Hours

Meaning and importance of training in the service Sector-McGregor's Theory; Airline training-ground staff (from airside and landside)-cabin crew-pilot-and other outsourced departments. Airport training: safety and security-baggage handling-customs-immigration-maintenance engineers, customer service executives

Unit-4: Communication

12 Hours

Communication: Meaning, importance of communication, communication skills at the workplace-communication process, managerial communication-consistency-active listening-

adaptability- clarity and feedback mechanism. Official communication – between Pilot & ATC during takeoff at higher altitudes and while landing

Unit-5: Stakeholders of Airport

10 Hours

Airline Stakeholders-objectives-stakeholders-staff-all air carriers-passengers-local communities-suppliers-service providers-contractors-business commerce -media organizers-parking operators-ground transportation providers-NGOs- environmental bodies

Skill Development Activities

1. Case study on Airport operations of BIAL
2. In June 2024 Chennai Airport was closed and 70 flights were rescheduled to BLR. Discuss how the operations team handled these flights.
3. Understand and check out how airline scheduling happens on BIAL

Books for Reference

1. Airline Operations and Scheduling Second edition by MASSOUD BAZARGAN, USA
2. Airline Operations A practical Guide by Peter J. Bruce and John M C King
3. Fundamentals of Aviation Operations by Gert Meijer, T&F / Routledge
4. Koontz, H., & O'Donnell, C. *Management*. McGraw Hill.
5. Prasad, L.M. *Principles of Management*. Sultan Chand and Sons.
6. Ramaswamy, T. *Principles of Management*. HPH.
7. Robbins, S.P. *Management*. Pearson.



Course Code : BBAAM 1.4

Title of the Course : BUSINESS AND MARKET DYNAMICS

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of this course are:

1. To understand the basics and functions of business.
2. To analyze the determinants and types of demand.
3. To comprehend the meaning and determinants of supply.
4. To explore the laws of production and cost concepts.
5. To identify and understand different market structures.

Course Outcomes:

On successful completion of the course, the student will:

1. Explain the fundamental concepts and functions of business and their role in society and the economy.
2. Understand the determinants of demand, the law of demand, and will be able to analyze changes in demand using various types of demand.
3. Comprehend the determinants of supply, the law of supply, and will be able to evaluate changes in supply, including calculating price elasticity of supply.
4. Describe production functions, cost structures, and revenue concepts, and solve basic problems related to total cost, average cost, marginal cost, total revenue, average revenue, and marginal revenue.
5. Gain knowledge of different market structures, including perfect and imperfect competition, and will understand pricing strategies applicable in various market forms.

Syllabus:

Unit – 1: Introduction to Business and Market Mechanisms 10 Hours

Business: Meaning, functions of business, objectives of business, the role of business in society and economy, classification of business activities (in brief)

Forms of Business Organizations: Sole proprietorship, Partnership, Limited Liability Partnership, Joint Stock Company and Cooperatives: Meaning, features, advantages and disadvantages of each type

Basic Terminologies: Production, producer, exchange, distribution, market, consumer, consumption, utility, wealth, production possibility curve, consumer surplus (concepts only)

Unit – 2: Demand Analysis 14 Hours

Demand: Meaning of demand, determinants of demand, law of demand, demand function, demand schedule, causes for downward sloping demand curve, exceptions to the law of demand, types of demand – price demand, income demand and cross demand, changes in demand – extension and contraction of demand, increase and decrease of demand

Elasticity of Demand: Meaning, types of elasticity of demand – price, income and cross elasticity of demand, simple problems on price elasticity of demand

Unit – 3: Production and Cost Analysis

12 Hours

Production: Meaning, factors of production, production function, types of production functions

Laws of production: Law of variable proportion: Meaning, product concepts (total product, average product and marginal product), assumptions and importance; Law of returns to scale – Meaning, types of returns to scale

Cost: Meaning, types of costs, cost curves, cost function, economies of scale. Simple problems on TC, AC and MC

Unit – 4: Supply and Revenue Analysis

8 Hours

Supply: Meaning of supply, determinants of supply, law of supply, supply function, supply schedule, types of supply schedule, change in supply – extension and contraction of supply, increase and decrease of supply

Elasticity: Price elasticity of supply, simple problems on price elasticity of supply

Revenue: Meaning, concepts of revenue, revenue curve, simple problems on TR, AR and MR

Unit – 5: Market Structures

12 Hours

Market: Meaning, classification of markets based on competition – Perfect competition and Imperfect competition (monopoly, duopoly, oligopoly, monopolistic competition): Meaning, features, price and output determination

Skill Development Activities

1. Give a brief account of classification of business activities with relevant examples.
2. Explain how an increase in consumer income affects the demand for a normal good.
3. Explain how the determinants of supply can affect the supply curve of a product, providing one example for each determinant.
4. Explain the concept of the law of variable proportion and discuss its importance in production.
5. Describe the key differences between perfect competition and monopolistic competition and explain how prices are determined.

Books for Reference

1. Damodaran, S. *Managerial Economics*. Oxford University Press.
2. Dwivedi, D. N. *Managerial Economics*. Vikas Publication.
3. Gethika, P., Ghosh, P., & Choudhury, P. R. *Managerial Economics*. Tata McGraw Hill.
4. Mankiw, N. G. *Principles of Microeconomics*. Cengage Learning.
5. Pannerselvam, R., Sivasankaran, S., & Senthilkumar. *Managerial Economics*. Cengage Learning.
6. Petersen, L., Lewis, C., & Jain, P. *Managerial Economics*. Pearson.
7. Pindyck, R., Rubinfeld, D., & Mehta, P. *Microeconomics*. Pearson.
8. Salvatore, D. *Managerial Economics*. Oxford University Press.
9. Sinha, R. *Economics for Manager*. SBPD Publishing House.
10. Samuelson, W., & Marks, S. *Managerial Economics*. Wiley.

Course Code : BBAAM 1.5

Title of the Course : FUNDAMENTALS OF ACCOUNTING

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To understand the meaning, objectives, functions, and limitations of accounting, including the principles and standards guiding it.
2. To learn the steps involved in the accounting process and the application of the double entry system, including transaction analysis, journal entries, and trial balance preparation.
3. To comprehend the use and significance of subsidiary books and to prepare a Bank Reconciliation Statement when given bank or cash book balances.
4. To understand the concept, causes, and methods of accounting for depreciation.
5. To prepare the final accounts of a sole proprietorship with adjustments for various financial elements

Course Outcomes:

On successful completion of the course, the student will:

1. Understand the basic principles, concepts, and limitations of financial accounting.
2. Explain the accounting process, including journal entries, ledgers, and trial balance preparation.
3. Prepare and manage subsidiary books and bank reconciliation statements.
4. Calculate and apply different methods of depreciation in accounting.
5. Prepare final accounts for a sole proprietorship with various adjustments.

Syllabus:

Unit -1: Introduction to Accounting

8 Hours

Accounting: Meaning and definition, objectives and functions of accounting, stakeholder using accounting information, branches of accounting – limitations of accounting

Accounting Principles: GAAP, accounting concepts and accounting conventions

Accounting Standards: Meaning, objectives, list of Indian Accounting Standards

Unit – 2: Accounting Process

12 Hours

Accounting Process: Meaning, source document, steps in accounting process

Double entry system: Meaning, accounting equation (concept only).

Account: Meaning, kinds of accounts, corresponding rules for debit and credit, transaction analysis, journal, ledger, balancing of accounts, trial balance; simple problems

Unit – 3: Subsidiary Books and Bank Reconciliation Statement 14 Hours

Subsidiary books: Meaning, significance, types of subsidiary books: Purchases book – sales book – purchase returns book – sales return book – bills receivable book – bills payable book – cash book – journal proper (theory only)

Cash book: Meaning, types of cash book – Problems on simple cash book, three column cash book and petty cash book only

Bank reconciliation statement: Meaning, objectives, reasons for differences in balance as per pass book and cash book, simple problems on preparation of BRS (when bank balance as per pass book or bank balance as per cash book is given)

Unit – 4: Accounting for Depreciation

10 Hours

Meaning, causes of depreciation, concepts related to depreciation: depreciable base, salvage value, basket purchases, group depreciation

Depreciation accounting: Meaning, need for providing depreciation, depreciation methods: Straight line method, diminishing balance method, sum of years' digit method and production units method. Simple problems on calculation of depreciation (excluding problems on preparation of asset account and depreciation account)

Unit – 5: Final Accounts of Sole Proprietary Concern

12 Hours

Meaning, objectives of preparing final accounts, components of final accounts

Preparation of statement of profit and loss and balance sheet of a proprietary concern (in vertical format) with special adjustments like depreciation, outstanding expenses, prepaid expenses, accrued incomes, and incomes received in advance, provision for doubtful debts, drawings, interest on capital and interest on drawings.

Skill Development Activities

1. List out the accounting concepts and conventions.
2. Imagine five business transactions. Pass journal entries, post them to ledger and prepare a trial balance.
3. Prepare a simple cash book using imaginary figures.
4. Calculate depreciation under various methods discussed above and compare the amount of depreciation.
5. Prepare a balance sheet of a sole proprietary concern using imaginary figures.

Books for Reference

1. Jawaharlal, & Srivastava, S. *Financial accounting*. HPH.
2. Saha. *Fundamentals of accounting*. HPH.
3. Maheswari, S. N. *Financial accounting*. HPH.
4. Jayapandian, S. *Financial accounting from zero*.
5. Grewal, T. S., & Gupta, S. C. *Advanced accounting*. Sultan Chand.
6. Jain, S. P., & Narang, K. L. *Financial accounting*. Kalyani Publishers.
7. Rajan, A. S., & Venkataramana, K. *Financial accounting*. SHB Publishers.
8. Bhattacharyya, A. K. (2019). *Essentials of financial accounting*. PHI Learning Pvt. Ltd.
9. Gupta, R. L., & Radhaswamy, M. *Advanced accountancy*. Sultan Chand & Sons.
10. Mukherjee, A., & Hanif, M. *Modern accountancy*. Tata McGraw Hill.
11. Shukla, M. C., Grewal, T. S., & Gupta, S. C. *Advanced accounts*. S. Chand Publishing.
12. Narayanswami, R. *Financial accounting: A managerial perspective*. PHI Learning Pvt. Ltd.
13. Sehgal, A., & Sehgal, D. *Advanced accounting*. Taxmann Publications.

Course Code : BBAAM 1.6

Title of the Course : INTRODUCTION TO AVIATION AND AIRLINE INDUSTRY

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To be able to comprehend the evolution and structure of the Aviation Industry
2. To learn about the infrastructure supporting aviation, i.e.; airports, airlines & aviation organizations.
3. To understand how to apply the basic principles of airline management and operations.
4. To get a deep understanding on the structure and functions of airport operations.
5. To identify the details of the regulatory bodies and of government rules in aviation.

Course Outcomes:

On successful completion of the course, the student will:

1. Understand the Evolution and Structure of the Aviation Industry
2. The students will learn about the infrastructure supporting aviation, i.e.; airports, airlines & aviation organizations.
3. They will be able to apply the basic principles of airline management and operations.
4. Understand the structure and functions of airport operations.
5. They will learn the details of the regulatory bodies and rule of government in aviation.

Syllabus:

Unit 1: Introduction to Aviation

12 Hours

History of Aviation – Scope of Airline industry – Growing demand of commercial Airlines from 1930 till now Airline deregulation – Rise of low-cost Airline - Airline Alliance - Schedule and Non- Scheduled Airline – Airline and Airport terminology – Phonetic alphabet – Airline name and codes – introduction: Passenger terminal building – Landside and Airside – Airline Geography (TC1, TC2 and TC3) – airport design and management-ground handling and services

Unit 2: Aviation Regulatory Authorities

10 Hours

Airline and its types -airline business models- route planning and scheduling- IATA objectives and Regulations- ICAO objectives and roles and responsibility – DGCA functions and responsibility – AAI and BCAS functions and roles and responsibility – Freedoms of the Air – Role of Government -Standard and Recommendation Practices. (SARPS)

Unit 3: Airport and Key Airline Personnel

14 Hours

Overview of Airport functions – Airport terminal- types of Airport terminal – facilities available at the terminal Airport Ownership – Airport business – Need of Airport Privatization - Airport name and codes– Physical layout of the Airport – Airport Stakeholders – Types of Airports- Flight crew, Cabin crew, ground staff training, ticketing personnel duties and responsibilities – Air ticket reservation - Professional grooming and required skills.

Unit 4: Travel Partners**12 Hours**

Travel agent managements, travel partners, IATA approved travel agencies, appointment and control, bank guarantee – IATA billing and settlement plan. Credit period – customer service – service provider, training and development of travel agents. GDS

Unit 5: Introduction to Air Cargo**8 Hours**

Air cargo Industry history and growth - Cargo Terminal and function and facilities – Terms and abbreviations –Types of cargo – Types of freight flights – Documentation– Insurance, Dangerous goods classification, Cargo business styles.

Skill Development Activities

1. Current Events Discussion
2. Research and Presentation on Aviation History

Books for Reference

1. "The Global Airline Industry" by Peter Belobaba, Amedeo Odoni, and Cynthia Barnhart
2. "Airline Operations and Management: A Management Textbook" by Gerald N. Cook and Bruce Billg



Course Code : BBAAM 2.3

Title of the Course : ORGANISATIONAL BEHAVIOUR

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To understand importance and conceptual models of Organisational Behaviour (OB), and to analyze factors influencing organisational behaviour.
2. To explore individual behaviour, including personality traits, learning processes, attitudes formation, and factors influencing perception.
3. To examine group dynamics, including types of groups, stages of group development, and strategies for improving group dynamics.
4. To analyze motivation theories and leadership styles in the context of organisational effectiveness.
5. To evaluate the significance of organisational culture and climate.

Course Outcomes:

On successful completion of the course, the student will:

1. Identify the role of OB in business organization.
2. Demonstrate a detailed Understanding of individual behaviour.
3. Explain the concept group behaviour and team dynamics.
4. Analyse and understand the various motivation and leadership theories.
5. Understand the process of organizational development.

Syllabus:

Unit – 1: Introduction to Organisational Behaviour

10 Hours

Meaning, definition, importance, nature and scope of OB, conceptual models of OB, factors influencing organisational behaviour

Unit – 2: Individual Behaviour

12 Hours

Individual Behaviour: Meaning, factors affecting individual behaviour, reasons for understanding individual behaviour.

Personality: Meaning, types, determinants and traits of personality

Learning: Meaning, types of learners, the learning process, learning curve

Attitude: Meaning, characteristics, components, formation of attitude.

Perception: Meaning, importance, factors influencing perception

Unit – 3: Group and Team Dynamics

12 Hours

Group Dynamics: Meaning, types of groups, functions of groups, stages of group development, strategies for improving group dynamics, determinants of group behaviour.

Team Dynamics: Meaning, types of teams, team building, effective team management, stages of professional interpersonal relations, difference between groups and teams.

Unit – 4: Motivation and Leadership

12 Hours

Motivation: Meaning, nature and importance of motivation, motivation theories: Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y

Leadership: Meaning and importance, qualities of a good leader, types of leadership, theories of leadership: Fiedler's contingency theory, Path goal theory, Managerial grid theory

Unit – 5: Dynamics of Organisational Behaviour

10 Hours

Organization culture and climate: Meaning, importance, factors influencing organizational climate.

Organizational change: Meaning, importance, change process, resistance to change, managing change.

Organizational development: Meaning, objectives, benefit, OD process.

Skill Development Activities

1. Prepare a visual chart summarizing different organizational behaviour (OB) models, including their key concepts and applications.
2. Form a team and identify different personality traits among them.
3. Conduct a role-playing session demonstrating different dynamics within a team, focusing on stages of team development and strategies for effective collaboration.
4. Visit two organizations to gather data on motivational models they employ. Create a comparative report highlighting these models, their implementation, and outcomes.
5. Develop a chart outlining the stages of Organizational Development (OD)

Books for Reference

1. Luthans, F. *Organizational behaviour*. McGraw Hill.
2. Robbins, S. *Organizational behaviour*. International Book House.
3. Newstrom, J. W., & Davis, K. *Organizational behaviour*. McGraw Hill.
4. Aswathappa, K. *Organizational behaviour*. HPH.
5. Reddy, K., & Appanniah. *Management and behavioural process*. HPH.
6. Sharma, R. K., & Gupta, S. K. *Management and behaviour process*. Kalyani Publishers.
7. Rekha, & Vibha. *Organizational behavioural*. VBH.
8. Aquinas, P. G. *Organizational behaviour*. Excel Books.
9. Gangadhar, M., Rao, V. S. P., & Narayan, P. S. *Organizational behaviour*. HPH
10. Udai Pareek and Sushama Khanna. (Year). *Understanding Organizational Behaviour*. Oxford University Press.
11. Uday Kumar Haldar. (Year). *Organizational Behaviour: Text and Cases*. McGraw Hill Education.
12. Griffin, R. W., & Moorhead, G. (Year). *Organizational Behavior: Managing People and Organizations*. Cengage Learning.

Course Code : BBAAM 2.4

Title of the Course : AIRLINE AND AIRPORT MARKETING MANAGEMENT

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To be able to get a clear understanding of market segmentation and market mix.
2. To analysis the cost leadership and determine the basic cost of the tickets.
3. To get a deep in-depth knowledge of Air Freight Policy Distribution Channel Strategies.
4. To analyse the value of Air Transport value chain in the aviation market.
5. To determine the importance of aviation and non- Aviation revenue for airline stability.

Course Outcomes:

On successful completion of the course, the student will:

1. After getting a clear understanding of market segmentation they learn how to use it in the ticketing sector.
2. They learn cost leadership so that they learn the strategy used for deciding the ticket costs.
3. Their knowledge of Air Freight Policy Distribution will help them in freight management.
4. Will understand the value of Air Transport value chain and efficiency of the value chain in the freight market.
5. Will apply the importance percentage of non- Aviation revenue that helps them to make profits.

Syllabus:

Unit – 1: Market for Air Transportation

8 Hours

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

12 Hours

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

12 Hours

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 the 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**12 Hours**

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 Contracts.

Unit - 5: Airport Marketing Planning**12 Hours**

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 Airports in the World: The Case of Doha Hamad airport and The Case of Changi Airport -Creative Marketing Approach for the Airport Enterprise – Assessment. Airport Marketing Planning – London City Airport: A Best –in – Class provider in the Airport Business.

Skill Development Activities

1. Apply PESTEL analysis to the aviation industry and study the results.
2. Case study of the pricing strategy in aviation and why differential pricing
3. In depth comparison of all the above airport given and draw out the marketing strategy.

Books for Reference

1. Airport Marketing – David Jarach – Ashgate Publishing Limited
2. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd
3. Marketing Management – Philip Kotler – Pearson Education/PHI
4. Marketing Management – Rajan Saxena –Tata McGraw Hill
5. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition.
6. Global Marketing Management – Warren J. Keegan – PHI
7. Marketing Management – Ramaswamy & Namakumari – Mac Millnan (I)

Course Code : BBAAM 2.5

Title of the Course : PASSENGER SERVICE MANAGEMENT

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To learn about the various types of customer's service provided in the aviation industry
2. To develop the skills required in customer service and passenger handling.
3. To gain knowledge of airport operations and regulatory requirements required in aviation.
4. To be able to develop expertise in the use of technology in customer service.
5. To convert theoretical knowledge of customer service into pragmatics and use it.

Course Outcomes:

On successful completion of the course, the student will:

1. The students will use the fundamentals of passenger service management tools in the field.
2. They understand the roles and responsibilities of a customer service executive.
3. Gain knowledge of airport operations and regulatory requirements and their impact on aviation
4. They evaluate the significance of the use of technology in the areas of customer service and its efficiency in customer satisfaction.
5. Explore strategies for managing diverse passenger needs and enhancing customer experience with the use of technology in passenger services.

Syllabus:

Unit – 1: Introduction to Passenger Service Management

14 Hours

Overview of the Aviation Industry-History and evolution of passenger services-Importance of passenger service management-Roles and Responsibilities: Passenger service agents and their roles-Skills and attributes required for passenger service personnel-Customer Service: Definition-Types of Customer Service with Examples – Business & Leisure Air Travelers – Handling Special Passengers – INAD – Deportee – Types – Wheelchair – Types –Baggage Tag – Types –MCO – EMD – MPD – GOSHOW – NOSHOW – Excess Baggage Handling –CUSS – TCI – Transit Passenger Handling – FFP – Non-Revenue Passenger

Unit – 2: Airport Operations and Passenger Handling

10 Hours

Airport Layout and Passenger Flow- Overview of airport Infrastructure-Managing passenger flow and congestion -Check-in and Boarding Procedures-Traditional and self-service check-in- Efficient boarding processes and managing delays-Baggage Handling and Security Screening- Baggage handling processes and technologies-Ensuring security and safety compliance

Unit – 3: Regulatory Framework and Compliance

12 Hours

International Aviation Regulations: Overview of IATA, ICAO, and local regulations-Ensuring compliance with international standards-Passenger Rights and Responsibilities-Understanding and communicating passenger rights-Airline responsibilities and passenger protection policies-Safety and Security Regulations-Key safety and security regulations-Implementing and maintaining safety protocols- Impact of regulations on passenger services

Unit-4: Dangerous Goods Regulations**8 Hours**

Definition – Applicability – Airline's Responsibilities – IATA Guidelines - Classification – Hidden Dangerous Goods – Marking & Labelling – Emergencies & Response – First-Aid – Bomb Threat – Caller's Classification – Response – Bomb Threat Report Form / Card

Unit – 5: Technology and Innovation in Passenger Services**12 Hours**

Technological Advancements- Role of technology in passenger services- Innovations in check-in, boarding, and in-flight services-Self-service Technologies-Use of self-service kiosks and mobile apps-Benefits and challenges of self-service technologies-Role of technology in enhancing passenger services-Strategies for improving passenger satisfaction-Future trends in passenger service management-Implementation and benefits of self-service kiosks and mobile apps-Challenges and solutions in adopting new technologies. Latest technological innovations in passenger Services-Emerging trends and technologies

Skill Development Activities

1. Visit to the airport to study about the various check-in processes
2. Discuss about the different kinds of baggage and check the dimensions and weight
3. Sample study of the different types of dangerous goods which cannot be carried in the aircraft
4. Case study of the military aircraft and the kinds of dangerous inflammable material, bombs arms and ammunitions carried.

Books for Reference

1. "Passenger Service Management" by John Doe
2. "Airport Passenger Terminal Planning and Design" by Landrum & Brown
3. "Airline Operations and Management: A Management Textbook" by Gerald N. Cook and Bruce Billig
4. "Aviation Customer Service" by David A. Crown
5. IATA Training Manuals and Guidelines
6. ICAO Annexes and Manuals
7. ATA Passenger Services Conference Resolutions Manual (PSCRM)
8. Relevant case studies and industry reports

Course Code : BBAAM 2.6

Title of the Course : BUSINESS STATISTICS AND LOGIC

Course Credits: 4 Credits

Total No. of Teaching Hours: 56 Hours

No. of Hours per Week: 4 Hours

Pedagogy: Lectures, Presentations, Case Studies, Group Discussions, Guest Speakers and Industry Insights, Experiential Learning Activities

Course Objectives: The objectives of the course are:

1. To understand the foundational concepts of statistics and its applications in various fields.
2. To calculate and interpret measures of central tendency and dispersion for data analysis and decision-making.
3. To analyze relationships between variables using correlation and regression techniques.
4. To construct and interpret index numbers for measuring changes in economic variables and analyze time series data and forecast future trends using appropriate statistical methods.
5. To apply logical reasoning skills and apply the same in problem solving.

Course Outcomes:

On successful completion of the course, the student will:

1. Understand basic concepts and data collection methods in statistics.
1. Learn to tabulate and graphically represent data.
2. Calculate and interpret central tendency and dispersion measures.
3. Construct and apply various index numbers and analyze time series data and measure trends.
4. Apply logical reasoning skills in problem solving.

Syllabus:

Unit – 1: Introduction to Statistics

8 Hours

Statistics: Meaning, definition, importance, objectives and limitations of statistics - application of statistics

Data: Meaning, types of data – primary data and secondary data, methods of data collection: Questionnaire (offline and online), schedule - concepts only

Collection of data: Primary data and secondary data, factors influencing choice of methods,

Classification of data: Meaning, types of classification

Statistical series: Meaning, types of series

Tabulation of data: Meaning of a table, tabulation, parts of a statistical table, simple problems on construction of tables

Unit – 2: Measures of Central Tendency and Dispersion

14 Hours

Measures of central tendency: Meaning, objectives, requisites of an ideal average. various measures of central tendency- Arithmetic Mean -Simple and weighted average (Exclude missing frequency), Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Graphs – Histogram and Ogive curves

Measures of dispersion: Meaning, methods of measuring dispersion - Range, Quartile Deviation, Mean Deviation (theory only), problems on standard deviation (only direct method) and co-efficient of variation

Unit – 3: Correlation and Regression

10 Hours

Correlation: Meaning, types of correlation, Karl Pearson's Coefficient of Correlation (Deviation from actual mean only), computation of probable error. Spearman's Rank Correlation Coefficient (simple problems)

Regression: Meaning, regression lines, regression equations – simple problems

Unit – 4: Index Numbers and Time Series

16 Hours

Index Numbers: Meaning, definition and uses of index numbers, classification of index numbers, construction of aggregate simple and weighted index numbers - Problems on Fisher's Ideal Index number, tests of adequacy (time reversal test and factor reversal test), Problems on construction of consumer price index

Time Series: Meaning, uses and components of time series, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), (for both odd and even numbers of years), calculation and estimation of trend values.

Unit – 5: Logical Reasoning

8 Hours

Number Series, coding and decoding and odd man out, Direction tests, seating arrangements

Skill Development Activities

1. Design a questionnaire for collecting primary data on consumer preferences for a new product, considering both offline and online formats.
2. Calculate the mean and standard deviation of quarterly revenue for two companies. Identify which company has more consistent revenue.
3. Collect sales and advertisement expenses data of a company for last 10 years and compute correlation.
4. Use the Least Square Method to fit a straight-line trend to sales data over the past ten years. Estimate future sales based on the trend line and interpret the trend's implications for business planning.

Books for Reference

1. Gupta, S. P. *Statistical Methods*. Sultan Chand.
2. Gupta, B. N. *Statistics*. Sahithya Bhavan.
3. Gupta, S. C. *Business Statistics*. HPH.
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