

SEMESTER VI						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Entrepreneurship & Project Management	5	4	25	75	100
2	Airport & Strategic Planning	5	4	25	75	100
3	Airlines & Marketing Management	5	4	25	75	100
4	Aircraft Maintenance & Management	5	4	25	75	100
	Part III Allied Subject					
5	Project Report	6	5	20	80	100
	Part IV Skill Based Subject					
6	Customer Relationship Management	2	2	25	75	100
	Part IV Mandatory Subject					
7	Value Education	2	2	25	75	100
	TOTAL	30	25	175	525	700

SEMESTER – VI

ENTREPRENEURSHIP & PROJECT MANAGEMENT

UNIT –I	:	Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development
UNIT –II	:	Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs
UNIT –III	:	Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager
UNIT –IV	:	Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report
UNIT -V	:	Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

TEXT BOOK

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

AIRPORT STRATEGIC PLANNING

UNIT –I	:	<ul style="list-style-type: none"> • Introduction – Growth of Air Transport, • Airport Organization and Associations, Classification of Airports Airfield Components, • Air Traffic Zones and Approach Areas. Context of Airport System Planning – Development of Airport Planning Process – • Ultimate Consumers – Airline Decision – Other Airport Operations.
UNIT –II	:	<ul style="list-style-type: none"> • AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN • Components Size, Turning Radius, Speed, Airport Characteristics. • CAPACITY AND DELAY: Factors Affecting Capacity, • Determination of Runway Capacity related to Delay, • Gate Capacity, and Taxiway Capacity.
UNIT –III	:	<ul style="list-style-type: none"> • AIRPORT PLANNING AND SURVEYS: • Runway Length and Width, Sight Distances, • Longitudinal And Transverse, Runway Intersections, • Taxiways, Clearances, Aprons, Numbering, Holding Apron.
UNIT –IV	:	<ul style="list-style-type: none"> • PLANNING AND DESIGN OF THE TERMINAL AREA: • Operational Concepts, Space Relationships and Area Requirements, • Noise Control, Vehicular Traffic and Parking at Airports.
UNIT -V	:	<ul style="list-style-type: none"> • AIR TRAFFIC CONTROL AND AIDS: • Runways and Taxiways markings, • Day & Night Landing Aids, • Airport Lighting and other Associated Aids.

Text Book:

1. Strategic Airport Planning –Robert E.Caves & Geoffrey

D.Gosling-Elsevier Science Ltd

2. Airport Marketing –David Jarach –Ashgate Publishing Limited

Reference Books:

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood
– Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-
Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

AIRLINE & AIRPORT MARKETING MANAGEMENT

UNIT –I	:	<p>Market for Air Transportation</p> <ul style="list-style-type: none"> • Marketing and Marketing mix – • Application of Marketing Principles to Airline Management • Airline Business and its Customers – Market segmentation • PESTE Analysis
UNIT –II	:	<p>Air Travel -Marketing Strategy & Product Analysis</p> <ul style="list-style-type: none"> • 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 –III	:	<p>Airlines-Revenue Management and Distribution and Promotion</p> <ul style="list-style-type: none"> • Building Block in Airline Pricing Policy-Uniform and Differential Pricing • The Structure of Air Freight Policy • Distribution Channel Strategies-Travel Agency Distribution System • Selling & Distribution Channel in Air Freight Market • Brand Building Strategies in Airline Industry • Relationship Marketing and Components of Marketing Strategies • Frequent Flyer Programme- Anatomy of Sale and Planning- • Marketing Communication Technique-Airline Advertising • Air Freight Market- Future of Airline Market

UNIT –IV	:	<p>Airport Marketing</p> <ul style="list-style-type: none"> • The Role and Scope of Activity of the Airport Enterprise – The Economic Impact on Countries and Regions
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		<ul style="list-style-type: none"> • Main Governance Patterns in the Airport Business • The International path of Evolution in the Airport Business- Air Transport Value chain-- Airport Enterprises • Rise of Airport Marketing for the Aviation related Business – Airport’s Market Positioning-Primary Hub-Secondary Hub-Regional Airport – All Cargo Airport • Airport Revenue Management – Airport Alliances – Management Contract.
UNIT -V	:	<p>Airport Marketing Planning</p> <ul style="list-style-type: none"> • Evolution of Traditional Airport – Evolutionary patterns for Airport Enterprises – • Commercial Airport Philosophy – Non- Aviation Business- Tourist& Conference Services – • Logistic Services and Property Management – Consulting Services – • BAA and the Non – Aviation Business – Best Airport in the World: The Case of Singapore Airport • Creative Marketing Approach for the Airport Enterprise – Assessment • Airport Marketing Planning –London City Airport: A Best –in – Class provider in the Airport Business.

Text Book:

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

Reference Books:

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

AIRCRAFT MAINTENANCE MANAGEMENT

UNIT –I	:	<p>Goals and Objectives of Maintenance</p> <ul style="list-style-type: none"> • Types of Maintenance – Reliability, Redesign. • Establishing Maintenance Program me. • Introduction of Maintenance Steering Group • Process and Task Oriented Maintenance
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		<ul style="list-style-type: none"> • Maintenance Intervals Defined.
UNIT –II	:	Documentation for Maintenance <ul style="list-style-type: none"> • Types of Documentation • Regulatory Documents • Airlines Generated Documents • ATA Document Standards • Maintenance and Engineering Organization
UNIT –III	:	Production Planning and Control <ul style="list-style-type: none"> • -Forecasting- Production Planning &Control • -Feedback for Planning • Organization of PPC • Technical Publications- Functions of Technical Publication • Technical Training – Training for Aviation Maintenance
UNIT –IV	:	Maintenance Control Centre <ul style="list-style-type: none"> • Responsibilities • Line Maintenance Operations • Maintenance Crew Skill Requirement • Hamper Maintenance Activities • Maintenance Overall Shops(off aircraft)
UNIT -V	:	Quality Assurance and Quality Control <ul style="list-style-type: none"> • Requirement for Quality Assurance • Quality audit- ISO 9000 Quality standard • Reliability- Types of Reliability • Maintenance Safety – Safety Rules- Accident & Injury Reporting

Text Book:

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

Reference Books:

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

SKILL BASED SUBJECT – CUSTOMER RELATIONSHIP MANAGEMENT

UNIT –I	:	Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle
UNIT –II	:	CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM
UNIT –III	:	Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India
UNIT –IV	:	Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection
UNIT -V	:	Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

S. Shajahan – Relationship Marketing – Mc Graw

Hill, 1997 Paul Green Berg – CRM – Tata Mc Graw

Hill, 2002

Philip Kotler, Marketing Management, Prentice Hall, 2005

Barry Berman and Joel R Evans – Retail Management – A Strategic

Approach- Prentice Hall of India, Tenth Edition, 2006