

MADURAI KAMARAJ UNIVERSITY

MADURAI– 625 021

(Re-accredited with 'A' Grade by NAAC)
(University with potential for excellence)



B.B.A. (AVIATION MANAGEMENT)

SYLLABUS AND REGULATIONS

UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)
(For those who are joining in 2016-2017 and after)

Objectives

- To equip the students with specific knowledge and skills for junior and middle positions of responsibilities in Airport Management Institutions and Organizations.
- To provide instructions on the lines of professional course by adopting participative methods of learning.
- To assist the graduates in finding employment opportunities in Airport Industry.

Eligibility for Admission

Candidates seeking admission to the B.B.A (Aviation Management) Degree course must have the Higher Secondary Education, (should have studied Commerce and Accountancy in HSC) of the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

- Part I : Language Tamil / Alternate Subject in Tamil
Part II : English
Part III :
1. Core Subjects
2. Allied Subjects
3. Electives
Part IV :
1. Non Major Electives
2. Skill Based Subjects
3. Environmental Studies - Mandatory Subject
4. Value Education - Mandatory Subject
Part V :
Extension Activities

The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average	--15 marks
Seminar / Quiz	--5 marks
Assignment	--5 marks
Total	--25 marks

Pattern of the question paper (External Examination)
(For Part I, Part II, Part III, NME & Skilled Paper in Part IV)

The question paper may have 3 parts.

Duration of the external examination is 3 hours

Part –A

(Multiple Choice Questions)

Ten questions (answer all)

10 x 01 = 10 Marks

(Two questions from each Unit)

Part –B

(Answer is not less than 150 words)

Five questions ('either or 'type)

5 x 07 = 35 Marks

(One question from each Unit)

Part –C

(Answer is not less than 400 words)

Three questions out of five

3 x 10 =30 Marks

(One question from each Unit)

Total

75 Marks

Question paper pattern

(for Part IV – Environmental Studies and Value Education only)

Part –A

(Answer is not less than 150 words)

Five questions (either or type)

5 x 06 =30 marks

(One question from each Unit)

Part –B

(Answer is not less than 400 words)

Three questions out of Five

3 x 15 = 45 marks

(One question from each Unit)

Total

75 marks

Note: No unit shall be omitted; not more than two question from each unit

Minimum Marks for a Pass

1. 40% of the aggregate (Internal +External Examinations).
2. No separate pass minimum for the Internal Examinations.
3. 27 marks out of 75 is the pass minimum for the External Examinations.

MADURAI KAMARAJ UNIVERSITY, MADURAI – 625 021
B.B.A. (AVIATION MANAGEMENT)
Course Structure under CBCS Pattern

SEMESTER I						
<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 I Tamil / Alternate Subject					
1	Vanikak Kadithangkal (வணிகக் கடிதங்கள்) Paper I	6	3	25	75	100
	Part II English					
2	English I Paper I	6	3	25	75	100
	Part III Core Subjects					
3	Management Process	5	4	25	75	100
4	Financial Accounting	5	4	25	75	100
	Part III Allied Subject					
5	Mathematics for Management I	6	4	25	75	100
	Part IV Non Major Electives					
6	Airline and Travel & Tourism Industry – Introduction	2	2	25	75	100
	TOTAL	30	20	150	450	600
SEMESTER II						
<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 I Tamil / Alternate Subject					
1	Aluvalaka Melanmai (அலுவலக மேலாண்மை) Paper II	6	3	25	75	100
	Part II English					
2	English II Paper II	6	3	25	75	100
	Part III Core Subjects					
3	Organisational Behaviour	5	4	25	75	100
4	Economics for Executives	5	4	25	75	100
	Part III Allied Subject					
5	Mathematics for Management II	6	4	25	75	100
	Part IV Non Major Electives					
6	Travel Agency Business	2	2	25	75	100
	TOTAL	30	20	150	450	600

SEMESTER III						
<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	Business Communications	5	4	25	75	100
2	Production and materials management	5	4	25	75	100
3	Marketing Management	5	4	25	75	100
4	Management Information System	5	4	25	75	100
	Part III Allied Subject					
5	Summer Project Report	6	5	20	80	100
	Part IV Skill Based Subject					
6	Retail Management	2	2	25	75	100
7	Services Marketing	2	2	25	75	100
	TOTAL	30	25	175	525	700
SEMESTER IV						
<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	Human Resources Management	5	4	25	75	100
2	Financial Management	5	4	25	75	100
3	Principles of Airlines and Airport Management	5	4	25	75	100
4	MS Office – Theory and Practice	5	4	25	75	100
	Part III Allied Subject					
5	Business Law	6	4	25	75	100
	Part IV Skill Based Subject					
6	Buyer Behavior	2	2	25	75	100
7	Logistics and Cargo Management	2	2	25	75	100
	Part V Extension Activities					
8		0	1	25	75	100
	TOTAL	30	25	200	600	800
SEMESTER V						
<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	Management and Cost Accounting	5	4	25	75	100
2	Marketing Research	5	4	25	75	100
3	Airlines Finance and Insurance	5	4	25	75	100
4	Aviation Law & Aircraft Rules & Regulations	5	4	25	75	100
	Part III Allied Subject					
5	Field Study Report	6	5	20	80	100
	Part IV Skill Based Subject					
6	Body Language and Interview	2	2	25	75	100

	Techniques					
	Part IV Mandatory Subject					
7	Environmental Studies	2	2	25	75	100
	TOTAL	30	25	175	525	700
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 I	30	20	150	450	600
	SEMESTER II	30	20	150	450	600
	SEMESTER III	30	25	175	525	700
	SEMESTER IV	30	25	200	600	800
	SEMESTER V	30	25	175	525	700
	SEMESTER VI	30	25	175	525	700
			140	1025	3075	4100

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B.B.A. (AVIATION MANAGEMENT)
Course Structure

SEMESTER I						
<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 I Tamil / Alternate Subject					
	Vanikak Kadithangkal (வணிகக் கடிதங்கள்) Paper I	6	3	25	75	100
	Part II English					
	English I Paper I	6	3	25	75	100
	Part III Core Subjects					
	Management Process	5	4	25	75	100
	Financial Accounting	5	4	25	75	100
	Part III Allied Subject					
	Mathematics for Management I	6	5	25	75	100
	Part IV Non Major Electives					
	Airline and Travel & Tourism Industry – Introduction	2	2	25	75	100
	TOTAL	30	21	150	450	600
SEMESTER II						
<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 I Tamil / Alternate Subject					
	Aluvalaka Melanmai (அலுவலக மேலாண்மை) Paper II	6	3	25	75	100
	Part II English					
	English II Paper II	6	3	25	75	100
	Part III Core Subjects					
	Organisational Behaviour	5	4	25	75	100
	Economics for Executives	5	4	25	75	100
	Part III Allied Subject					
	Mathematics for Management II	6	5	25	75	100
	Part IV Non Major Electives					
	Travel Agency Business	2	2	25	75	100
	TOTAL	30	21	150	450	600

SEMESTER I
PART I LANGUAGES / ALTERNATE SUBJECT PAPER I

வணிகக் கடிதங்கள்

பகுதி 1	:	வணிகக் கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொது அமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்
பகுதி 2	:	வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையறுக்கள் - 'ஆணையறு நிறைவேற்றுதல்' - சரக்கு பெற்றுக்கொண்டதை உறுதி செய்தல்.
பகுதி 3	:	வணிகர் விசாரணை கடிதங்கள் - வியாபார விசாரணை மற்றும் வங்கி விசாரணை - புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகை நினைவுறுத்தல் - வசூல் செய்தல் - கணக்கை நேர் செய்தல்.
பகுதி 4	:	சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறை மற்றும் பொதுசேவை அமைப்பு சார்ந்த கடிதங்கள்
பகுதி 5	:	வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலை வேண்டி விண்ணப்பக் கடிதம் - பத்திரிக்கை ஆசிரியருக்கு கடிதங்கள்

REFERENCE BOOKS

1. வணிகக் கடிதத் தொடர்பு, டாக்டர் ராதா,
2. வணிகக் கடிதத் தொடர்பு, அன்பழகன்
3. வணிகக் கடிதங்கள், டாக்டர். முருகேசன்

PART II ENGLISH PAPER I

ENGLISH I

UNIT -I	: Prose: 1. My Greatest Olympic Prize – Jesse Owens. 2. Careless at last – J.B. Priestly. 3. On Magnanimity – C.P. Snow. 4. My Financial Career – Stephen Leacock.
UNIT –II	: Poetry: 1. All the World is a Stage – Shakespeare. 2. Ode to the West wind – Shelley. 3. Ulysses – Tennyson. 4. Punishment in Kindergarten – Kamala Das.
UNIT –III	: Short Story: 1. The Nightingale and the Roses – Oscar Wilde. 2. A Nincompoop – Anton Chockhov. 3. The Last Leaf – O Henry. 4. The Diamond Necklace – Guy de Maupassant.
UNIT –IV	: Grammar: Noun, Pronoun, Verb, Adverbs, Articles & Preposition. Verbs: Transitive & Intransitive, Regular & Irregular.
UNIT -V	: Composition: 1. Letter Writing. 2. Paragraph Writing (Proverb Expansion) 3. Hints Developing.

REFERENCE BOOKS:

1. Modern Thought Waves – An Anthology of Prose, Edited by Dr. P.C. James Daniel, Harrows Publications.
2. Selected College Poems, Ambika Sen Gupta, Orient (Blackswan)
3. Story Time– An Anthology of Short Stories, Edited by V.Syamala, Anu Chithra Publications.
4. English Grammar & Composition – by G.Radhakrishna Pillai, Emerald Publishers.

(The syllabus passed in 2014 CBCS pattern for B.B.A. Degree Course for Part II English Paper I)

MANAGEMENT PROCESS

UNIT -I	: Business - meaning -business and profession, requirements of a successful business-Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.
UNIT –II	: Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.
UNIT –III	: Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.
UNIT –IV	: Organising: Types of organisation – Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.
UNIT -V	: Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. T.Ramasamy, **Principles of Management**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
3. Gilbert, **Principles of Management**, McGraw Hill, New Delhi.
4. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.
5. Heinz Wehrich and Harold Koonz, **Management- A Global Entrepreneurial Perspective**, McGraw Hill, New Delhi.

FINANCIAL ACCOUNTING

UNIT -I	:	Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book -problems - purchase book - sales book - sales return and purchase return books.
UNIT –II	:	Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.
UNIT –III	:	Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.
UNIT –IV	:	Accounting for non-trading institutions-Income &Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)
UNIT -V	:	Preparation of accounts from incomplete records.

20% of the questions must be theory

80% of the questions must be problems

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
2. Shukla and Grewal : Advanced Accountancy, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
3. Gupta and Radhaswamy : Advanced Accountancy, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
4. S.P.Jain and K.L.Narang, **Financial Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
5. Dr.M.A.Arulanandan, Dr.K.S.Raman, **Advanced Accountancy**, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
6. R.L.Gupta, **Financial Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.

MATHEMATICS FOR MANAGEMENT- I

UNIT -I	:	Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.
UNIT –II	:	Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).
UNIT –III	:	Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.
UNIT –IV	:	Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.
UNIT -V	:	Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

20% of the questions must be theory

80% of the questions must be problems

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods, S.Chand & Co, Ram Nagar, New Delhi – 110002.
2. Gupta, S.P. - Statistical Methods, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
3. Navaneethan. P. - Business Mathematics, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
4. R.S.N. Pillai, Mrs. Bhagavathi – Statistics, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
5. P.R. Vittal - Business Mathematics and Statistics, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.

INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY

UNIT -I	:	<input type="checkbox"/> Commercial Aviation-Air Taxi Operations- <input type="checkbox"/> Private Operation- Airport Handling <input type="checkbox"/> Functions of IATA-ICAO - Aims and Objectives. <input type="checkbox"/> IATA Geography and Global indicators
UNIT -II	:	<input type="checkbox"/> Airlines Terminal Management- Airline Operational Management- <input type="checkbox"/> Domestic- International Departure Formalities, <input type="checkbox"/> Security Check- In. Hand Baggage Screening <input type="checkbox"/> Personal Frisking- Boarding the Plane, Ground Announcements <input type="checkbox"/> Handling of Delayed Flight-Disruptive Flights <input type="checkbox"/> Ramp Handling & Ramp Safety- Procedure
UNIT -III	:	<input type="checkbox"/> Travel Documents- Passport – Visa- <input type="checkbox"/> Tim- Currency Regulations-IATA Rate of Exchange <input type="checkbox"/> Banker’s Buying Rate- Banker’s selling rate-Currency Conversion <input type="checkbox"/> Departure Control System-ATC
UNIT -IV	:	<input type="checkbox"/> Travel Agent Management- Travel Partners <input type="checkbox"/> IATA Approved Travel Agency Appointment and Control <input type="checkbox"/> Bank guarantee.-IATA Billing and Settlement Plan <input type="checkbox"/> Credit Period - Customer Service-Service Provider <input type="checkbox"/> Training and Development of Travel agent-GDS.
UNIT -V	:	<input type="checkbox"/> Tourism Management- <input type="checkbox"/> Domestic and International Tourism. <input type="checkbox"/> Discover India-Government Regulations on Tourism Management. <input type="checkbox"/> Exploring new Destinations-Foreign Currency Earner.

REFERENCE BOOK:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

SEMESTER – II
PART I
LANGUAGES / ALTERNATE SUBJECT PAPER II

அலுவலக மேலாண்மை

பகுதி 1	: அலுவலக மேலாண்மை – நவீன அலுவலகத்தின் அமைப்பு முறைகள் – நவீன அலுவலகத்தின் இலக்கணம், செயல்பாடுகள் மற்றும் முக்கியத்துவம் - மேலாண்மை மற்றும் அமைப்பு. அலுவலக முறை மற்றும் அன்றாட நடவடிக்கைகள் – பணிபோக்கு ஒப்படைப்பு செயல்முறைகள் – அதிகாரத்தை பரவலாக்குதல் – அலுவலக வளமை வகைகள் – வளமைகளைத் தயாரித்தல் – பயன்படுத்துதல் மற்றும் மதிப்பிடுதல். அலுவலக இடவசதி – அலுவலக மனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம். பணிக்கேற்ற சூழ்நிலை – பணியை எளிதாக்குதல்.
பகுதி 2	: அலுவலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல்: தபால்களைக் கையாளுதல் – அஞ்சல் துறையை அமைத்தல் – மையப்படுத்தப்பட்ட அஞ்சல் பணி – உள்வரும் மற்றும் வெளி தொடர்பு – வாய்மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு பதிவேடுகளை உருவாக்குதல் – எழுத்துப் பணிகள் – அலுவலக அறைகள் – படிவக் கட்டுப்பாடு – வடிவமைப்பு – தொடர்பு எழுது பொருள்.
பகுதி 3	: கோப்பிலிடுதல்: நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் – வகைப்படுத்துதல் மற்றும் வரிசைப்படுத்துதல் – கோப்பீட்டு முறைகள் – மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை – சுட்டகராதியின் பல்வேறு வகைகள்.
பகுதி 4	: அலுவலக இயந்திரங்களும் சாதனங்களும்: பல்வேறு சாதனங்களின் தேவைகள் – அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் – கணிப்பொறி மற்றும் புள்ளி விபரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.
பகுதி 5	: அலுவலக அறிக்கைகள்: அறிக்கைகளின் வகைகள் – அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் – பொது வணிகச் சொற்கள்.

PART II ENGLISH PAPER II
ENGLISH II

UNIT -I	: Prose: 1. When you Dread Failure – A.J.Cronin. 2. On Forgetting – Robert Lyod. 3. On Habits – A.G. Gardiner. 4. Crime & Punishment – R.K. Narayan.
UNIT –II	: Poetry: 1. My Last Duchess – Robert Browning. 2. A Prayer for my Daughter – W.B. Yeats. 3. The journey of the Magi – T.S. Eliot. 4. Night of the Scorpion – Nissim Ezekeiel.
UNIT –III	: One Act Plays: 1. The Miracle Merchant – Saki. 2. The Step mother – Arnold Bennet 3. A Meeting in a Forest – G.B.Shaw. 4. The Bishop’s Candlesticks - Norman McKinnel.
UNIT –IV	: Grammar: Tense, Voice, Conjunction, Transportation of sentences.
UNIT -V	: Composition: 1. Note Making & Precise Writing. 2. Writing Soft News & Hard News 3. Drafting Advertisement.

REFERENCE BOOK:

1. Modern Thought Waves – An Anthology of Prose, Edited by Dr. P.C. James Daniel, Harrows Publications.
2. Selected College Poems, Ambika Sen Gupta, Orient (Blackswan)
3. ENACT – By M.N.K. Bose Emerald Publishers.
4. English Grammar & Composition – by G.Radhakrishna Pillai, Emerald Publishers.
5. Essential English Grammar, A Self-study Reference and Practice, Raymond Murphy, Cambridge University Press.

(The syllabus passed in 2014 CBCS pattern for B.B.A. Degree Course for Part II English Paper II)

ORGANISATIONAL BEHAVIOUR

UNIT -I	: Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.
UNIT –II	: Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.
UNIT –III	: Job satisfaction - meaning - factors – theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.
UNIT –IV	: Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.
UNIT -V	: Leadership - types - theories – Trait, Managerial Grid, Fiedler’s contingency - Organisational culture, Organisational change - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor- types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis, Human Behaviour at Work, McGraw Hill, New Delhi.
2. Ghos, Industrial Psychology, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
3. Fred Luthans - Organisational Behaviour, McGraw Hill, New Delhi.
4. L.M. PRASAD - Organisational Behaviour, Northern Book Centre, New Delhi.
5. Stephen P. Robins, Organizational Behavior, Pearson Education, New Delhi.
6. Shasi K. Gupta & Rosy Joshi, Organizational Behavior, Kalyani Publishers. Delhi.

ECONOMICS FOR EXECUTIVES

UNIT -I	: Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.
UNIT -II	: Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.
UNIT -III	: Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.
UNIT -IV	: Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.
UNIT -V	: Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.
2. Markar Et Al - Business Economics, Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
3. Sundaram.K.P & Sundaram.E - Business Economics, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.

MATHEMATICS FOR MANAGEMENT- II

UNIT -I	: Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)
UNIT –II	: Transportation (Non- degenerate only) - Assignment problems - Simple Problems only
UNIT –III	: Game Theory:- Queuing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)
UNIT –IV	: CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.
UNIT -V	: PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

20% of the questions must be theory

80% of the questions must be problems

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research, Sultan and Company Ltd. New Delhi.
2. P.R. VITTAL - Operations Research, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.
3. GUPTA S.P. - Statistical Methods, Sultan and Company Ltd. New Delhi.

TRAVEL AGENCY BUSINESS

UNIT -I	: Transport Industry: Introduction to Transport Industry – Road Transport – Rail Transport – Reading of Railway Time Table – Railway Ticket Booking Procedures – Cruise Liners.
UNIT –II	: Air Transport: Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) – Role of Airlines in Tourism.
UNIT –III	: Travel Formalities: Passport – VISA – Medical Certificates – Insurance – Customs – Foreign Exchange.
UNIT –IV	: Travel Agency: Evolution of Travel Agency – Departments and Functions of a Travel Agency.
UNIT -V	: Tours Operations: Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service.

REFERENCE BOOKS:

1. JAGMOHAN NEGI, “Tourist Guide and Tour Operation – Planning and Organising”, Kanishka Publishers Pvt. Ltd., Delhi.
2. MANOHAR PURI and GIAN CHAND, “Travel Agency and Tourism”, Pragn Publications Pvt. Ltd., New Delhi.

SEMESTER – III
PART III
BUSINESS COMMUNICATIONS

UNIT -I	:	Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.
UNIT –II	:	Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Bank correspondence – Tenders – Letter to the editor.
UNIT –III	:	Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.
UNIT –IV	:	Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.
UNIT -V	:	Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media –Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

1. Rajendra Pal Korahill, —Essentials of Business Communication||, Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, —Business Communication||, R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, —Effective Business Communication Concept|| Vikas Publishing Company ,2003.

PRODUCTION AND MATERIALS MANAGEMENT

UNIT -I	:	Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.
UNIT -II	:	Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles- work measurement.
UNIT -III	:	Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development
UNIT -IV	:	Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.
UNIT -V	:	Quality control - Types of Inspection – Centralised and Decentralised. TQM: Meaning Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

MARKETING MANAGEMENT

UNIT -I	:	Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.
UNIT -II	:	Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems
UNIT -III	:	The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products-strategies.
UNIT -IV	:	Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.
UNIT -V	:	Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

MANAGEMENT INFORMATION SYSTEM

UNIT -I	:	Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures
UNIT –II	:	MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.
UNIT –III	:	Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers – personal computers. Computer Software -types of software - data representation in computers - Introduction to client-server.
UNIT –IV	:	Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM
UNIT -V	:	Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross
 Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
 Management Information System - Gordon B Davis
 Management Information System - James O brien
 Computer applications in business – Subramanian K

SKILL BASED SUBJECT 1: RETAIL MANAGEMENT

UNIT -I	:	Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.
UNIT –II	:	Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.
UNIT –III	:	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process
UNIT –IV	:	Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.
UNIT -V	:	Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.

REFERENCE BOOKS:

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005 Gibson G Vedamani – Retail Management – Functional

Principles and Practice, Jaico Publishing House, Second edition, 2004

SKILL BASED SUBJECT 2: SERVICES MARKETING

UNIT -I	:	Services Marketing – meaning – nature of services – Types and importance Relationship marketing – Mission, Strategy, elements of design, marketing plan market segmentation.
UNIT –II	:	Marketing mix decision:- unique features of developing, pricing, promoting and distributing services Positioning and differentiations strategies, quality of service industries Achievement and maintenance, customer support service.
UNIT –III	:	Marketing of hospitality:- Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and goods Transport – Leisure Service.
UNIT –IV	:	Marketing of Financial services - Concept – features of banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services
UNIT -V	:	Marketing of Non – Profit organizations:- services offered by charities – Educational service – miscellaneous service – power and Telecommunication.

Text Book:

1. Services marketing - S. M. Jha – Himalaya Publishing Company 1998, Mumbai.

Reference Book:

1. Services Marketing – Indian experience – Ravishankar, South Asia publication 1998, Delhi
2. Services Marketing – Text & Reading – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Services Marketing – Loveck – Prentice Hall
4. Services Marketing – Gousalves –Prentice Hall
5. Services Marketing – Principles & Practice – Palmer, Prentice Hall
6. Services Marketing – Woodruffe - McMillan

SEMESTER – IV
PART III CORE SUBJECTS
HUMAN RESOURCES MANAGEMENT

UNIT -I	:	Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.
UNIT –II	:	Manpower planning - Job description - Job analysis - Role analysis - Job specification Recruitment and Selection - Training and Development
UNIT –III	:	Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment
UNIT –IV	:	Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.
UNIT -V	:	Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management

FINANCIAL MANAGEMENT

UNIT –I	:	(Theory Only) Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.
UNIT –II	:	(Problem & 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.
UNIT –III	:	III (Theory only) Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.
UNIT –IV	:	(Theory only) Working capital management: Working capital management - concepts – importance Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies
UNIT -V	:	(Problems& theory questions) Capital budgeting-meaning-objectives-preparation of various types capital budgeting. (Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

PRINCIPLES OF AIRLINES AND AIRPORT MANAGEMENT

UNIT –I	<p>INTRODUCTION -</p> <p>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</p>
UNIT –II	<p>ICAO & IATA</p> <p>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</p> <p>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</p>
UNIT –III	<p>AIRPORT MANAGEMENT</p> <p>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.</p>
UNIT –IV	<p>AIRLINE OPERATIONS</p> <p>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.</p>
UNIT -V	<p>AIRTRANSPORT SERVICES</p> <p>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</p>

References:

1. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis .R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003
6. P.S. Senguttuvan –Principles of Airport Economics-Excel Books-2007
7. Richard De Neufville – Airport Systems: Planning, Design, and Management.- McGraw-Hill,London- 2007
8. Kent Gouiden- Global Logistics Management –Wiley Black Well
9. Lambert –Strategic Logistic Management – Academic Intl Publishers
10. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
11. Paul R .Murphy, JR and Donal & F. Wood-Contemporary Logistics –Prentie Hall.9th Edn.2008.

MS OFFICE – THEORY

UNIT –I	:	Windows 2000- working with windows – moving formation within windows arranging Icons- Saving Window settings. MS Office Basics – Creating document – entering text- Selecting text- giving instructions- Using tool bars- Menu commands-Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.
UNIT –II	:	Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.
UNIT –III	:	Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.
UNIT –IV	:	Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.
UNIT -V	:	Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

Text Books

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
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	:	<ol style="list-style-type: none">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-Data3. Perform Mail Merger Operation and Preparing labels.4. Prepare the document in newspaper column layout.
MS-EXCEL	:	<ol style="list-style-type: none">1. Worksheet Using Formulas.2. Working Manipulation for electricity bill preparation.3. Drawing graphs to illustrate class performance4. An excel worksheet contains monthly sales details of five companies.
MS-ACCESS	:	<ol style="list-style-type: none">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 report3. Inventory control.4. Screen designing for data entry.
MS-POWER POINT	:	<ol style="list-style-type: none">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	:	<p>LAW OF CONTRACT</p> <p>Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.</p>
UNIT –II	:	<p>Legality of Object - Unlawful and illegal agreements - Effects of illegality – Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.</p>
UNIT –III	:	<p>LAW OF SALE OF GOODS</p> <p>Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.</p>
UNIT –IV	:	<p>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.</p>
UNIT -V	:	<p>Negotiable Instruments Act 1881-Negotiable Instruments- Characteristics-cheque- Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.</p>

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

UNIT –I	:	Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.
UNIT –II	:	Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception
UNIT –III	:	Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change
UNIT –IV	:	Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.
UNIT -V	:	Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002 Barry Berman and Joel R Evans — Retail Management —A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SKILL BASED SUBJECT 2 – LOGISTICS AND AIR CARGO MANAGEMENT

UNIT –I	:	<p>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</p>
UNIT –II	:	<p>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</p>
UNIT –III	:	<p>Global Environment & Strategy Global Supply Chain – International Documentation- Strategy Formulation & Implementation Quality Concept & TQM – Improving Logistics Performance</p>
UNIT –IV	:	<p>Air Cargo Concept Introduction – Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo. Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement Airway Bill, Function, Purpose and Validation</p>
UNIT -V	:	<p>Handling Facility Airport Cargo Activity & Cargo Zone . Aircraft Handling with Cargo. Cargo Terminals and Facilities . Emerging trend in Cargo & Cargo Carriers.</p>

References:

1. Kent Gourdin, —Global Logistics Management||, Wiley Blackwell
2. Lambert, — Strategic Logistic Management||, Academic Int Publisher
3. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution||, Kogan Page
4. John F Magee & William C Copalino, — Modern Logistics Management||, John Wiley & Sons
5. Paul R. Murphy, Jr and Donald F. Wood, — Contemporary Logistics||, Prentice Hall, 9th edition,2008
6. Edward J Bardi / John J Coyle / Robert A Novack, — Management of Transportation- Thomson – South- Western, 2006.

SEMESTER – V
MANAGEMENT AND COST ACCOUNTING

UNIT –I	:	(Theory questions only) Meaning-definition-scope-objectives-function-meritsand demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.
UNIT –II	:	(Problems and theory questions) Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST,STANDARD PRICE-methods -labour cost-remuneration and incentives. UNIT III (Problems only) Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.
UNIT –IV	:	(Problems only) Fund flow analysis-cash flow analysis (problems only)
UNIT -V	:	(Problems and theory questions) Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

REFERENCE BOOKS:

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

MARKETING RESEARCH

UNIT –I	: Introduction to Research Meaning of research – Objectives – Types – Significance of research –criteria of good research – problems encountered by researchers in India –Research problem – techniques involved in defining a problem.
UNIT –II	: Research Design: Meaning – Need – Features –Different research designs – sampling design– steps in samplings – Characteristics of a good sample design – different types ofsample design- measurement and scaling technique.
UNIT –III	: Data Collection Collection of Primary data – observation method – Interview method – collection of data through questionnaires & schedules – difference between questionnaires and schedules – other methods of data collection – collection of secondary data.
UNIT –IV	: Statistical techniques: Factor Analysis – cluster analysis – discriminate analysis – multiple regression & correlation – application of SPSS package.
UNIT -V	: Research Report The purpose of the Written report – Basics – The integral parts of a report –the title of a report – the table of content – synopsis – Introductions to recommendation sections.

Reference :

1. Donald R. Cooper and Rama's S. Schindler, business research method – tata McGraw Hill Publishing
2. C.R. Kothari – Research methodology – wishva prakashan, new delhi

AIRLINE FINANCE AND INSURANCE

UNIT –I	<p>: Airline finance – Introduction Airline Finance 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</p>
UNIT –II	<p>: Airline Valuations & Source of finance 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</p>
UNIT –III	<p>: Aircraft Leasing & Finance Finance Lease – Meaning, Objectives, Different type 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</p>
UNIT –IV	<p>: Principles of Insurance & Risk Management History of Aviation insurance – Basic Principles of Insurance – Basic Terminologies in General Insurance. Insurers – Risk & Insurance – Risk Management</p>
UNIT -V	<p>: Aviation Insurance 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.</p>

Text Books

1. Peter.S. Morrel, —Airline Finance||, Ashgate
2. M.N. Mishra: Insurance principles and practices References:
 1. P. Periyasamy : Principles and Practices of Insurance
 2. Gail F Butler & Martin R Keller, — Airline Finance||, Mc Graw Hill
 3. Alexander. T. Wells & Bruce. D, —Aviation Insurance and Risk Management||, Krieger
 4. Vera Foster Rollo, —Aviation Insurance||, Meryland Historical.

AVIATION LAW & AIRCRAFT RULES & REGULATIONS

UNIT –I	:	<p>Civil Aviation Regulations Authority DGCA-Introduction to Directorate General of Civil Aviation- DGCA functions-DGCA Organization-DGCA as Regulatory Authority</p>
UNIT –II	:	<p>Aircraft Rules Aircraft Act 1934 The Aircraft Rules 1937</p>
UNIT –III	:	<p>National Legislation</p> <ul style="list-style-type: none"> • The Air corporations Act, 1953 (27 of 1953) • The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) • The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) • The International Airports Authority of India act, 1971 (43 of 1971) • The National Airports Authority of India, 1985 (64 of 1985) • The Airports Authority of India Act 1994 (55 of 1994) • The Carriage by Air Act, 1972 (69 of 1972) • The Tokyo Convention Act, 1975 (20 of 1975) • The Anti-hijacking Act, 1982 (65 of 1975) <p>The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982)</p>
UNIT –IV	:	<p>Civil Aviation Requirements (CAR) Section 1-General Section 2-Airworthiness Section 3-Air Transport Section 4-Aerodrome standards and Air Traffic Services Section 5-Air Safety Section 6-Design standards and type certification Section7-Flight crew standards, training and licensing Section 8-Aircraft operations</p>

UNIT -V	: International Conventions: The Chicago conventions, 1944 The International Air Services Transit Agreement, 1944 The International Air Transport Agreement, 1944 The Warsaw Conventions, 1920 The Geneva Convention, 1948 The Rome Convention, 1952 The Tokyo Convention, 1963
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References:

Aircraft Manual, C.A.R. Sec. II

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 • 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	:	Goals and Objectives of Maintenance <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• 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