### SEMESTER IV

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### SEMESTER – IV

**PART III CORE SUBJECTS**

**HUMAN RESOURCES MANAGEMENT**

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<tbody>
<tr>
<td>UNIT –II</td>
<td>Manpower planning - Job description - Job analysis - Role analysis - Job specification Recruitment and Selection - Training and Development</td>
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<tr>
<td>UNIT –III</td>
<td>Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment</td>
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<tr>
<td>UNIT –V</td>
<td>Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management</td>
</tr>
</tbody>
</table>
REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
# FINANCIAL MANAGEMENT

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>UNIT –II</td>
<td>(Problem &amp; Theory questions) Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.</td>
</tr>
<tr>
<td>UNIT -V</td>
<td>(Problems &amp; theory questions) Capital budgeting-meaning-objectives-preparation of various types capital budgeting. (Theory carries 80 Marks, Problems carry 20 Marks)</td>
</tr>
</tbody>
</table>

**REFERENCE BOOKS**
1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting
### PRINCIPLES OF AIRLINES AND AIRPORT MANAGEMENT

#### UNIT –I
**INTRODUCTION**
- History of Aviation- Development of Air transportation in India-
- Major players in Airline Industry-Market potential of Indian Airline Industry—
- Current challenges in Airline Industry-Competition in Airline Industry

#### UNIT –II
**ICAO & IATA**
- **ICAO – International Civil Aviation Organisation**
  - International body comprising Governments of various Countries
  - Origin – Aims of ICAO, Functions of ICAO
  - Role of ICAO in International Air Transportation
- **IATA - International Air transportation Association**
  - IATA is the world organization of Scheduled Airlines of all countries
  - Origin – Aims of IATA, Functions of IATA
  - Role of IATA in International Air Transportation

#### UNIT –III
**AIRPORT MANAGEMENT**
- Airport planning-
- Operational area and Terminal planning, design, and operation-
- Airport operations-Airport functions-
- Organization structure of Airports sectors-Airport Authorities-
- Global and Indian scenario of Airport management – DGCA –AAI.

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

#### UNIT –V
**AIRTRANSPORT SERVICES**
- International trends-Emerging Indian scenario-
- Private Participation : International Developments
- PPP : Public Private Participation in Indian Airports-
- Environmental regulations-Regulatory issues
- Meteorological services for Aviation
- Airport fees, rates, and charges
References:

MS OFFICE – THEORY


Text Books
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu- Sultan Chand and Company.
# MSOffice – Practicals

## List of Practicals

| MS-WORD | 1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.  
2. Prepare a job application letter enclosing your Bio-Data  
4. Prepare the document in newspaper column layout. |
| MS-EXCEL | 1. Worksheet Using Formulas.  
3. Drawing graphs to illustrate class performance  
4. An excel worksheet contains monthly sales details of five companies. |
| MS-ACCESS | 1. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.  
2. Pay rolls processing and prepare report  
3. Inventory control.  
4. Screen designing for data entry. |
| MS-POWER POINT | 1. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.  
2. Draw an organization chart with minimum three hierarchical levels.  
3. Design an advertisement campaign with minimum three slides.  
4. Insert an excel chart into a power point slide. |
# BUSINESS LAW

| UNIT –I | LAW OF CONTRACT  
| --- | --- |
| UNIT –III | LAW OF SALE OF GOODS  
| UNIT –IV | Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency. |

**REFERENCE**
1. N.D. Kapoor - Elements of Mercantile Law  
2. Shukla M.C. - A Manual of Mercantile Law  
3. Venkatesan - Hand Book of Mercantile Law  
4. Pandia R. H. - Mercantile Law  
5. K.P.Kandasami - Banking Law & Practice
# SKILL BASED SUBJECT 1 – BUYER BEHAVIOR

<table>
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<tr>
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<tbody>
<tr>
<td>UNIT –II</td>
<td>Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception</td>
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<tr>
<td>UNIT –III</td>
<td>Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change</td>
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<tr>
<td>UNIT –V</td>
<td>Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making</td>
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</table>

**REFERENCE BOOKS:**
## SKILL BASED SUBJECT 2 – LOGISTICS AND AIR CARGO MANAGEMENT

| UNIT –I | Concept of Logistics  
Introduction – Components, Advantage & Growth-Logistics in Global Organisation  
Marketing and Logistics Channel – Environmental and Marketing Issue  
Inventory Management- Purpose, Type, Objective and Cost-  
Model of Inventory Management – MRP, DRP & JIT |
|---|---|
| UNIT –II | Transport System Model and Warehousing  
Deregulation and Government Rule – Transport Security  
Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing  
Trend in Material Handling – Inbound Logistics and Purchasing |
| UNIT –III | Global Environment & Strategy  
Global Supply Chain – International Documentation- Strategy Formulation & Implementation  
Quality Concept & TQM – Improving Logistics Performance |
| UNIT –IV | Air Cargo Concept  
Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement Airway Bill, Function, Purpose and Validation |
| UNIT -V | Handling Facility  
Airport Cargo Activity & Cargo Zone .  
Aircraft Handling with Cargo.  
Cargo Terminals and Facilities .  
Emerging trend in Cargo & Cargo Carriers. |

### References:
2. Lambert, — Strategic Logistic Management‖, Academic Int Publisher
3. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution‖, Kogan Page