SEMESTER VI

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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 :

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
- Introduction – Growth of Air Transport,
- Airport Organization and Associations, Classification of Airports Airfield Components,
- Ultimate Consumers – Airline Decision – Other Airport Operations.

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

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

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

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**Text Book:**

1. Strategic Airport Planning – Robert E. Caves & Geoffrey
Reference Books:

2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
## AIRLINE & AIRPORT MARKETING MANAGEMENT

<table>
<thead>
<tr>
<th>UNIT –I</th>
<th>Market for Air Transportation</th>
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<th>Air Travel -Marketing Strategy &amp; Product Analysis</th>
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<td>Airline Business and Market Strategies – Common Mistake- Concept of Product and Relation to Airline – Fleet and schedules Related Product Features.</td>
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<td>Selling &amp; Distribution Channel in Air Freight Market</td>
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<td>The Role and Scope of Activity of the Airport Enterprise – The Economic Impact on Countries and Regions</td>
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UNIT -V

**Airport Marketing Planning**

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

**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

UNIT -I

**AIRCRAFT MAINTENANCE MANAGEMENT**

**Goals and Objectives of Maintenance**

- Types of Maintenance – Reliability, Redesign.
- Establishing Maintenance Program me.
- Introduction of Maintenance Steering Group
- Process and Task Oriented Maintenance
### UNIT –II: Documentation for Maintenance
- Types of Documentation
- Regulatory Documents
- Airlines Generated Documents
- ATA Document Standards
- Maintenance and Engineering Organization

### UNIT –III: Production Planning and Control
- Forecasting – Production Planning & Control
- Feedback for Planning
- Organization of PPC
- Technical Publications – Functions of Technical Publication
- Technical Training – Training for Aviation Maintenance

### UNIT –IV: Maintenance Control Centre
- Responsibilities
- Line Maintenance Operations
- Maintenance Crew Skill Requirement
- Hamper Maintenance Activities
- Maintenance Overall Shops (off aircraft)

### UNIT –V: Quality Assurance and Quality Control
- Requirement for Quality Assurance
- Quality audit – ISO 9000 Quality standard
- Reliability – Types of Reliability
- Maintenance Safety – Safety Rules – Accident & Injury Reporting

**Text Book:**

**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

<table>
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<tr>
<th>UNIT –I</th>
<th>Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle</th>
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<td>CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM</td>
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<td>Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India</td>
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<td>Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.</td>
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### REFERENCE BOOKS:

Philip Kotler, Marketing Management, Prentice Hall, 2005  