BANGALORE UNIVERSITY

Mysore Rd, Jnana Bharathi, Bengaluru, Karnataka 560056

DEPARTMENT OF COMMERCE

BBA

AVIATION MANAGEMENT

SEP-SYLLABUS
(SEMESTER SCHEME)
2024 –2025

Dr. R. SARVAMANGALA
Dean and Chairperson
DEPARTMENT OF COMMERCE
Jnanabharathi Campus,
Bangalore – 560 056.

Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG-B.com (Regular), B.com (Insurance and Actuarial Science), B.com (LSCM), B.com (TTM), BBA (General), BBA (Aviation Management), BA (Tourism), BHM, B.com (Retail operation -AEP) B.com (Logistics operation-AEP), B.com (Banking Financial Service and Insurance -AEP) and B.com (Business Analytics) programmes as per the SEP structure and online B.com for the Academic Year 2024-25 held on 2nd, 4th, 5th, 6th ,8th 10th, 11th 12th, 15th 16th, ,18th and 19th July 2024 in the Department of commerce Jnana Bharathi campus, Bengaluru University, Bengaluru-560056. The board has reviewed and approved the course matrix for 1st Semester to 6th Semester and syllabus for 1st and 2nd semesters of the above-mentioned programmes. The board authorized the Chairman to make the necessary changes.

BOARD OF STUDIES

Sl. No	Name& Address	Photo	Designation	Signature
01	Dr. R. Sarvamangala Chairperson & Dean, Department of Commerce, Jananabharathi Campus Bangalore University, Bengaluru-560056		Chairperson	
02	Dr. Gurumuthy K H Principal, Department of Commerce, Government First Grade College, Kuduru, Magadi-561101		Member	
03	Dr. Mohammed Farooq Pasha Associate Professor, Department of Commerce, Government First Grade College, Kengeri, Bengaluru-560060		Member	
04	Dr. Ganesh N K Associate Professor, Department of Commerce, Government First Grade College, Ramanagara-562159		Member	
05	Dr. Ambarish R Principal, Dharmasagara First Grade College, Dommasandra, Anekal Taluk, Bengaluru-562125		Member	

06	Dr. Tabreez Pasha Principal & Director, DON BOSCO Institute of Management Studies and Computer Applications, Kumbalagodu, Mysore Road, Bengaluru-560074		Member	
07	Prof. Shankaracharya Principal, Department of Commerce, VEIT College, Jayanagara, Bengaluru-560011		Member	
08	Dr. Balaji N P Associate Professor, Department of Commerce, Government First Grade College, Bidadi, Ramanagara Dist-562109		Member	
09	Dr. K. Sivamurugan Associate Professor, Department of Commerce, ST Claret College, Jalahalli, Bengaluru-560013		Member	
10	Prof. Ravikiran T N Principal, Transcend Degree College Yelachenahalli, Kumaraswamy Layout, Bengaluru, Karnataka 560078		Member	
11	Dr. Zameer Pasha Associate Professor, Department of Management, St. Claret College, Bangalore-560013		Co-opted Member	
12	Prof. Ramesh C G Assistant Professor, Department of Commerce, Government First Grade College, Thyamagondalu-562132		Co-opted Member	

REGULATIONS FOR UNDER GRADUATE

B.B.A (AVIATION MANAGEMENT) DEGREE

(SEP -SEMESTER SCHEME) 2024 –25

As per the Government Order No. ED 166 UNE 2023, Bangalore, dated 08.05.2024, all Universities in Karnataka, are required to revise the curriculum of Degree Programs as per the guidelines of the Karnataka State Higher Education Council and State Education Planning Commission, constituted by the government, from the academic year 2024-2025. In furtherance of the said Government order, the Program Structure prepared by the BOS will be applicable to students admitted to B. B.A (Aviation Management) Program, offered by Bengaluru University affiliated colleges. Therefore, this regulation will be applicable to all students seeking admission for B. B.A (Aviation Management) Programme from the academic year 2024-25. The Board of Studies resolved to provide the regulation for B. B.A (Aviation Management) Undergraduate Program along with Framework and Syllabus for the various Core Courses and Specific Elective Courses for each semester

I. PROGRAM OUTCOMES:

1. To have a clear and comprehensive understanding of aviation business and its operational environment, such as airports, airlines, cargo, safety, and regulations.
2. To help students learn the fundamental of aviation management and its applications.
3. To enable students to be highly proficient in airline business management technology.
4. To demonstrate a high capability of all airline business management aspect (e.g. airline business law, aircraft types, basic reservation, and ticketing)
5. To demonstrate a broad core of business knowledge and be able to integrate and apply this knowledge to business situations requiring interdisciplinary and global perspectives.
6. To provide hands on experience on most widely used computerized reservation system (CRS) for air ticketing and hotel reservation.
7. To prepare students to take the responsibility of full line of Finance function, H.R Function and Marketing Function in Aviation Industry.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two years Pre – University course of Karnataka State or its equivalent as notified by the Government from time to time are eligible to seek

admission for this programme. The students of other states and foreign countries are eligible in accordance with state and central government guidelines from time to time

III. DURATION OF THE PROGRAMME

The programme is for Three (03) years consisting of Six Semesters altogether. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. A Student who successfully completes Three (03) years of the programme will be awarded Bachelor's Degree in Business Administration (Aviation Management) by Bangalore University

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. Wherever necessary the instructions will be in bilingual. However, a candidate is permitted to write the examination either in English or in Kannada

V. CLASS ROOM STRENGTH OF STUDENTS

There shall be Maximum of 60 students in each section.

VI. ATTENDANCE:

a) For the purpose of calculating attendance, each semester shall be taken as a Unit.
b) 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 subjects.
c) A student who fails to complete the programme in the manner stated above shall not be permitted to take the University examination.

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE AND SUBMISSION:

a. In every semester, the student should maintain a Record Book in which the exercises given under each subject are to be recorded. This Record has to be submitted to the concerned faculty for evaluation at least 15 days before the end of each semester.

b. Every student should also submit the practical record book/report/presentation on "Business Skill Development' of every semester and submitted to the concerned faculty for evaluation, at least 15 days before the end of each semester.

c. Students should visit organizations in and around vicinity of the institution or any other place for the purpose of gaining practical exposure and there after maintain the record to record the student's experience of industrial visit and study tour. This Record has to be submitted to the concerned faculty for evaluation at least 15 days before the end of each semester

d. Every college is required to establish a dedicated business lab / computer lab to enable students get practical knowledge of business activities and also enable online learning

e. The BOE is authorized to make random surprise visits to the colleges and verify record books and validate the internal marks awarded.

VIII. TEACHING AND EVALUATION:

To teach B.B.A programme, the candidate with M. Com, MFA, MIB, MBA (F&A) MBS graduates with B. Com, B.B.M, BBA & BBS as basic degree from a recognized university are only eligible to teach and to evaluate the subjects (except languages & compulsory subjects) Languages constitution values and environment studies (EVS) subjects shall be taught by the teachers as recognized by the respective board of studies.

The subjects like Business Data Analysis, Business quantitative analysis, corporate communication and computer Accounting-Tally prime and accounting software programme shall be taught by commerce faculty only

IX. SCHEME OF EXAMINATION:

a. There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 80.

b. Of the 20 marks of Internal Assessment,

i. Lab activities /skill-based activities shall be - 5 marks

ii. Tests marks shall be based on 1 Hr duration of the test - 10 marks

iii. The attendance marks shall be - 5 marks

(**20 marks from two tests**, which are to be conducted during the semester)

i) For First test of 20 marks (one hour time duration), questions to be given from the syllabus component (any of the units).

ii) For Second test of 20 marks (one hour time duration), questions to be given from the skill development component of the syllabus.

The average of the two tests must be taken as a score for internal assessments)

c. Minimum 75% of attendance is eligible to take university exam

The marks based on attendance shall be awarded as given below:

- 75-80% of total class held during the semester = 1 marks.
- 80-85% = 2 marks
- 85- 90% = 3 marks.
- 90-95% = 4 marks
- 95-100% = 5 marks.

X. APPEARANCE FOR THE EXAMINATION:

a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. 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 with minimum of 75% attendance in each subject

b) A candidate who is permitted to seek admission to this degree program on transfer from any other University shall be eligible to claim exemption under Part I from the study of the respective language if he/she has studied and passed the language at the corresponding level.

c) A candidate who is permitted to seek admission to this degree program on transfer from any other University shall also be eligible to claim exemption under Part II from studying and passing in those subjects which he/she has studied and passed at the corresponding level.

d) A candidate who is permitted to seek admission to this degree program on transfer from any other University shall not be eligible for the award of ranks.

XI. MINIMUM MARKS FOR A PASS:

Candidates who have obtained a minimum of 35% marks in university examination and an aggregate of 40% marks in each subject shall be eligible for a pass or exemption in that subject.

XII. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:

    a. Distinction: Those who obtain 85% and above of the total marks of parts I, II & III.

    b. First Class: Those who obtain 60% and above of the total marks of parts I, II & III.

    c. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II & III

    d. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II & III.

2. Ranks shall be declared on the basis of the aggregate marks obtained by the candidates in this degree programme (including (part I Part II and Part III) as a whole. However, only those candidates who have cleared each semester university examination in the first attempt only shall be eligible for award of ranks. The first ***ten*** ranks only shall be notified by the university

Eight Point Alpha – Sign Grading Scale:

Grade Point Average	<4	4-<5	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	9-10
Alpha-Sign Grade:	D	C	B	B+	A	A+	A++	O

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of Six semester shall be computed as follows:

Computation of Grade Point Average **(GPA):**

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the courses and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

For example - 1 (24 Credits)

Papers	**P1**	**P2**	**P3**	**P4**	**P5**	**P6**	**P7**	**Total**
	Part-I		**Part-II**				**Part-III**	
Max. marks	100	100	100	100	100	100	50	650
% Marks Obtained	77	73	88	76	64	66	42	486
Grade Points Earned (G.P.)	7.7	7.3	8.8	7.6	6.4	6.6	4.2	-
Credits for the Course (C)	3	3	4	4	4	4	2	24
Total GPW = GP x C	23.1	21.9	35.2	30.4	25.6	26.4	8.4	171

Semester Aggregate Marks : **486 / 650 = 74.76%**

Classification of Result **:** First Class

The GPA shall then be computed by dividing the total GPW of all courses of study by the total credits for the semester,

GPA = Total GPW / Total Credits = 171 / 24 **= 7.125**

Semester Alpha Sign Grade: **A+**

Example-2(26Credits)

Papers	**P1**	**P2**	**P3**	**P4**	**P5**	**P6**	P7	**Total**
Max. marks	100	100	100	100	100	100	50	650
% Marks Obtained	87	83	88	86	84	90	45	567
Grade Points Earned (G.P.)	8.7	8.3	8.8	8.6	8.4	9.0	4.5	-
Credits for the Paper	4	4	4	4	4	4	2	26
Total GPW = GP x C	43.5	33.2	35.2	34.4	25.2	27.0	9.0	207.5

Semester Aggregate Marks : **567 / 650 = 87.23%**
Classification of Result **:** First Class with Distinction
GPA = Total GPW / Total Credits = 207.5/ 25 **= 8.3**
Semester Alpha Sign Grade: **A++**

1. Calculation of Cumulative Grade Point Average (CGPA):

The Cumulative Grade Point Average (CGPA) at the end of the Six semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the six semesters by the total credits for the program.

Example- I

Semester	**I**	**II**	**III**	**IV**	**V**	**VI**	**Total**
Total Marks per Semester	650	650	650	650	650	700	3950
Total Marks Secured	526	526	486	486	567	587	3158
Semester Alpha Sign Grade	A	A	A+	A+	A++	A++	-
Semester GPA	6.88	6.88	7.125	7.125	8.3	8.3	-
Semester Credits	26	26	24	24	25	25	150
Semester GPW	178.88	178.88	171	171	207.5	207.5	1114.76

Aggregate Percentage of Marks = 3158 / 3950 =79.94 **%**

Classification of Result**: *First Class with Distinction***

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the program = 1114.76 /150=**7.43**

Alpha Sign Grade: **A+**

These are the sample examples of computing semester grade point averages and cumulative grade point average and the alpha – sign grades assigned.

XIII. MEDALS AND PRIZES:

No candidates passing through an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

XIV. TERMS AND CONDITIONS:

a) A candidate is allowed to carry-forward all the previous un-cleared papers to the subsequent semester/semesters.

b) Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.

c) The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

d) In the event of any disputes or discrepancies, the aggrieved party jurisdiction of court is Bangalore

XV. PATTERN OF QUESTION PAPER:

Each question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare Three sets of papers with a maximum of 10% repetition. The Question Paper will be as per the following Model:

SECTION-A **1.** a, b ,c, d, e, f, g, h, i, j	(Conceptual questions) Answer any SEVEN out of TEN questions. Each question carries 2 Marks	(07 X 02 = 14 Marks)
SECTION -B: **2,3,4,5.6**	(Analytical questions) Answer any THREE out of FIVE questions. Each question carries 8 Marks	(03 X 08 = 24 Marks)
SECTION-C: **7,8,9.10, 11**	(Essay type questions) Answer any THREE out of Five questions. Each question carries 14 Marks	(03 X 14 = 42 Marks)
	Total	**80 Marks**

XVI. COURSE MATRIX-See Annexure – 1 for B.B.A Degree (Aviation Management) Course Matrix

Bangalore University

B.B.A (Aviation Management) DEGREE (SEP)
COURSE MATRIX 2024-25
SEMESTER I

SEMESTER- I								
Course Code	**Title of the Course**	**Pap er**	**Working hrs (L+T+P**	**Duration of Exam (hrs.)**	**IA**	**Uni. Marks**	**Total Marks**	**Cred its**
Part 1 Languages	Language- I (Indian / Foreign Languages)	L-1.1	(3+1+0) 4	3	20	80	100	3
	Language- II (Generic English)	EL-1.2	(3+1+0) 4	3	20	80	100	3
Part 2 Core Papers	Fundamentals of Accounting	BBAV-1.1	4	3	20	80	100	4
	Introduction to Airline Industry	BBAV-1.2	4	3	20	80	100	4
	Soft Skills for Service Industry	BBAV-1.3	4	3	20	80	100	4
	Quantitative Analysis for Business	BBAV-1.4	4	3	20	80	100	4
Part 3 Compulsory	Environmental Studies	EVS -1	(1+0+2) 2	$1\frac{1}{2}$	20	30	50	2
SUB- TOTAL (A)					**140**	**510**	**650**	**24**

SEMESTER- II								
Course Code	**Title of the Course**	**Pap er**	**Working hrs (L+T+P**	**Duration of Exam (hrs.)**	**IA**	**Uni. Marks**	**Total Marks**	**Cred its**
Part 1 Languages	Language- I (Indian / Foreign Languages)	L-1.1	(3+1+0) 4	3	20	80	100	3
	Language- II (Generic English)	EL-1.2	(3+1+0) 4	3	20	80	100	3
Part 2 Core Papers	Data Analysis for Business Decisions	BBAV-2.1	4	3	20	80	100	4
	Organisational Behaviour	BBAV-2.2	4	3	20	80	100	4
	Introduction to Airport Operations	BBAV-2.3	4	3	20	80	100	4
	Ground Handling Operations	BBAV-2.4	4	3	20	80	100	4
Part 3 Compulsory	Travel &Tourism Management	Job Skill 1	(1+0+2) 2	$1\frac{1}{2}$	20	30	50	2
SUB- TOTAL (A)					**140**	**510**	**650**	**24**

Name of the Program: Bachelor of Business Administration (Aviation Management)
Course Code: BBAV-1.1
Name of the Course: Fundamentals of Accounting

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

1. Understand the basic Concepts of Accounting.
2. Pass Journal Entries and Prepare Ledger Accounts.
3. Prepare Subsidiary Books.
4. Prepare Trial Balance and Final Accounts of Proprietary concern.
5. Reconciliation of Pass Book and Cash Book.

Syllabus

Module No. 1: INTRODUCTION TO ACCOUNTING (08 Hrs)

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting– Uses of Accounting Information – Limitations of Accounting – Terminologies used in accounting - Accounting Process and Cycle – Basis of Accounting - Cash basis and Accrual Basis – Accounting Equations - Branches of accounting - Accounting Principles – Accounting Concepts and Accounting Conventions.

Module No. 2: ACCOUNTING PROCESS (14 Hrs)

Process of Accounting - Double entry system – Kinds of Accounts – Rules-Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Illustrations on Journal, Ledger Posting and Preparation of Trial Balance.

Module No. 3: SUBSIDIARY BOOKS (14 Hrs)

Meaning – Significance – Types of Subsidiary Books –Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book and Petty Cash Book (Illustrations only on Two Column Cash Book and Petty Cash Book).

Module No. 4: FINANCIAL STATEMENTS OF PROPRIETARY CONCERN (14 Hrs)

Introduction to Financial Statement, Income Statement /P&L A/c and Balance Sheet - Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received in Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest on Capitall

Module No. 5: BANK RECONCILIATION STATEMENT (10 Hrs)

Definition and purpose of Bank Reconciliation Statement (BRS) – Importance is reconciling Bank Statements and Bank Accounts prepared in Businesses – Causes for Differences between Cash Book and Pass Book – Timing differences, outstanding cheques and deposits in transit, Errors in the Cash Book and Bank Statements, Bank charges and Interest, Direct debits, standing instructions and auto payments, dishonoured cheques – Preparation of Bank Reconciliation Statement. Illustrations on BRS.

Skill Development Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using spreadsheet
5. Any other activities, which are relevant to the course.

Reference Books:

1. S.AnilKumar,V.RajeshKumarandB.Mariyappa–FundamentalsofAccounting,Himalaya Publishing House.
2. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
3. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication • Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
4. M.C. Shukla and Goyel, Advanced Accounting, S Chand.
5. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
6. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House

Name of the Program: Bachelor of Business Administration (Aviation Management)

Course Code: BBAV-1.2

Name of the Course: Introduction to Airline Industry

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

1. Understand the historical development and structure of the airline industry.
2. Analyse the economic factors influencing airline profitability and competitiveness.
3. Explain the role of key players (airlines, airports, government, air traffic control) in the aviation ecosystem.
4. Evaluate the impact of regulatory frameworks on airline operations and passenger experience.
5. Assess the challenges and opportunities presented by emerging technologies and sustainability initiatives.

Syllabus

Module No. 1: Airline Industry Overview (12 Hours)

History of aviation, types of airlines (full-service, low-cost, hybrid, ultra-low-cost) - Airline alliances, code sharing agreements, interline agreements - Airline business models (network carriers, point-to-point, low cost carriers) - Airline revenue models (passenger, cargo, ancillary revenue)

Module No. 2: Airline Operations (12 Hours)

Aircraft types and configurations (narrow-body, wide-body, regional jets) - Aircraft performance and limitations - Flight operations (departure, cruise, arrival) - Air traffic management (ATC) system, air navigation services - Airport operations (terminal operations, baggage handling, ground transportation) - Cargo operations (air freight, express delivery) - Airline maintenance (line maintenance, heavy maintenance)

Module No. 3: Airline Economics and Finance (12 Hours)

Airline cost structure (fixed costs, variable costs) - Revenue management, yield management, pricing strategies - Airline profitability and financial analysis - Airline accounting and reporting - Airline taxation and regulation - Airline financing (debt, equity, leasing)

Module No. 4: Airline Industry Environment (12 Hours)

International Civil Aviation Organization (ICAO), International Air Transport Association (IATA) - National aviation authorities and regulations - Safety regulations (ICAO Annexes, national regulations) - Security regulations (aviation security, passenger screening) - Environmental regulations (emissions, noise pollution) - Competition and antitrust issues - Airport congestion and capacity management

Module No. 5: Emerging Trends and Challenges (10 Hours)

Digitalization and technology (e-commerce, mobile apps, AI, blockchain) - Customer experience management (loyalty programs, service quality) - Airline distribution (direct channels, indirect channels, GDS) - Sustainability initiatives (carbon emissions reduction, biofuels) - Low-cost carrier competition Airline industry consolidation and mergers

Skill Development Activities:

1. Case studies of major airlines and industry events
2. Group projects on airline business plans or marketing strategies
3. Industry guest lectures from airline executives or aviation experts
4. Research on specific aviation topics
5. Data analysis and presentation of airline industry trends

Reference Books:

1. Cross, R. (2016). *The airline business: An introduction*. Routledge.
2. Windrum, P. (2014). *The economics of airline markets*. Cambridge University Press.
3. Doganis, R. (2002). *The airline business*. Routledge.
4. IATA publications and reports.

Name of the Program: Bachelor of Business Administration (Aviation Management)

Course Code: BBAV-1.3

Name of the Course: Soft Skills for Service Industry

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

1. Demonstrate effective communication and interpersonal skills.
2. Apply problem-solving and decision-making techniques in service-oriented roles.
3. Exhibit teamwork and collaboration skills.
4. Deliver exceptional customer service.
5. Adhere to aviation grooming standards and maintain a professional appearance.

Syllabus

Module No. 1: Communication Skills (10 Hrs)

Verbal communication (clarity, conciseness, active listening) - Non-verbal communication (body language, facial expressions, gestures) - Interpersonal communication (building rapport, empathy, active listening) - Public speaking (overcoming stage fright, structuring a speech, delivery) - Presentation skills (visual aids, audience engagement) - Intercultural communication (cross-cultural understanding, effective communication) - Written communication (business writing, email etiquette, report writing)

Module No. 2: Interpersonal Skills (12 Hrs)

Emotional intelligence (self-awareness, self-regulation, social awareness, relationship management) - Empathy and understanding - Conflict resolution (negotiation, mediation, compromise) - Teamwork and collaboration (group dynamics, roles, responsibilities) - Leadership (influence, motivation, decision making)

Module No. 3: Customer Service Excellence (12 Hrs)

Customer-centric approach (understanding customer needs, exceeding expectations) - Service recovery (handling complaints, resolving issues) - Building customer loyalty (relationship building, retention strategies) - Service quality standards (benchmarking, service delivery) - Customer feedback and analysis

Module No. 4: Problem-solving and Decision Making (12 Hrs)

Problem identification and definition - Problem-solving techniques (brainstorming, SWOT analysis) - Decision-making models (rational, intuitive, bounded rationality) - Critical thinking (analysis, evaluation, synthesis) - Creativity and innovation (idea generation, problem-solving)

Module No. 5: Aviation Grooming Standards and Personal Development (10 Hrs)

Importance of personal grooming in the aviation industry - Grooming etiquette for men and women - Hair and makeup guidelines - Uniform and accessories (selection, maintenance) - Hygiene and health (personal care, grooming habits) - Body language and posture (professional demeanour) - Personal branding and image management

Skill Developments Activities:

1. Role-playing exercises
2. Group discussions and presentations
3. Mock interviews
4. Customer service simulations
5. Grooming and etiquette workshops
6. Personality assessments

Reference Books:

1. Carnevale, P. J., & Laster, D. V. (2014). *Listening: The forgotten skill*. John Wiley & Sons.
2. Covey, S. R. (2004). *The 7 habits of highly effective people*. Simon & Schuster.
3. Nordstrom, R., & Youssef, C. (2011). *Delivering knock-your-socks-off service*. HarperCollins.

Name of the Program: Bachelor of Business Administration (Aviation Management)

Course Code: BBAV-1.4

Name of the Course: Quantitative Analysis for Business

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

1. Develop critical thinking skills to analyse and interpret problems involving ratios and proportions, and to choose appropriate strategies for solving them.
2. Recognize and apply equations in practical situations beyond the classroom, connecting theoretical concepts to everyday scenarios and other academic disciplines.
3. Students will demonstrate an understanding of fundamental concepts in set theory, including sets, elements, subsets, universal sets, and set operations
4. Develop logical reasoning skills through the study of permutations and combinations, including understanding implications and proofs involving these concepts.
5. Calculate returns on investments, understand the time value of money, and apply arithmetic principles to assess investment opportunities.

Syllabus

Module No. 1: PERCENTAGES, RATIOS AND PROPORTIONS (12 Hrs)

Percentages - Meaning of Percent, Meaning of Percentage-Difference between Percent and Percentage Expression of Percent-Calculation of Percentage – Overview of ratios- Basic Terms of Ratios- Types of Ratios- Simple Problems- Overview of Proportions- Basic Terms-Properties of Proportion-Simple problems on Direct and Inverse proportion

Module No. 2: EQUATIONS & SET THEORY (16 Hrs)

Meaning and Types of Equations-Linear Equation – Meaning & Problems-Simultaneous Equation – Meaning and Problems with only two variables (Elimination method and Substitution method)-Quadratic Equation – Meaning and Problems under Factorization and Formula method. Meaning- Representation of a Set-Types of Set-Operations on Sets-Union-Intersection-Disjoint Sets-Complement of a Set-Difference of Two Sets-Venn Diagrams- Properties of Set Operations-De-morgan's Law- Practical Problems on Union and Intersection of Two Sets

Module No. 3: BASIC CONCEPTS OF PERMUTATIONS AND COMBINATIONS (12 Hrs)

Introduction- - Fundamental principle of counting - Factorial Notation- Permutations-Permutation with Repetition -Permutation of Alike Objects -Permutation under Restriction- - COMBINATION- Relation between Permutation and Combination - Combinations under Restrictions- Combinations of Alike Objects

MODULE NO. 4: MATRICES AND DETERMINANTS (10 Hrs)

Meaning- Types of Matrices-Addition-subtraction and Multiplication of Matrices. Determinants of order two and three-Adjoint & Inverse of a Matrix- Problems on linear equations in two variables using Cramer's rule.

MODULE NO. 5: QUANTITATIVE FINANCE (10 Hrs)

Definition of Interest and Other Terms- Simple Interest & Compound Interest-Effective rate of Interest- Present Value and Future Value-Perpetuity- Annuity- Sinking Fund-Valuation of Bonds-Calculating of EMI- Simple problems.

Skill Developments Activities:

1. Prepare a chart showing different types of ratios
2. Collect the total price of any two commodities with different quantities and calculate the
3. price of each commodity using simultaneous equation methods.
4. By using imaginary data perform set operations and represent in Venn Diagram
5. By Selecting cricket team squad choose various combination of team of 11 and apply combination concepts.

Reference Books:

1. Saha: Mathematics for Cost Accountants, Central Publishers
2. R.G. Saha& Others – Methods & Techniques for Business Decisions, VBH
3. Dr. Sancheti& Kapoor: Business Mathematics and Statistics, Sultan Chand
4. Zamarudeen: Business Mathematics, Vikas
5. R.S Bhardwaj: Mathematics for Economics & Business
6. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
7. G.R. Veena and Seema : Business Mathematics and Statistics I.K. Intl Publisher

Name of the Program: Bachelor of Business Administration (Aviation Management)

Course Code: BBAV-2.1

Name of the Course: Data Analysis for Business Decisions

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Interactive Lectures, Case Studies, Group Projects & Presentations, Guest Lectures, Simulations, Online Resources.

Course Outcomes: On successful completion of the course, the Students will be able to

1. After successful completion of the course students will be able to summarize and analyze statistical data to solve practical business-related problems.
2. After successful completion of the course students will be able to interpret the relevance of statistical findings for business problem solving and decision making.
3. Developing critical thinking skills to select and apply the appropriate measure of central tendency based on the nature and distribution of data, ensuring accurate interpretation and decision-making.
4. Ability to apply correlation and regression analysis to various business problems, such as forecasting sales, understanding customer behavior, optimizing marketing strategies, and analyzing financial data.
5. Effectively communicating time series analysis findings and forecasting results to stakeholders, including non-technical audiences, to support strategic planning and decision-making in business contexts.

Syllabus

Module No. 1: INTRODUCTION TO STATISTICS (12 Hrs)

Introduction, Meaning, Definitions, Features, Objectives, Functions, Importance and Limitations of Statistics -Data Series.- Individual, discrete and continuous. Classification of Data-Requisites of Good Classification of Data.-Types of Classification – Quantitative and Qualitative Classification (Concepts only)- Types of Presentation of Data – Textual Presentation, Tabular Presentation, One-way Table-Important terminologies – Variable, Quantitative Variable, Qualitative Variable, Discrete Variable, Continuous Variable, Dependent Variable, Independent Variable, Frequency, Class Interval, Tally Bars-Simple Problems- Graphical Representation of Data- Pie Chart- Bar Graph

Module No. 2: MEASURES OF CENTRAL TENDENCY & DISPERSION (12 Hrs)

Meaning and Objectives of Measures of Tendency- Definition of Central Tendency-Requisites of an Ideal Average, -Types of Averages--Arithmetic Mean-Median-Mode-Empirical Relation between Mean, Median & Mode-Graphical Representation of Median & Mode-Ogive Curves-Histogram- Problems-Meaning of Dispersion-Standard Deviation, Co-efficient of Variation-Problems

Module No. 3: CORRELATION & REGRESSION ANALYSIS (12 Hrs)

Correlation: Meaning and Definition - Uses – Types – Karl Pearson's coefficient of correlation – probable error – Spearman's Rank Correlation Coefficient. Regression: Meaning, Uses, Regression lines, Regression Equations. Correlation Coefficient through Regression Coefficient

Module No. 4: TIME SERIES (10 Hrs)

Introduction – Meaning – Uses –Components of Time Series –Methods of Trends- Method of Moving Averages Method of Curve Fitting by the Principle of Least Squares - Fitting a straight-line trend by the method of least squares and Computation of Trend Values (when $\sum X = 0$) including Graphical presentation of trend values – Problems.

Module No. 5: THEORY OF PROBABILITY (12 Hrs)

Probability: Definitions and examples -Experiment, Sample space, Event, mutually exclusive events, Equally likely events, Exhaustive events, Sure event, Null event, Complementary event and independent events. Mathematical definition of probability, Definition of Conditional Probability. Statements of Addition and Multiplication laws of probability. Problems on Probabilities, Conditional probabilities, Probabilities using Addition and Multiplication laws of probabilities (without use of permutations and combinations).

Skill Developments Activities:

1. Collect data from at least 5 friends about their monthly expenditure on Mobile Recharge, Cosmetics, Chats and Other Expenses and present the same in a Tabular Form
2. Collect data about marks scored in Accountancy in PUC from at least 30 students of your class and calculate Arithmetic Mean
3. Collect the data about the age of at least 10 married couples and compute correlation coefficient
4. Collect the turnover of a company for 7 years and predict the sales of 8th year by using method of least square
5. Conduct random experiments (coin, dice and pack of cards) and record the results by using probability laws

Reference Books:

1. Anand Sharma : Statistics For Management, HPH • S P Gupta: Statistical Methods-Sultan Chand, Delhi
2. D.P Apte ; Statistical Tools for Managers.
3. Dr. B N Gupta: Statistics (Sahityta Bhavan), Agra.
4. S.C Gupta: Business Statistics, HPH
5. N.V.R Naidu : Operation Research I.K. International Publishers • Ellahance : Statistical Methods, Kitab Mehel.
6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand
7. Veerachamy: Operation Research I.K. International Publishers
8. S. Jayashankar: Quantitative Techniques for Management

Name of the Program: Bachelor of Business Administration (Aviation Management)
Course Code: BBAV-2.2
Name of the Course: Organisational Behaviour

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

Course outcomes: on successful completion of the course, the students will be able to

1. To understand the behaviour of individual and groups in the Organization.
2. To access the potential impact of organizational factors (such as change, culture, and structure) on organizational behaviour.
3. To Analyse and apply the practical experience in the field of Management and Organization Behaviour
4. To demonstrate the leadership styles and apply the concepts of personality, perception, attitude, and motivation.
5. To develop skills and ability to work as individual and in groups to achieve organizational goals.

Syllabus

Module No.1: Introduction to Organizational Behaviour (12 Hrs)

Nature and scope of organizational behaviour - Historical development of OB - Organizational culture and climate - Values, attitudes, and job satisfaction - Organizational citizenship behaviour and counterproductive work behaviour

Module No. 2: Individual Behaviour (10 Hrs)

Personality and individual differences - Perception and attribution - Learning and performance - Motivation theories (Maslow, Herzberg, McClelland, Vroom) - Job design and work redesign - Stress and burnout

Module No.3: Group Dynamics and Teams (10 Hrs)

Group formation and development - Group structure and roles - Group norms and cohesiveness Communication in groups - Conflict management styles - Teamwork and collaboration - Leadership theories (autocratic, democratic, laissez-faire, transactional, transformational) - Power and influence in organizations

Module No.4: Organizational Structure and Design (12 Hrs)

Organizational structure (functional, divisional, matrix, network) - Organizational culture and change Organizational development interventions - Human resource management and OB

Module No. 5: Contemporary Issues in Organizational Behaviour (12Hrs)

Diversity and inclusion - Organizational ethics - Global organizations and cultural differences - Technology and organizational behaviour - Employee well-being and work-life balance

Skill Development Activities:

1. Case studies and simulations
2. Group projects and presentations
3. Role-playing exercises
4. Leadership development activities
5. Self-assessment and reflection

Reference Books:

1. Robbins, S. P., & Judge, T. A. (2019). *Organizational behavior*. Pearson.
2. McShane, S. L., & Von Glinow, M. A. (2018). *Organizational behavior: Emerging realities for the workplace*.McGraw-Hill Education.
3. Bateman, T. S., & Snell, S. A. (2019). *Management: Leading & collaborating in a competitive world*. McGraw-Hill Education.

Name of the Program: Bachelor of Business Administration (Aviation Management)
Course Code: BBAV-2.3
Name of the Course: Introduction to Airport Operations

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

1. Identify the key components of airport infrastructure (terminals, runways, taxiways, cargo facilities).
2. Explain the different types of airport classifications and their operational characteristics.
3. Describe the airside operations involving aircraft movements, ground handling, and turnaround processes.
4. Analyse the landside operations including passenger check-in, baggage handling, security screening, and boarding procedures.

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Module No.1: Introduction to Airports and the Aviation Industry (12 Hrs)

The Role of Airports in the Air Transportation System - Types of Airports and their Classifications (Based on Size, Traffic Volume, Function) - The Economic Impact of Airports on Local Communities - An Overview of the Global Aviation Industry.

Module No.2: Airport Infrastructure and Facilities (12 Hrs)

Airside Operations: Runways, Taxiways, Aprons, Hangars - Landside Operations: Terminals, Passenger Processing Facilities, Cargo Facilities - Airport Support Facilities: Maintenance Areas, Fuel Depots, Emergency Services - Sustainability Considerations in Airport Infrastructure Development

Module No. 3: Airside Operations and Aircraft Handling (12 Hrs)

Aircraft Ground Handling Services (Pushback, Towing, De-icing) - Turnaround Management and Time Optimization - Air Traffic Control (ATC) Procedures and Communication - The Role of Ground Support Equipment (GSE) in Aircraft Operations.

Module No.4: Landside Operations and Passenger Services (08 Hrs)

Passenger Check-in and Baggage Handling Processes - Aviation Security Screening Procedures and Regulations - Passenger Boarding and Disembarkation Processes - Customer Service and Airport Amenities for Passengers.

Module No.5: Airport Management and the Future of Operations (12 Hrs)

Stakeholders in Airport Operations (Airlines, Ground Handlers, Regulatory Bodies) - Airport Management Strategies and Performance Measurements - The Impact of Technology on Airport Operations (Self-service kiosks, Biometric Security) - Emerging Trends in Airport Operations and Sustainability Practices.

Skill Development Activities:

1. Case studies analysing real-world scenarios involving operational challenges at airports (e.g., delays, disruptions).
2. Simulations of passenger check-in and baggage handling processes.
3. Group projects on developing solutions to improve efficiency in specific areas of airport operations (e.g., security screening, turnaround time).
4. Research projects on the impact of specific technologies (e.g., self-service kiosks) on airport operations.
5. Presentations on emerging trends and future developments in airport management.

Reference Books:

1. Airport Operations Management (Angela Giacometti Manganelli & Nigel Wyatt, Latest Edition). Kogan Page Publishers.
2. Introduction to Air Transport Management (Graham Davies, Latest Edition). Routledge.
3. Airport Planning and Management (Michael R. Brückner, Latest Edition). McGraw-Hill Education.

Name of the Program: Bachelor of Business Administration (Aviation Management) **Course Code: BBAV-2.4** **Name of the Course: Ground Handling Operations**		
Course Credits	**No. of Hours per week**	**Total No. of Teaching Hours**
4 Credits	4 Hrs	60 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to 1. Understanding of Ground Handling Operations 2. Proficiency in Aircraft Arrival and Departure Procedures 3. Expertise in Passenger and Baggage Handling 4. Knowledge of Safety and Security Procedures 5. Awareness of Technology and Innovation		
Syllabus		
Module No.1: Introduction to Ground Handling Operations (12 Hrs)		
Definition, importance, and scope – Roles and Functions of Ground Handling Staff – Types of services provided (e.g. Passenger handling, baggage handling, aircraft servicing – Regulatory Framework (BCAS, MOCA, DGCA)		
Module No.2: Aircraft Arrival and Departure Procedures (12 Hrs)		
Arrival Procedures (Aircraft marshalling, parking, and de-boarding processes.)- Departure Procedures (Preflight checks, boarding processes, and pushback procedures)- Turnaround Management –(Efficient management of aircraft turnaround times.)- Coordination with Other Services: (Interaction with air traffic control, catering, and maintenance.)		
Module No.3 – Passenger and Baggage Handling (12 Hrs.)		
Passenger Services: Check-in processes, boarding procedures, and handling special needs - Baggage Handling: Baggage check-in, screening, loading, and delivery - Lost and Found: Procedures for managing lost baggage and passenger claims - Customer Service: Effective communication and problem-solving techniques.		
Module No.4: Safety and Security Procedures (10 Hrs)		
Safety Protocols: Safety regulations, emergency response, and incident management - Security Measures: Screening procedures, baggage security, and anti-terrorism measures - Compliance: Adherence to national and international security regulations -Training and Certification: Required certifications and training programs for ground handling staff.		

Module No.5: Technology and Innovation in Ground Handling (12 Hrs)

Ground Handling Equipment: Overview of equipment used (e.g., tugs, belt loaders, all equipment's to be taken – powered and non-powered - Technology Integration: Use of technology in ground handling (e.g., automated systems, tracking tools) -Future Trends: Innovations and future trends in ground handling operations - Case Studies: Examination of successful ground handling operations and technologies in practice.

Skill Development Activities:

1. Include an analysis of the importance and scope of each role in the overall ground handling operations.
2. Evaluate how the turnaround times are managed and the coordination with other services like air traffic control, catering, and maintenance.
3. Discuss customer service techniques, focusing on effective communication and problem-solving.
4. Analyse future trends and innovations that may impact ground handling operations.

Reference Books:

1. "Aircraft Ground Handling Operations" by S. M. Raza
2. "Introduction to Airport Management" by Peter Morrell
3. "Fundamentals of Aviation Ground Handling" by Lisa M. Thomas
4. "Aviation Security: A Guide to Ground Handling" by Gerald L. Smith

Name of the Program: Bachelor of Business Administration (Aviation Management)
Course Code: Job skill -1
Name of the Course: Travel & Tourism Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	2 Hrs	30 Hrs

Pedagogy: Interactive Lectures, Case Studies, Group Projects & Presentations, Guest Lectures, Simulations, Online Resources.

Course Outcomes: On successful completion of the course, the Students will be able to

1. Understand the structure and dynamics of the travel and tourism industry.
2. Analyze the various components of the tourism product and their interrelationships.
3. Apply airline ticketing procedures and fare calculations effectively.
4. Utilize airline reservation systems and ticketing software.
5. Provide excellent customer service in an airline ticketing environment.

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Module No. 1: Introduction to Travel and Tourism (06 Hrs)

Definition and scope of travel and tourism - Historical development of the industry - Importance of tourism to economies - Types of tourism (domestic, international, adventure, etc.) - Tourism products and services

Module No.2: Airline Ticketing Fundamentals (06 Hrs)

Structure of the airline industry - Fare construction and components - Fare calculation process - Fare rules and restrictions - Fare discounts and surcharges

Module No.3: Airline Reservations and Ticketing Systems (06 Hrs)

Global Distribution Systems (GDS) - Passenger Name Record (PNR) - Ticketing process (issuance, refunds, rebooking) - E-ticketing - Airline reservation systems

Module No.4: Airline Customer Service (05 Hrs)

Customer service standards in the airline industry - Handling passenger inquiries and complaints - Special passenger services (unaccompanied minors, disabled passengers) - Crisis management in airline operations

Module No,5: IATA Regulations and Industry Practices (06 Hrs)

IATA regulations and standards - Airline and airport codes (IATA, ICAO) - Time zone differences and their impact on travel - Cargo handling and documentation

Skill Developments Activities:

1. Airline reservation system practice
2. Fare calculation exercises
3. Customer service simulations
4. Case studies of airline ticketing challenges
5. Industry guest lectures from airline ticketing professionals

Reference Books:

1. Middleton, V., & Clarke, J. R. (2015). *Tourism: The business of leisure*. Routledge.
2. Hall, C. M. (2019). *The tourism industry*. Pearson.
3. IATA publications on fare calculations, airline and airport codes