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BENGALURU
CITY UNIVERSITY

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BE BOUNDLESS

DEPARTMENT OF COMMERCE

Central College Campus, Dr. Ambedkar Veedhi, Bengaluru-560001



**SYLLABUS FRAMED ACCORDING TO THE
NATIONAL EDUCATIONAL POLICY (NEP 2020)**

ACADEMIC YEAR 2021-22



BENGALURU CITY UNIVERSITY

Palace Road, Bengaluru-560001

BBA - AVIATION

Framed According to the National Educational Policy (NEP 2020)

[To implement from the Academic Year 2021-22]

INTRODUCTION

The curriculum framework for B.B.A. degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, changing nature of the subject as well as the learning environment. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from accounting, financial markets, marketing and human resource management.

AIMS AND OBJECTIVES OF UG PROGRAMS IN B.B.A:

- Ø To provide knowledge regarding the basic concepts, principles and functions of management.
- Ø To develop business and entrepreneurial skills among the students.
- Ø To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
- Ø To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- Ø To provide practical industrial exposure to the students to gain managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
- Ø To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

**PROCEEDINGS OF UG BOS MEETING OF – B.B.A,
B.B.A (Aviation/Fire and Safety/BF/IAS), BHM, B.Voc COURSES**

Proceedings of the BOS – UG – B.B.A, B.B.A (Aviation/Fire and Safety/BF/IAS), BHM, B.Voc courses for the academic year 2021 – 2022 meeting held on 05th October 2021 at the Chamber of the Chairman (BOS), Department of Commerce, Central College Campus, Bengaluru City University, Bengaluru-560001 at 02:00 P.M. The Board has agreed and approved the course matrix and syllabus of first year of the above mentioned courses. In case any input required will be authorised by the Chairman and necessary modification will be done as approved by the Board.

MEMBERS PRESENT:

- | | | |
|-------|---|-------------|
| i. | Dr.Muninarayanappa.M,
Chairman & Dean, Dept of Commerce | Chairperson |
| ii. | Dr. Krishna Reddy,
Professor, Dept of Commerce, S.K.University | Member |
| iii. | Dr.H Prakash, Maharani Cluster University | Member |
| iv. | Dr. Padmaja, MLA College of Higher Learning | Member |
| v. | Dr.Rajkumar,
Dept of Business Studies, Mount Carmel College | Member |
| vi. | Dr.R.Parvathi, Principal, VET first Grade College | Member |
| vii. | Dr.T.Jaggaiyah, Principal, IIBS | Member |
| viii. | Dr.Mahesh, Principal, Jain college V.V.Puram | Member |
| ix. | Dr.K.R.Mahesh Kumar, Community College, Jayanagar | Member |
| x. | Dr.Shreelatha, V.V. Puram College of Arts and Commerce | Member |
| xi. | Dr. Narasimhan.K, Bishop Cotton Women Christian College | Member |
| xii. | Sri.K.Narayana, Industrial Expert, BEML | Member |
| xiii. | Dr. Kamala Suganthi,
Principal, Brindavan College, Bengaluru | Member |
| xiv. | Dr. Chandrashekar, Principal, RC College, Bengaluru | Member |
| xv. | Dr.Mariyappa, BMS College, Bengaluru | Member |

MINUTES OF THE MEETING:

1. The Chairman & Dean, Faculty of Commer & Management, Bengaluru City University, welcomed all the BOS members of the BBA Board for BOS meeting which was scheduled on 05.10.2021 at 2.00pm. and also thanked the Government of Karnataka for sanctioning the Constituent College under BCU.

2. Chairman highlighted about the Orientation Programme of NEP - 2020 for Commerce and Management faculties which was organised by the Faculty of Commerce and Management at Jnanajyothi Auditorium on 1st September 2021 with three technical sessions (i.e., 1st session: Structure & Matrix, 2nd session: Policy Implementation and 3rd session: Inter Disciplinary Issues) clarified all the doubts in implementations of NEP syllabus of UG Programmes by the Faculty of Commerce & Management, Bengaluru City University.
3. The Chairman briefed BOS members about the admission paths for Undergraduate Programmes as follows:
 - a. Exit after 1st year (I & II Sem) – the candidate will be awarded with Certificate with minimum 48 credits.
 - b. Exit after completing 3rd and 4th semesters – the candidate will be awarded with Diploma Certificate with minimum 96 credits.
 - c. Exit after 3rd year (V & VI Sem) – the candidate will be awarded with Bachelor Degree in Business Administration with minimum 144 credits.
 - d. The candidate can continue the 4th year (VII & VIII Sem) to get honours/research degree with minimum 186 credits.
 - e. Students completing a 4th year Bachelor's programme with Honours/Research, may be admitted to a 1st year Master's programme.
 - f. Students completing a 4th year Bachelor's programme with Research, will be eligible for admission for Doctoral Programme (Ph.D).
 - g. After completing the requirements of a 3rd year Bachelor's Degree candidates who meet a minimum CGPA of 7.5 shall be allowed to continue studies in the 4th year Undergraduate programme to pursue and complete the Bachelor's degree with Research.
 - h. In the 4th year (VIII sem) the marks for Research Project should be increased to 200 marks (i.e., 120 for SEE & 80 for CIE) to equate with 200 marks of two subjects.
 - i. The medium of instruction should be only in English.
 - j. The subject Business Economics can be replaced with Business Environment or Business Maths.
 - k. Skill enhancement courses are compulsory for I to VI semesters.
 - l. Attendance is 75% minimum for every subject.
 - m. Airline Crew Training module should be covered practically not theoretically.
 - n. It has been suggested that the Fundamentals of Accounting (1.2) LTP is 3+0+2 i.e., 4 hours' work load.

The meeting concluded with the approval of the BOS Board. It was resolved to implement the above changes in the Curriculum from the academic year 2021 – 2022.

Chairman – BOS

DEPARTMENT OF COMMERCE

1. TITLE AND COMMENCEMENT:

- a. These regulations shall be called “The Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate, and Postgraduate Degree Programmes in the Faculty of Business Management Program.
- b. Regulations shall come into force from the Academic Year 2021-22.

2. SALIENT FEATURES OF THE FOUR YEARS MULTIDISCIPLINARY UNDERGRADUATE PROGRAMME WITH MULTIPLE ENTRY AND EXIT OPTIONS:

- a) The program shall be structured in a semester mode with multiple exit options with Certification, Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a Bachelor's degree with Honours
- b) The four year undergraduate Honours degree holders with research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Program' in a relevant discipline or to enter 'Two Semester Master's Degree programme with project work'.
- c) Candidates who wish to enter the Masters/Doctoral programme in a discipline other than the major discipline studied at the undergraduate programmes, have to take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d) There may be parallel five year integrated Master's degree programmes with exit options at the completion of third and fourth years, with the undergraduate basic degree and post-graduate diploma in a discipline, respectively.
- e) There may also be an integrated doctoral programme with exit option at the end of the first year with the Master's degree.
- f) The students who exit with Certification, Diploma and Basic Bachelor Degree shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.
- g) The Multidisciplinary Undergraduate Programme may help in the improvement of all the educational outcomes, with a flexible and imaginative curricular approach. The program provides for both breadth and depth in diverse areas of knowledge. A range of courses are offered with rigorous exposure to multiple disciplines and areas, while specializing in one or two areas. The programme fulfils knowledge, vocational, professional and skill requirements along-side humanities and arts, social, physical and life sciences, mathematics, sports etc.

- h) The curriculum combines conceptual knowledge with practical engagement and understanding that has relevant real world application through practical laboratory work, field work, internships, workshops and research projects.
- i) A few courses are common to all students which contribute to the breadth of study and two areas of specialization in disciplinary areas provides for depth of study.
- j) The areas of specialization which the students are required to choose are either two disciplines/ subjects or a discipline called 'major' (e.g. History or Economics or Physics or Mathematics) and an area of additional discipline called 'minor' (e.g. Music or Sports or Geography). Students gain deep disciplinary knowledge through theory and practical experiences in their area of specialization (major). They gain a reasonable understanding of the area of additional study (minor) that they choose. Students can choose subject combinations across 'streams' (e.g. a student can choose a 'major' in physics and combine it with a 'minor' in history or Music or Sports). One of the disciplines can also be a vocational subject or Teacher Education.
- k) The students may study two disciplines at the same level or breadth up to the sixth semester and choose one of them for study in the fourth year to obtain the Honours degree in that discipline. A student who wishes to get dual honours degrees may repeat the fourth year of the program in the second discipline
- l) The students may choose one discipline and vocational subject or Teacher Education for their study in the undergraduate program. This will enable them to get an Honours degree either in the discipline or in the vocational subject/ Teacher Education or both, in the discipline and in the vocational subject/ Teacher Education.
- m) Skills shall be explicitly integrated, highly visible, taught in context, and have explicit assessment. The skills shall include abilities in language and communication, working in diverse teams, critical thinking, problem solving, data analysis and life skills.
- n) Students shall be given options to choose courses from a basket of courses which the institution is offering. There shall be no rigidity of combination of subjects.

The Four-Year Choice Based Credit System Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible.

The Salient Features of the Credit Based Semester Scheme:

Each course shall carry certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally one hour of

instructions per week in a semester is assigned one credit. In terms of evaluation, one credit is generally equivalent to 25 marks in a semester. Thus a 3 or 4 credits course will be assessed for 100 marks, 2 credits courses are assessed for 50 marks and one credit course will be assessed for 25 marks. What matters for the calculation of Semester Grade Point Average (SGPA) or the Cumulative Grade Point Average (CGPA) is the percentage of marks secured in a course and the credits assigned to that course.

On this basis, generally, a three-year six-semester undergraduate program will have around 144 credits, and a four-year eight-semester honours degree program will have around 186 credits and a five-year ten-semester master's degree programme will have 228 credits.

The general features of the Credit Based Semester Scheme are

- a. The relative importance of subjects of study are quantified in terms of credits.
- b. The subjects of study include core, elective, ability/skill enhancement courses
- c. The programme permits horizontal mobility in course selections.
- d. The students shall take part in co-curricular and extension activities.
- e. The declaration of result is based on Semester Grade Point Average (SGPA) or Cumulative Grade Point Average (CGPA) earned.

3. PROGRAMME:

- Bachelor of Business Administration, BBA, Bachelor of Business Administration with Honors, BBA (Honours.) and Master of Business Administration, MBA.

4. DURATION OF PROGRAMMES, CREDITS REQUIREMENTS AND OPTIONS:

The undergraduate degree should be of either a three- or four-year duration, with multiple entry and exit options within this period, The four year multidisciplinary Bachelor's programme is the preferred option as it allows the opportunity to experience the full range of holistic and multidisciplinary education with a focus on major and minor subjects as per the student's preference. The four-year programme may also lead to a degree with Research, if the student completes a rigorous research project in the major area(s) of study.

Thus the undergraduate programmes shall extend over four academic years (Eight Semesters) with multiple entry and exit options. The students can exit after the completion of one academic year (Two semesters) with the Certificate in a discipline or a field; Diploma after the study of two academic years (Four Semesters) and Regular Bachelor Degree after the completion of three academic years (Six Semesters). The successful completion of Four Years undergraduate Programme would lead to Bachelor Degrees with Honours in a discipline/subject.

Each semester shall consist of at least 16 weeks of study with a minimum of 90 working days (excluding the time spent for the conduct of final examination of each semester).

3. THE CREDIT REQUIREMENTS ARE AS FOLLOWS.

EXIT WITH	Min. Credits Requirement*	NSQF Level
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	48	5
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	96	6
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	140	7
Bachelor Degree with Honours in a Discipline at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Programme	180	8

*Details of credits are described later in this report

The students shall be required to earn at least fifty per cent of the credits from the Higher Education Institution (HEI) awarding the degree or diploma or certificate: Provided further that, the student shall be required to earn the required number of credits in the core subject area necessary for the award of the degree or Diploma or Certificate, as specified by the degree awarding HEI, in which the student is enrolled.

5. National Skills Qualifications Framework

The progressive curriculum proposed shall position knowledge and skills required on the continuum of novice problem solvers (at entry level of the program) to expert problem solvers (by the time of graduation):

At the end of first year	Ability to solve well defined problems
At the end of second year	Ability to solve broadly defined problems
At the end of third year	Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them
During fourth year-	Experience of workplace problem solving in the form of Internship or Research Experience preparing for Higher Education or Entrepreneurship Experience

The Integrated Master's Degree Programmes shall extend over five academic years (Ten Semesters) with exit options with Regular Bachelor Degree after successful completion of three academic years (Six Semesters) of study and Bachelor Degree with Honours in a

discipline/ subject at the end of four academic years (Eight Semesters). Completion of five years of integrated Master's Degree Programme would lead to Master's degree in a subject.

Credit Requirements: The candidates shall complete courses equivalent to a minimum of

- 140 credits to become eligible for the Regular Bachelor Degree,
- 180 credits to become eligible for the Bachelor Degree with Honours
- 220 credits to become eligible for the Integrated Master's Degree.

- *Master's Degree Programmes will be of One Academic Year (Two Semesters) for the Four Years Honours Degree holders and*
- *Master's Degree Programmes will be of Two Academic Years (Four Semesters) for the three years basic or three years Honours Degree holders.*
- *Two Years Master's Degree Programmes will have exit option at the end of One Academic Year (Two Semesters) with the Post-graduate Diplomas in the respective disciplines/ subjects, provided they earn a minimum of 44 credits as follows:.*

- 44 Credits after the Bachelor Degree to become eligible for the PG Diploma
- 88 Credits after the Bachelor Degree to become eligible for the Master's Degree

It is optional to the candidate to exit or not, after two, four and six semesters of the undergraduate programme with Certificate, Diploma and with Regular Bachelor Degree, respectively. He/she will be eligible to re-join the programme at the exit level to complete either the diploma, degree or the honours degree. Further, all the candidates will be awarded Bachelor degrees on successful completion of three academic years (Six Semesters) of the undergraduate programmes.

A student will be allowed to enter/re-enter only at the Odd Semester and can only exit after the Even Semester. Re-entry at various levels as lateral entrants in academic programmes should be based on the earned credits and proficiency test records.

6. ACADEMIC BANK OF CREDITS (ABC)

The Academic Bank of Credits (ABC), a national-level facility will promote the flexibility of the curriculum framework and interdisciplinary/multidisciplinary academic mobility of students across the Higher Education Institutions (HEIs) in the country with appropriate “credit transfer” mechanism. It is a mechanism to facilitate the students to choose their own learning path to attain a Degree/ Diploma/Certificate, working on the principle of multiple entry and exit as well as anytime, anywhere, and

any level of learning. ABC will enable the integration of multiple disciplines of higher learning leading to the desired learning outcomes including increased creativity, innovation, higher order thinking skills and critical analysis. ABC will provide significant autonomy to the students by providing an extensive choice of courses for a programme of study, flexibility in curriculum, novel and engaging course options across a number of higher education disciplines/ institutions.

7. ELIGIBILITY FOR ADMISSIONS:

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programmes.

8. ELIGIBILITY FOR ADMISSION TO POST-GRADUATE PROGRAMMES:

- a) **GENERAL:** Candidates who have passed the three year Bachelor's degree examination of the University or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the two years Master's Degree programmes provided they have secured a minimum of CGPA of 4.0 or 40% marks in the aggregate of all the subjects and **CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates/) marks in the major/cognate subject.**
- b) Candidates who have passed the four year Bachelor's honours degree examination of the University or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the one year Master's Degree programmes provided they have secured a minimum CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates/) marks in the subject.

The specific requirements and relaxations admissible for specific Master's Degree Programmes shall be as prescribed by the respective Boards of Studies, approved by the Academic Council and notified by the University.

9. MEDIUM OF INSTRUCTION:

The medium of instruction and examination shall be English or Kannada.

10. SUBJECTS OF STUDY

The Components of Curriculum for Four Years Multidisciplinary Undergraduate Programme: The Category of Courses and their Descriptions are given in the following Table and in

	CATEGORY OF COURSES	OBJECTIVE/OUTCOME
1	Languages	Languages provide the medium of fresh and free thinking, expression and clarity in thought and speech. It forms as a foundation for learning other courses. Helps fluent communication. In addition to English, a candidate shall opt for any of the languages studied at the Pre-University or equivalent level.
2	Ability Enhancement Courses	Ability enhancement courses are the generic skill courses which are basic and needed for all to pursue any career. These courses ensure progression across careers. They enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.
3	Skill Enhancement/ Development Courses / Vocational courses	Skill Enhancement courses are to promote skills pertaining to a particular field of study. The purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability/ Self-employment. The objective is to integrate discipline related skills in a holistic manner with general education. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. The University can suggest its own courses under this category based on its expertise, specialization, requirements, scope and need.
	Foundation/ Discipline based Introductory Courses	Foundation /Introductory courses bridge the gap for a student if he/she has not got a basic groundwork in a specific area of discipline. These courses will supplement in better understanding of how to integrate knowledge to application into a society.
4	Major Discipline Core Courses	A Major discipline is the field in which a student focuses during the course of his/her degree. A course in a discipline, which a candidate should compulsorily study as a core requirement is termed as a Core course. The core courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen. These courses are to be taught uniformly across all universities with minimum deviation. The purpose of fixing core courses is to ensure that all the institutions follow a minimum common curriculum so that each institution adheres to a common minimum standard which makes credit transfer and mobility of students easier.

	<p>Major Discipline Elective Courses</p>	<p>Elective Course is a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or enables an exposure to some other discipline/ subject/domain or which nurtures the candidate's proficiency/skill.</p> <p>Elective courses offered under the main discipline are referred to as Discipline Specific Electives. These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.</p> <p>The institutions have freedom to have their own courses based on their expertise, specialization, requirements, scope and need. The elective courses may be of interdisciplinary nature</p>
	<p>Minor Discipline Courses</p>	<p>A Minor Discipline is a secondary specialization that one may choose to pursue in addition to a Major Discipline. They may be related areas of studies or two distinct areas of studies which are not interrelated at all.</p>
5	<p>Open or Generic Elective Courses</p>	<p>Open or Generic Elective Courses are courses chosen from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice. The purpose of these is to offer the students the option to explore disciplines of interest beyond the choices they make in core and discipline specific elective courses.</p> <p>Note: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Open or Generic Electives.</p>
	<p>Project work/ Dissertation/ Internship/ Entrepreneurship</p>	<p>Project work is a special course involving application of knowledge in solving / analysing / exploring a real life situation / difficult problem/ data analysis. Project Work has the intention to provide research competencies at undergraduate level. It enables to acquire special/ advanced knowledge through support study/a project work. Candidates shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report. Internship/ Entrepreneurship shall be an integral part of the Curriculum</p>

	Co-curricular and Extension Activities	These activities help in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, Enthusiasm, and Positive thinking are some of the facets of personality development and the outcomes of these activities
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10.1 ABILITY ENHANCEMENT COURSES:

Ability Enhancement (AE) Courses can be divided into two categories:

- a) AE Compulsory Courses (AECC): The universities may have common curriculum for these papers. There may be one paper each at least in the first four semesters viz.
 - (1) Environmental Studies and
 - (2) Constitution of India.

In addition to these, two languages shall be studied in the first four semesters of the Undergraduate Programmes.

- b) Skill Enhancement Courses (SEC): The universities may offer from a common pool of papers listed by KSHCE/ National Regulatory Bodies such as UGC or GEC/ NHERC or the universities may frame some papers, in addition to the list suggested.

10.2 LANGUAGES:

Two languages are to be studied out of which one shall be Kannada and the other shall be either English or an Indian Language or other Foreign language:

English, Sanskrit, Hindi, Tamil, Telugu, Malayalam, Marathi, Konkani, Urdu, Persian, Arabic, German, French, Latin, Russian, Japanese and any other language prescribed/ approved by the university

- a) The Candidates shall study two languages in the first four semesters of the programs. The students who have studied Kannada at the school and/or Pre-University or equivalent level, shall opt Kannada as one of the languages and study it in the first four semesters of the programmes. In addition to Kannada, the students shall opt for another language from the languages offered in the university/college and study it in the first two semesters of the programmes. They may continue to study the same language in the second year or may choose different language in the second year. A candidate may opt for any language listed above even if the candidate has not studied that language at PUC or equivalent level.

- b) Students who have not studied Kannada at any level from school to Pre-University shall study Kannada as functional language in one of the first two semesters along with another language of their choice. They shall study any two languages of their choice in the remaining three semesters. They may change the languages every year. With the permission of the University, a candidate may opt for any other language listed above even if the candidate has not studied that language at PUC or equivalent level
- c) Speech/hearing/visually impaired/mentally challenged and study disabled students are exempted from studying one of the languages prescribed under para 8.2 above.

10.3 A) SKILL ENHANCEMENT COURSES (COMMON FOR ALL PROGRAMMES):

- i. Any four skill enhancement/development courses are to be studied in the first six semesters, one per semester as prescribed by the concerned faculty and approved by the Academic Council. The courses may include the following:

SEM.	B.COM./BBA/BMS/BHM
I/II	Digital Fluency/ Creativity and Innovation
III/IV	Artificial Intelligence/ Critical thinking & problem solving
V	Cyber Security/ Entrepreneurship
VI	Professional Communication / German / French/

- i. One soft core course or allied subject each in the seventh and eight semesters of the honours programme and the integrated Master's degree programme or in the first and second semesters of the post-graduate programmes, and one open elective in the ninth semester of the integrated master's programmes are to be studied as prescribed by the respective Board of studies and approved by the Academic council. The soft core courses may include research methodology course, one of the foreign languages such as German, French etc. or any other course prescribed by the university from time to time.

10.5 VOCATIONAL SUBJECTS:

Advertising, Computer Applications, Electronic Equipment Maintenance, Entrepreneurship Development, Instrumentation, Office/Home Management and Secretarial Practice, Sales Promotion and Management, Tax Procedure and Practice, Tourism and Travel Management and any other subjects introduced from time to time.

10.6 CO-CURRICULAR AND EXTENSION ACTIVITIES

A student shall opt for two of the following activities offered in the college, in each of the first six semesters of the undergraduate programmes. The activity carries a credit each for each of the activities and will be internally assessed for 50 marks.

- a. Physical Education or Activities related to Yoga/ Sports and Games
- b. N.S.S. /N.C.C/ Ranger and Rovers/Red cross
- c. Field studies / Industry Implant Training
- d. Involvement in campus publication or other publications
- e. Publication of articles in newspapers, magazines
- f. Community work such as promotion of values of National Integration, Environment, Human rights and duties, Peace, Civic sense etc.
- g. A Small project work concerning the achievements of India in different fields
- h. Evolution of study groups/seminar circles on Indian thoughts and ideas
- i. Activity exploring different aspects of Indian civilizations
- j. Involvement in popularization programmes such as scientific temper
- k. Innovative compositions and creations in music, performing and visual arts etc.
- l. Any other activities such as Cultural Activities as prescribed by the University.

Evaluation of Co-curricular and Extension Activities shall be as per the procedure evolved by the university from time to time.

11. ATTENDANCE AND CHANGE OF SUBJECTS:

- 11.1 A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% of the number of classes actually held up to the end of the semester in each of the subjects. There shall be no minimum attendance requirement for the Co-curricular and extension activities.
- 11.2 An option to change a language/subject may be exercised only once within four weeks from the date of commencement of the/III Semester on payment of fee prescribed.
- 11.3 Whenever a change in a subject is permitted, the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied
- 11.4 If a candidate represents his/her institution / University/ Karnataka State/ Nation in Sports /NCC / NSS / Cultural or any officially sponsored activities he/she may be permitted to claim attendance for actual number of days participated, based on the recommendation of the Head of the Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participated based on the recommendation of the head of the Institution concerned.
- 11.5 A candidate who does not satisfy the requirement of attendance in one or more courses/ subjects shall not be permitted to take the University examination of these courses/ subjects and the candidate shall seek re-admission to those courses/ subjects in a subsequent year.

12. COURSE PATTERNS AND SCHEMES OF EXAMINATIONS

The details of the Course Patterns (hours of instructions per week) and the Schemes of Examinations of the different degree programmes are given in the program matrix. The Syllabi of the courses shall be as prescribed by the University.

13. PEDAGOGY ACROSS ALL PROGRAMMES

Effective learning requires appropriate curriculum, an apt pedagogy, continuous formative assessment and adequate student support. The intention is to contextualize curriculum through meaningful pedagogical practices, which determine learning experiences directly influencing learning outcomes. Active, cooperative, collaborative and experiential learning pedagogies are some of the examples. Use of technology in creating learning environment that connects learners with content, peers and instructors all through the learning process respecting the pace of learners is need of the hour.

- a. Classroom processes must encourage rigorous thinking, reading and writing, debate, discussion, peer learning and self-learning.
- b. The emphasis is on critical thinking and challenge to current subject orthodoxy and develop innovative solutions. Curricular content must be presented in ways that invite questioning and not as a body of ready knowledge to be assimilated or reproduced. Faculty should be facilitators of questioning and not authorities on knowledge.
- c. Classroom pedagogy should focus on the 'how' of things i.e. the application of theory and ideas. All courses including social sciences and humanities should design projects and practicums to enable students get relevant hands-on experiences.
- d. Learning must be situated in the Indian context to ensure that there is no sense of alienation from their context, country and culture.
- e. Classroom processes must address issues of inclusion and diversity since students are likely to be from diverse cultural, linguistic, socio-economic and intellectual backgrounds.
- f. Cooperative and peer-supported activities must be part of empowering students to take charge of their own learning.
- g. Faculty will have the freedom to identify and use the pedagogical approach that is best suited to a particular course and student.
- h. Pedagogies like PBL (Problem / Project Based Learning), Service Learning be brought into practice as part of curriculum. Experiential learning in the form of internship with a specified number of credits is to be made mandatory.

Blended learning (BL) mode is to be used to help learners develop 21st century skills along with the effective learning and skill development related to the subject-domains. BL should be carefully implemented and should not be replacing classroom time as a privilege. Every institute should strive to be a model institute to demonstrate a successful implementation of BL in the higher education of our country.

14. CONTINUOUS FORMATIVE EVALUATION/ INTERNAL ASSESSMENT:

Total marks for each course shall be based on continuous assessments and semester end examinations. As per the decision taken at the Karnataka State Higher Education Council, it is necessary to have uniform pattern of 40 : 60 for IA and Semester End theory examinations respectively and 50 : 50 for IA and Semester End practical examinations respectively, in all the Universities, their Affiliated and Autonomous Colleges.

TOTAL MARKS FOR EACH COURSE	:	100%
Continuous assessment (C1)	:	20% marks
Continuous assessment (C2)	:	20% marks
Semester End Examination (C3)	:	60% marks.

15. EVALUATION PROCESS OF IA MARKS SHALL BE AS FOLLOWS.

- a. The first component (C1) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, project work etc. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within 45 working days of semester program.
- b. The second component (C2) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, internship / industrial practicum / project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.
- c. During the 17th – 19th week of the semester, a semester end examination shall be conducted by the University for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.
- d. In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the Program Coordinator / Principal. The Program Coordinator / Principal in consultation with the concerned teacher shall decide about the genuineness of the case and decide to conduct special test to such candidate on the date fixed by the concerned teacher but before commencement of the concerned semester end examinations.
- e. For assignments, tests, case study analysis etc., of C1 and C2, the students should bring their own answer scripts (A4 size), graph sheets etc., required for such tests/assignments and these be stamped by the concerned department using their department seal at the time of conducting tests / assignment / work etc.
- f. The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under.

Outline for continuous assessment activities for C1 and C2 Activities

Activities	C1	C2	Total Marks
Session Test	10% marks	10% marks	20
Seminars/Presentations/Activity	10% marks	-	10
Case study /Assignment / Field work / Project work etc.	-	10% marks	10
Total	20% marks	20% marks	40

- g. For practical course of full credits, Seminar shall not be compulsory. In its place, marks shall be awarded for Practical Record Maintenance.(the ratio is 50% : 50%)
- h. Conduct of Seminar, Case study / Assignment, etc. can be either in C1 or in C2 component at the convenience of the concerned teacher.
- i. The teachers concerned shall conduct test / seminar / case study, etc. The students should be informed about the modalities well in advance. The evaluated courses / assignments during component I (C1) and component II (C2) of assessment are immediately provided to the candidates after obtaining acknowledgement in the register by the concerned teachers(s) and maintained by the Chairman in the case of a University Post-Graduate Department and the Principal / Director in the case of affiliated institutions. Before commencement of the semester end examination, the evaluated test, assignment etc. of C1 and C2 shall be obtained back to maintain them till the announcement of the results of the examination of the concerned semester.
- j. The marks of the internal assessment shall be published on the notice board of the department / college for information of the students.
- k. The Internal assessment marks shall be communicated to the Registrar (Evaluation) at least 10 days before the commencement of the University examinations and the Registrar (E) shall have access to the records of such periodical assessments.
- l. There shall be no minimum in respect of internal assessment marks.
- m. Internal assessment marks may be recorded separately. A candidate who has failed or rejected the result, shall retain the internal assessment marks.

16. MINIMUM FOR A PASS:

1. No candidate shall be declared to have passed the Semester Examination as the case may be under each course/paper unless he/she obtains not less than 35% marks in written examination / practical examination and 40% marks in the aggregate of written / practical examination and internal assessment put together in each of the courses and 40% marks (including IA) in Project work and viva wherever prescribed.

2. A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.
3. The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B+).
4. A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade but not for ranking.
5. The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
6. If a candidate fails in a subject, either in theory or in practical's, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's, separately) as stated above

17. CARRY OVER:

Candidates who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations. (A candidate who fails in a lower semester examination may go to the higher semester. However, No candidate shall be permitted to take the a) fifth semester examination unless he/she passes all courses/papers of the first semester examination and b) no candidate shall be permitted to take the sixth semester examination unless he/she passes all courses/papers of the first and second semester examinations. Similarly, no candidate shall be permitted to take the c) seventh semester examination unless he/she passes all papers of the first three semester examinations, and d) no candidate shall be permitted to take the 8th semester examination unless he/she passes all papers of the first four semesters examinations).

18. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

An alpha-sign grade, the eight point grading system, as described below may be adopted. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the eight semesters of the programme and the corresponding overall alpha-sign grades. If some candidates exit at the completion of first, second or third year of the four years Undergraduate Programmes, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at

the end of second, fourth or sixth semesters shall also be classified on the basis of the Cumulative Grade Point Average (CGPA) obtained in the two, four, six or eight semesters, respectively. For award of

- Certificate in Arts/ Science/ Commerce
- Diploma in Arts/ Science/ Commerce
- Bachelor's Degree in Arts/ Science/ Commerce
- Bachelor's Degree with Honours in a Discipline/Subject

In addition to the above, successful candidates at the end of tenth semester of the integrated Master's Degree Programmes, shall also be classified on the basis of CGPA obtained in the ten semesters of the Programmes. Likewise, the successful candidates of one year or two semester's Master's Degree Programmes are also classified on the basis of CGPA of two semesters of the Master's Degree Programmes,

TABLE II: FINAL RESULT / GRADES DESCRIPTION

Semester GPA/ Program CGPA	Alpha-Sign / Letter Grade	Semester/Program % of Marks	Result / Class Description
9.00-10.00	O (Outstanding)	90.0-100	Outstanding
8.00-<9.00	A+ (Excellent)	80.0-<90.0	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.0	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.0	First Class
5.50-<6.00	B (Above Average)	55.0-<60.0	High Second Class
5.00-<5.50	C (Average)	50.0-<55.0	Second Class
4.00-<5.00	P (Pass)	40.0-<50.0	Pass Class
Below 4.00	F (Fail)	Below 40	Fail/Reappear
Ab (Absent)	-	Absent	-

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in Appendix C:

19. REJECTION OF RESULTS:

- a. A candidate may be permitted to reject result of the whole examination of any semester. Rejection of result course/paper wise or subject wise shall not be permitted.
- b. The candidate who has rejected the result shall appear for the immediately following examination.
- c. The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- d. Application for rejection of results along with the payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the College of study together with the original statement of marks within 30 days from the date of publication of the result.
- e. A candidate who rejects the result is eligible for only SGPA/CGPA or Class and not for ranking.

20. IMPROVEMENT OF RESULTS

- a. A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.
- b. The reappearance may be permitted during the period N+2 years (where N refers to duration of the program) without restricting it to the subsequent examination only.
- c. The student may be permitted to apply for improvement examination 45 days in advance of the pertinent semester examination whenever held.

- d. If a candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the earlier result.
- e. A candidate who has appeared for improvement examination is eligible for class/CGPA only and not for ranking.
- f. Internal assessment (IA) marks shall be shown separately. A candidate who wants to improve the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the IA marks already obtained.
- g. A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

21. TRANSFER OF ADMISSION:

Transfer of admissions are permissible only for odd semesters for students of other universities and within the University.

21.1 CONDITIONS FOR TRANSFER OF ADMISSION OF STUDENTS WITHIN THE UNIVERSITY.

- a. His/her transfer admission shall be within the intake permitted to the college.
- b. Availability of same combination of subjects studied in the previous college.
- c. He/she shall fulfil the attendance requirements as per the University Regulation.
- d. He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme.

21.2 CONDITIONS FOR TRANSFER ADMISSION OF STUDENTS OF OTHER UNIVERSITIES.

- a. A Candidate migrating from any other University may be permitted to join odd semester of the degree programme provided he/she has passed all the subjects of previous semesters / years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University.
- b. His/her transfer admission shall be within the intake permitted to the college.
- c. He/she shall fulfil the attendance requirements as per the University Regulation.
- d. The candidate who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.
- e. He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation.

22. POWER TO REMOVE DIFFICULTIES

If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

23. REPEAL AND SAVINGS:

The existing Regulations governing three years Bachelor degree programmes in the faculties of Arts, Science and Commerce shall stand repealed. However, the above Regulations shall continue to be in force for the students who have been admitted to the course before the enforcement of this regulation.

TEMPLATE FOR IAT
INTERNAL ASSESSMENT TEST
BACHELOR OF BUSINESS ADMINISTRATION - AVIATION

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 20

SECTION-A
(Based on the Remembering)

I. Answer Any Two of the following questions. Each carries Two Marks.

(2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B
(Understanding and Applying)

II. Answer Any Two of the following questions. Each carries Eight marks.

(2 x 8= 16)

- 4.
- 5.
- 6.

APPEARANCE FOR THE EXAMINATION

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.

SEMESTER END EXAMINATION - TEMPLATE
BACHELOR OF BUSINESS ADMINISTRATION - AVIATION

Course Code:

Name of the Course:

Duration: 2.00 Hours

Total Marks: 60

SECTION-A
(Conceptual Questions)

I. Answer any Five of the following questions. Each question carries Two Marks. (5 x 2= 10)

- a.
- b.
- c.
- d.
- e.
- f.
- g.

SECTION- B
(Application Questions)

Answer any Four of the following question. Each question carries Five Marks. (4 x5= 20)

- 2.
- 3.
- 4.
- 5.
- 6.

SECTION- C
(Analyses and Understanding Questions)

Answer Any Two of the following question. Each question carries Twelve Marks. (2 x12= 24)

- 7.
- 8.
- 9.

SECTION- D
(Skill Development Questions)

Answer Any One of the following question, carries Six Marks. (1 x6= 06)

- 10.
- 11.

**NEW EDUCATION POLICY
INITIATIVES
CURRICULUM FRAMEWORK FOR
FOUR-YEAR UNDER GRADUATE
PROGRAM IN COMMERCE
BBA – AVIATION**

BBA – AVIATION

SEMESTER – I

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language -I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language -II	AECC	3+1+0	60	40	100	3
3	BBAAV.1.1	Management Principles & Practice	DSC-1	4+0+0	60	40	100	4
4	BBA AV.1.2	Fundamentals of Accounting	DSC2	3+0+2	60	40	100	4
5	BBA AV.1.3	Introduction to Aviation Industry	DSC3	4+0+0	60	40	100	4
6	BBA AV.1.4	Digital Fluency/ Basics of Computer	SEGSB	1+0+2	25	25	50	2
7	BBA AV.1.5	Any one of the following: a. Business Organization b. Inflight services	OEG-1	3+0+0	60	40	100	3
8	BBA AV.1.6	Yoga	SEGV B	0+0+2	-	25	25	1
9	BBA AV.1.7	Health & Wellness	SEGV B	0+0+2	-	25	25	1
SUB TOTAL (A)					385	315	700	25

SEMESTER – II

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	Lang.2.1	Language -I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.AV.21	Financial Accounting & Reporting	DSC4	3+0+2	60	40	100	4
13	BBA AV.2.2	Human Resource Management	DSC5	3+0+2	60	40	100	4
14	BBA AV.2.3	Aviation Safety & Security Management	DSC6	4+0+0	60	40	100	4
15	BBA AV.2.4	Environmental Studies	AECC	2+0+0	25	25	50	2
16	BBA AV.2.5	Any one of the following: a. Introduction to Aeronautics b. People Management	OEG2	3+0+0	60	40	100	3
17	BBA AV.2.6	Sports	SEGV B	0+0+2	-	25	25	1
18	BBA AV.2.7	NCC/NSS/R&R(S&G)/ Cultural	SEGV B	0+0+2	-	25	25	1
SUB TOTAL B)					385	315	700	25

**EXIT OPTION WITH CERTIFICATION –
WITH ABILITY TO SOLVE WELL DEFINED PROBLEMS**

SEMESTER – III

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
19	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.AV.3.1	Cost Accounting	DSC– 7	3+0+2	60	40	100	4
22	BBA AV.3.2	Aviation Law and Aircraft rules and regulations	DSC– 8	3+0+2	60	40	100	4
23	BBA AV.3.3	Statistics for Business Decisions	DSC– 9	3+0+2	60	40	100	4
24	BBA AV.3.4	Artificial Intelligence	SEC	2+0+2	25	25	50	2
25	BBA AV.3.5	Any one of the following: a. Social Media Marketing b. Rural Marketing c. Advertising Skills d. Air cargo and dangerous goods regulation	OEC3	3+0+0	60	40	100	3
26	BBA AV.3.6	Sports	SEGV B	0+0+2	-	25	25	1
27	BBA AV.3.7	NCC/NSS/R&R(S&G)/ Cultural	SEGV B	0+0+2	-	25	25	1
SUB TOTAL (C)					385	315	700	25

SEMESTER – IV

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
28	Lang.4.1	Language -I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.AV4.1	Management Accounting	DSC– 10	3+0+2	60	40	100	4
31	BBA AV.4.2	Travel and Tourism Management	DSC– 11	3+0+2	60	40	100	4
32	BBA AV.4.3	Financial Management	DSC– 12	3+0+2	60	40	100	4
33	BBA AV.4.4	Constitution of India	AECC	2+0+0	25	25	50	2
34	BBA AV.4.5	Any one of the following: a. Business Leadership Skills b. Personal Wealth Management c. Creativity & Innovation d. Airport management	OEC4	3+0+0	60	40	100	3
35	BBA AV.4.6	Sports	SEGV B	0+0+2	-	25	25	1
36	BBA AV.4.7	NCC/NSS/R&R(S&G)/ Cultural	SEGV B	0+0+2	-	25	25	1
SUB TOTAL(D)					385	315	700	25

EXIT OPTION WITH DIPLOMA – ABILITY TO SOLVE BROADLY DEFINED PROBLEMS.

SEMESTER – V

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.AV1.1	Production And Operations Management/ International Business	DSC13	4+0+0	60	40	100	4
38	BBA AV.5.2	Logistics and air cargo management in	DSC14	3+0+2	60	40	100	4
39	BBA. AV.5.3	Elective-1 (Paper -1)	DSE-1	3+0+2(P) 4+0+0(T)	60	40	100	3
40	BBA. AV.5.4	Elective2 (Paper -2)	DSE-2	3+0+2(P) 4+0+0(T)	60	40	100	3
41	BBA. AV.5.5	Information Technology for Managers	VOG1	2+0+2	60	40	100	3
42	BBA. AV.5.6	Cyber Security or some other	SECVB	1+0+2	25	25	50	2
43	BBA AV.5.7	Internship -1	Intern -1	1+0+2	-	50	50	2
44	BBA.AV.5.8	Sports	SEC– VB	0+0+2	-	25	25	1
45	BBA AV.5.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (E)					325	325	650	23

SEMESTER – VI

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
46	BBA.AV.6.1	Business Laws	DSC15	4+0+0	60	40	100	4
47	BBA AV.6.2	Airline finance and insurance	DSC16	4+0+0	60	40	100	4
48	BBA AV.6.3	Elective-1 (PAPER 2)- Aviation Program	DSE3	3+0+2(P) 4+0+0(T)	60	40	100	3
49	BBA AV.6.4	Elective2(PAPER 2) Aviation Program	DSE4	3+0+2(P) 4+0+0(T)	60	40	100	3
50	BBA AV.6.5	Goods and Services tax (GST)	VOG2	2+0+2	60	40	100	3
51	BBA AV.6.6	Professional Communication	SEC– SB	2+0+2	25	25	50	2
52	BBA AV.6.7	Internship -2	Intern – 1	1+0+2	-	50	50	2
53	BBA.AV.6.8	Sports	SEC– VB	0+0+2	-	25	25	1
54	BBA AV.6.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (F)					325	325	650	23

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However the y can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.

SEMESTER – VII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
55	BBA.AV.7.1	Business Ethics & Corporate Governance	DSC17	4+0+0	60	40	100	4
56	BBA. AV.7.2	E Commerce	DSC18	4+0+0	60	40	100	4
57	BBA. AV.7.3	Advance Statistics for Business Research	DSC19	2+0+2	60	40	100	3
58	BBA. AV.7.4	One Course from the Selected Elective Group	DSE-5	3+0+2(P) 4+0+0(T)	60	40	100	4
59	BBA. AV.7.5	Vocational-3 Application of Statistical Software (Any one Statistical Software)	VOE3	1+0+2	60	40	100	3
60	BBA AV.7.6	Research Methodology	RM-1	3+1+0	60	40	100	3
SUB TOTAL (G)					360	240	600	21

SEMESTER – VIII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
61	BBA.AV8.1	Strategic Management	DSC-20	4+0+0	60	40	100	4
62	BBA AV.8.2	Operations Research and Quantitative Techniques	DSC-21	4+0+0	60	40	100	4
63	BBA. AV.8.3	Project Management	DSC-22	2+0+2	60	40	100	4
64	BBA AV.8.4	Digital Marketing	VOE4	40	60	40	100	3
65	BBA AV.8.5	Research Projects/Internship with Viva – voce	RM-2	3+1+0	80	120	200	6
65	OR BBA.AV.8.5	OR	DSE-6*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
66	BBA.AV.8.6	Elective Paper (Two Courses from the Selected Elective Group)	DSE-7*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
SUB TOTAL (H)					360	240	600	21
Grand Total (A+B+C+D+E+F+G+H) (SEE+CIE+TM+C)					2910	2390	5300	188

*In lieu of the research Project, two additional elective papers/ Internship may be offered
Award of Bachelor of Commerce Degree with Honours, (With the completion of courses equal to a minimum of 180 credits)

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

NOTES:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

AECC	: Ability Enhancement Compulsory Course
DSC ©	: Discipline Specific Core (Course)
SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
OEC	: Open Elective Course
DSE	: Discipline Specific Elective
SEE	: Semester End Examination
CIE	: Continuous Internal Evaluation
L+T+P	: Lecture+Tutorial+Practical(s)

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students)

2 Hours of Practical Class is equal to 2 Hours of Teaching.

ELECTIVE GROUPS AND COURSES

5th semester	6th semester
Aircraft maintenance management	Principles of airline and airport management
Cabin crew – resources management	Strategic performance

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 1.1 Name of the Course: Management Principles & Practice		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none"> · The ability to understand concepts of business management, principles and function of management. · The ability to explain the process of planning and decision making. · The ability to create organization structures based on authority, task and responsibilities. · The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. · The ability to understand the requirement of good control system and control techniques. 		
SYLLABUS:		HOURS
MODULE-1: INTRODUCTION TO MANAGEMENT		10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
MODULE-2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
MODULE -3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
MODULE-4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc.Gregor's X and Y theory. Leadership – Meaning, Formal and Informal		

Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
MODULE-5: COORDINATING AND CONTROLLING	07
Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
MODULE-6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	07
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. Draft different types of Organization structure. Draft Control charts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. Rajkumar.S and Nagarajan. G (2021) Management Principles and Applications, Jayvee International Publications, Bangalore James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Books P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. Koontz Harold (2004), Essentials of Management, Tata McGraw Hill. <p>Note: Latest edition of text books may be used.</p>	

NAME OF THE PROGRAM: Bachelor of Business Administration- Aviation Course Code: BBA 1.2 NAME OF THE COURSE: FUNDAMENTALS OF ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Class rooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will be able to a) Understand the framework of accounting as well accounting standards. b) The Ability to pass journal entries and prepare ledger accounts c) The Ability to prepare various subsidiary books d) The Ability to prepare trial balance and final accounts of proprietary concern. e) Construct final accounts through application of accounting software tally.		
SYLLABUS:		HOURS
Module-1: Introduction to Financial Accounting		08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting-Significance of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles-Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards. (INDAS).		
Module -2: Accounting Process		12
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Module- 3: Subsidiary Books		14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book -Problems. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.		
Module -4: Final Accounts of Proprietary Concern		10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital.		

Module No.-5: Computerized Accounting	12
<p>Introduction-Meaning of accounting software, types accounting software-- Accounting software Tally-Meaning of Tally software – Features – Advantages. Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal register, Statement of Accounts, Trading and profit account and Balance Sheet.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out the accounting concepts and conventions. 2. Prepare a Bank Reconciliation Statement with imaginary figures 3. Prepare a cash Book with imaginary figures. 4. Collect the financial statement of a proprietary concern and record it. 5. List out pre-determined Groups and ledgers created by tally software. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa. M and Nirmala. M (2021); Financial Accounting, Jayvee International Publications, Bangalore 2. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting. 3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13th Edition. 4. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi. 5. SPIyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol.1. 6. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition. 7. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition. 8. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition. 9. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors 10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 1.3 Name of the Course: Introduction to Aviation Industry		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to		
a) To understand about the basic airline, General Abbreviations, City Names, Codes, Airport Names etc b) To Analyse the Airport Layout, Structure and different areas of airport. c) To understand Airline Regulatory Bodies, roles and responsibilities of various regulatory authorities. d) Able to understand Aircraft Types/ Understanding the security, navigation and traffic control e) To Analyse about the Airside Safety, Security and Airline Crew Training of the airline.		
SYLLABUS:		HOURS
Module No. 1: INTRODUCTION TO AVIATION		10
AVIATION INDUSTRY 10Hrs – Basics of Aviation, Aviation Phonetics, Aviation Abbreviations, Definitions, City codes, Airport Codes, Airport Name Airport Codes, Destination Codes, Airline Codes , IATA & ICAO Codes, Basic Indian Geography and World geography – TC1, TC2, TC3 Areas		
Module No. 2: CHARACTERISTIC OF AIRLINE & AIRLINE PROFITABILITY		16
Detailed Airport structure, Layout, Airside, landside, Check-in, BDG, Ramp, SHA, and their roles & responsibilities, Scheduled and Non-scheduled Airlines, charters & Airline KPI, Class of Air Travel		
Module No. 3: REGULATORY BODIES AND AIRLINE ALLIANCE.		10
Aviation regulatory Authorities 10hrs: -FAA ICAO, IATA, MOCA, DGCA, BCAS, AAI, AERA, Oaganisational structure and roles responsibilities of the regulatory authorities, Airline Alliances and Deregulation		
Module No. 4: AIRPORT AND ITS SERVICES		10
Airline Personnel – Processing Passengers and Freight, Air Traffic Control, roles and responsibilities, --Air Navigation Services – Airplanes Manufacturers – Types of Aircrafts, differences between Narrow bodied and Wide-Bodied Aircraft,		

Module No. 5: AIRSIDE SAFETY, SECURITY & AIRLINE CREW TRAINING	10
Airside Safety, – Airport Security and its functions -- Future of Airline Industry, – Flight crew and Cabin Crew – Ground Crew / Staff, Security Staff, Trainings (Flight crew, Cabin crew, Ground Staff, Security) and Training types	
<p>Practical Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Visit to Domestic Airport and collect information on the various departments, organizational Structure, facilities and functional areas and services, layout etc. <p>THE STUDENTS MUST SUBMIT THE RECORD BOOK OF MINIMUM 50 PAGES.</p> <p>Please note: -</p> <ul style="list-style-type: none"> · The record book should be in written format · The virtual visit should be carried out in the absent of Airport Visit <p>**IA marks of 100 should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and VIVA-VOCE conducted by the institution. (50 marks for practical Records, 30 for Internal Test and 20 Marks for VIVA-VOCE).</p>	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. IATA Book on Airline Customer Service 2. Munawar Ahmed and Sujatha B Manohar and Parimala. S (2021); Introduction to Aviation Industry, Jayvee International Publications, Bangalore. 	

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 1.5 a (OEC) Name of the Course: Business Organization		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to a) An understanding of the nature, objectives and social responsibilities of business b) An ability to describe the different forms of organisations c) An understanding of the basic concepts of management d) An understanding of functions of management. e) An understanding of different types of business combinations		
SYLLABUS:		HOURS
Module No. 1: INTRODUCTION TO BUSINESS		08
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.		
Module No. 2: FORMS OF BUSINESS ORGANIZATION:		10
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.		
Module No. 3: PUBLIC ENTERPRISES		07
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits		
Module No. 4: BUSINESS COMBINATIONS		08
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.		
Module No 5: MANAGEMENT OF ORGANIZATIONS		07
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.		

Skill Development Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. Muninarayanappa. M and Nirmala. M (2021), Business Organisation, Jayvee International Publications, Bangalore.
2. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
3. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
4. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
5. S.A Sherlekar - Business Organization, Himalaya Publishing House.
6. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
7. R.K. Sharma, Business Organisation & Management Kalyani Publishers
8. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration – Aviation Course Code: B.B.A 1.5 b (Open Elective Course) Name of the Course: INFLIGHT SERVICES		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Students will be able to a) An understanding of the types of restaurants and its knowledge. b) Ability to examine Waiter Skills through interpersonal skills. c) Ability to analyse various hotel beverages. d) Ability to analyse various sales & leadership skills in flight services. e) An understanding of Food Crisis Management.		
SYLLABUS:		HOURS
Module No. 1: INTRODUCTION TO RESTAURANTS		08
Restaurant, Basic Knowledge of Restaurant, Service Equipment and Briefing, Preparation of Service & Safety.		
Module No. 2: SKILL MANAGEMENT		08
Skills and Demonstrations, Waiter Skills & Hospitality, Waiter Attitude, Work Tact, Inter Personal Skills & Intra Personal Skills. Skill Demonstration,		
Module No. 3: HOTEL BEVERAGES		08
Beverages, Supervisor Skills, Supervisors Knowledge, Alcoholic & Non Alcoholic Beverages, , Food Demonstration & Preparation.		
Module No. 4: SALES & LEADERSHIP		10
Sales Management, Nature & Scope, Importance. Process and Strategies, Tools CRM, Strategy, Sales Planning, Sales Budget, Leadership Skill in Sales Management, Leadership Skills, Leadership Traits & Leadership Quality.		
Module No. 5: FOOD CRISIS MANAGEMENT		08
Practical Approach for Food & Beverage, F & B Management, Crisis Management in food and drink industry food and beverage control.		
Text Books: 1. Munawar Ahmed and Sneha.N (2021), Fundamentals of Inflight Services, Jayvee International Publications, Bangalore. 2. Inflight Services Manual by American Airline 3. Inflight Services Air Vistara		

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 2.1 Name of the Course: Financial Accounting and Reporting		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Class rooms lecture, tutorials, and Problem solving.		
Course Outcomes: On successful completion of the course, the Students will be able to a) The ability to prepare final accounts of partnership firms b) The ability to understand the process of public issue of shares and accounting for the same c) The ability to prepare final accounts of joint stock companies. d) The ability to prepare and evaluate vertical and horizontal analysis of financial statements e) The ability to understand company's annual reports.		
SYLLABUS:		HOURS
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		10
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)		
Module No. 2: ISSUE OF SHARES		08
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).		
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		12
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).		
Module No. 4: FINANCIAL STATEMENTS ANALYSIS		12
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)		

Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES	10
<p>Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect financial statement of a company for five years and analyse the same using trend analysis. 2. Refer annual reports of two companies and list out the components. 3. Draft a partnership deed as per Partnership Act. 4. List out the accounting policies in annual report of the company 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Nirmala. M and Raghu V.N, Financial Accounting, Jayvee International Publication, Bangalore. 2. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH 3. Arulanandam & Raman; Advanced Accountancy, HPH. 3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers. 4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication 5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP. 7. Dr. Janardhanan: Advanced Financial Accounting, Kalyani Publishers 8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand 9. M.C. Shukla and Grewal, Advanced Accounting <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 2.2 Name of the Course: Human Resource Management		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to		
a) Ability to describe the role and responsibility of Human resources management functions on business b) Ability to describe HRP, Recruitment and Selection process c) Ability to describe to induction, training, and compensation aspects. d) Ability to explain performance appraisal and its process. e) Ability to demonstrate Employee Engagement and Psychological Contract.		
SYLLABUS:		HOURS
Module No. 1: Introduction to Human Resource Management		10
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices		
Module No. 2: Human Resource Planning, Recruitment & Selection		14
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning – Meaning and Features Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features		
Module No. 3: Induction, Training and Compensation		10
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.		

Module No. 4: Performance Appraisal, Promotion & Transfers	14
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal</p> <p>Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion</p> <p>Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>	
Module No. 5: Employee Engagement and Psychological Contract	08
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE.</p> <p>Psychological contract: Meaning and features</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 3. Develop a format for performance appraisal of an employee. 4. Discussion of any two Employee Engagement models. 5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Rajkumar S and Nirmala M (2021); Jayvee International Publications, Bangalore. 2. Aswathappa, Human Resource Management, McGraw Hill 3. Edwin Flippo, Personnel Management, McGraw Hill 4. C.B.Mamoria, Personnel Management, HPH 5. Subba Rao, Personnel and Human Resources Management, HPH 6. Reddy & Appanainah, Human Resource Management, HPH 7. Madhurimalal, Human Resource Management, HPH 8. S.Sadri & Others: Geometry of HR, HPH 9. Rajkumar: Human Resource Management I.K. Intl 10. Michael Porter, HRM and Human Relations, Juta & Co.Ltd. 11. K. Venkataramana, Human Resource Management, SHBP 12. Chartered Accountants of India, New Delhi. <p>Note: Latest edition of textbooks may be used.</p>	

<p align="center">Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 2.3 Name of the Course: AVIATION SAFETY & SECURITY MANAGEMENT</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
<p>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.</p>		
<p>Course Outcomes: On successful completion Student will demonstrate</p> <ol style="list-style-type: none"> To enable the students to learn about the importance of Safety and Security in Air Transportation, The study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports. Able to understand the causes of Terrorism, Hijacking, countering both Terrorism and Hijacking methods. Analyse the importance of Safety Assessment Program and Transportation security administration Students are able to understand the Ground Operations and their policies. 		
SYLLABUS:		HOURS
Module No. 1: AIRLINE SAFETY AND SECURITY		10
<p>AIRLINE SAFETY AND SECURITY 10 Hrs – Regulatory Agencies (BCAS) and its functions, – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – SMS and Pillar of SMS,</p>		
Module No. 2: AIRPORT CRISIS MANAGEMENT		16
<p>BCAS AVSEC includes Screening of Passengers and Baggage, Sterile area, Passenger searching procedures, Level 1, Level 2, Level 3, Search Principles, Screening point layout, Stages involved in Screening process, HHMD, DFMD, ETD, EVD, Sequence of baggage search, Security procedures for screening of pax with special needs and medical conditions, Procedures for Transportation of Human Organ, Xray examination of baggage, carriage of Arms and Ammunition by Air, emergency and contingencies, catering security procedures, cyber security and Profiling)</p> <p>Access Control of people and vehicle, recognition of Explosives, Bomb threat and hijack threat contingency procedures, protection of parked aircraft, physical inspection of baggage, Escorting people on consignment, protection of cargo & mail, behaviour direction</p>		
Module No. 3: HIJACKING & TERRORISM		12
<p>Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Program -Public Law about Hijacking – Air Transportation Security Act of 2001 -Crimes against Humanity Laws.</p>		

Terrorism – Introduction- Causes of Terrorism - Steps taken to Combat Terrorism, - 9/11 Terrorist Act and its Consequences - Nuclear Terrorism - Aircraft as Missiles - Biological & Chemical Warfare -, - Palestine Liberation Organization, Rival claim of Palestine and History of Palestine	
Module No. 4: Legislations and Regulations	08
ICAO/ECAC -Transportation security administration – International aviation safety assessment program. -Legislation after 9th Sep 2001	
Module No. 5: Ground Operations	10
GOM (Ground operations Manual) Part 10 hrs Baggage policy, types, allowed baggage's, Piece concept and weight Concept, Odd sized baggage's, Sporting equipment's, Carriage of Weapons, UMNR policy, Expectant mother policy, Annex 17 policy, No-show, Gate No-show, MEDA, MEDIF, Stretcher case, PET Policy, Service Animal policy, Carriage of HUM and its requirements, PRM and its types	
<p>Skill Development Activities:</p> <p>*Visit to Domestic or International Airline Company and submission of report on various managerial and security aspects. THE STUDENTS MUST SUBMIT THE RECORD BOOK OF MINIMUM 50 PAGES.</p> <p>Please note :-</p> <ul style="list-style-type: none"> · The record book should be in written format , should cover various airlines · The virtual visit should be carried out in the absent of Airport Visit <p>** IA marks should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and VIVA-VOCE conducted by the institution. (50 marks for practical records submitted by the student, 30 for Internal Test and 20 Marks for VIVA-VOCE).</p>	
<p>Text Books</p> <ol style="list-style-type: none"> 1. Sujatha B. Manohar and Munawar Ahmed (2021), Aviation Safety and Security Management. 	

Name of the Program: Bachelor of Business Administration – Aviation Course Code: BBA 2.5 a OEC Name of the Course: INTRODUCTION TO AERONAUTICS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	42 HOURS
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion Student will demonstrate:		
a) Ability to understand the Design Method, History of the Aeronautics. b) To Analyse the Airport Atmospheres , Density , Pressure and Temperature Altitude for Aeronautics c) To understand the concept of Aircraft Lift, Drag and whole Aircraft Lifts. d) Ability to understand the stability of the aircraft in air and how does it control e) To Analyse the sizing of the aircraft, aircraft Weight and Balance and Cost involved.		
SYLLABUS:		HOURS
Module No. 1: DESIGN THINKING		8
1.1 Introduction, 1.2 The Design Method, 1.3 Design Example 1.3 Design and Aeronautics, 1.5 A brief History of Aircraft Design. 1.6 Conclusion		
Module No. 2: The OPERATING ENVIRONMENT		8
2.1 Design Motivation 2.2 Characteristic of the Atmosphere, 2.3 Pressure Measurement, 2.4 The Standard Atmosphere. 2.5 Density , Pressure and Temperature Altitude		
Module No. 3: WINGS AND AIRPLANES.		8
3.1 Design Motivation 3.2 Wings 3.3 High Lift Devices 3.4 Whole Aircraft Lift 3.5 Whole Aircraft Drag 3.6 Mach Number Effects 3.7 Whole Aircraft Analysis Example, 3.7 Aerodynamic		
Module No. 4: STABILITY AND CONTROL		8
4.1 Design Motivation 4.2 The Language 4.3 Longitudinal Control Analysis 4.4 Longitudinal Stability 4.5 Stability and Control Analysis Example		
Module No. 5: SIZING		10
5.1 Design Motivations 5.2 Internal Layout 5.3 Structure and Weight 5.4 Geometry Constraints 5.5 Mission Analysis 5.6 The Sizing Equation 5.7 Weight & Balance 5.8 Mission Analysis and Sizing Example 5.9 Cost		
Skill Development Activities:		
1. Preparation and design the aircraft 2. Draw a structure of the aircraft 3. The Weight and Balancing through load sheet and trim sheet 4. Prepare stability report of the aircraft		
Text Books:		
1. Sujatha B. Manohar and Munawar Ahmed (2021), introduction TO Aeronautics, Jayvee International Publications, Bangalore		

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 b (Open Elective Course) NAME OF THE COURSE: PEOPLE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 3. Ability to explain role of manager in different stages of performance management process 4. Ability to list modern methods of performance and task assessment. 5. Ability to analyse the factors influencing the work life balance of an working individual. 		
SYLLABUS:		HOURS
Module 1: Introduction to People Management		07 Hours
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.		
Module 2: Getting Work Done and Assessment and Evaluation		10 Hours
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.		
Module 3: Building Peer Networks and Essentials of Communication		10 Hours
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.		

Module 4: Motivation	08Hours
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	
Module 5: Managing Self	07Hours
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.	
<p>Skill Development Activities:</p> <p>The learners are required to:</p> <ol style="list-style-type: none"> 1. Analyse two cases on any of the above content indicated above. 2. List out the modern tools to performance assessment and evaluation. 3. Conduct a survey of work life balance of working individuals 4. Draft a Career development of working individual in the middle level management. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa. M, Nagarajan.G, Rajkumar.S and Raghu.V.N (2021); Public Administration and Business, Jayvee International Publication, Bangalore. 2. Basu, D. D. (2015). Introduction to the Constitution of India. New York: LexisNexis. 3. Fadia, B. L., & Fadia, K. (2017). Indian Government and Politics. Uttar Pradesh: Sahitya Bhawan. 4. Granville, A. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford: Oxford University Press. 5. Granville, A. (2003). Working a Democratic Constitution: A History of the Indian Experience. Oxford: Oxford University Press. 6. Kashyap, S. C. (2011). Our Constitution. New Delhi: National Book Trust. 7. Sapru, R. K. (2012). Public Policy: Formation, Implementation and Evaluation. New York: Sterling Publishers. 8. Singh, M. P., & Saxena, R. (2008). Indian Politics: Contemporary Issues and Concerns. Delhi: PHI Learning. <p>Note: Latest edition of text books may be used.</p>	

NATIONAL EDUCATION POLICY 2020

Key features:

- ❖ **Multi-disciplinary and holistic education system.**
- ❖ **Flexibility, mobility, competitiveness and freedom to choose.**
- ❖ **Multiple Entry-Exit options.**
- ❖ **Students centric learning system.**
- ❖ **Transformative education system.**

Experiential Learning:

- **Focus on experiential, inquiry and discovery based teaching learning methods.**
- **Arts, Sports and story-telling and ICT integrated pedagogy**
- **Promoting peer tutoring as voluntary and joyful activity under the supervision of teachers.**

Promotion of peer tutoring:

- ✓ **Promoting peer tutoring as voluntary and joyful activity under the supervision of teachers.**
- ✓ **No hard separation between curricular co-curricular and extracurricular area.**

Bagless days:

- **Bagless days to be scheduled in academic Calendar.**

Use and integration of technology:

- **Integration of technology enable pedagogy in classes 6-12**



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course- as per NEP 2020)**

Syllabus for BBA (Aviation Management)

(III & IV Semester)

2022-23

BBA – AVIATION

SEMESTER – I

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.AV.1.1	Management Principles & Practice	DSC	4+0+0	60	40	100	4
4	BBA. AV.1.2	Fundamentals of Accounting	DSC	4+0+0	60	40	100	4
5	BBA. AV.1.3	Introduction to Aviation Industry	DSC	4+0+0	60	40	100	4
6	BBA. AV.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA. AV.1.5	Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA. AV.1.6	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA. AV.1.7	OEC: Any one a. Principles of Aviation b. Inflight services	OEC	3+0+0	60	40	100	3
Sub –Total (A)					385	315	700	25

SEMESTER – II

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	Lang.2.1	Language –I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.AV.2.1	Financial Accounting & Reporting	DSC	4+0+0	60	40	100	4
13	BBA. AV.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA. AV.2.3	Aviation Safety & Security Management	DSC	4+0+0	60	40	100	4
15	BBA. AV.2.4	Environmental Studies	AECC	3+0+0	30	20	50	2
16	BBA. AV.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA. AV.2.6	NCC/NSS/R&R(S&G) /Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA. AV.2.7	OEC: Any one: Basic Passenger management Airport Handling	OEC	3+0+0	60	40	100	3
SUB TOTAL(B)					390	310	700	25

**EXIT OPTION WITH CERTIFICATION –
WITH ABILITY TO SOLVE WELL DEFINED PROBLEMS**

SEMESTER – III

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
19	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.AV.3.1	Services Marketing for Aviation	DSC	4+0+0	60	40	100	4
22	BBA. AV.3.2	Basics of Passenger and RAMP handling	DSC	4+0+0	60	40	100	4
23	BBA. AV.3.3	Soft Skills for Aviation	DSC	4+0+0	60	40	100	4
24	BBA. AV.3.4	Financial Education and investment awareness	SEC-SB	1+0+2	30	20	50	2
25	BBA. AV.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
26	BBA. AV.3.6	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
27	BBA. AV.3.7	OEC: Any one: a. Airport operations b. Aviation Safety & Security c. Tourism Marketing Basic Dangerous goods regulation	OEC	3+0+0	60	40	100	3
SUB TOTAL (C)					390	310	700	25

SEMESTER – IV

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
28	Lang.4.1	Language -I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.AV4.1	Production and operations management	DSC	4+0+0	60	40	100	4
31	BBA.AV4.2	Aviation Law and Aircraft rules and regulations	DSC	4+0+0	60	40	100	4
32	BBA.AV4.3	Event Management	DSC	4+0+0	60	40	100	4
33	BBA.AV4.4	Constitution of India	AECC	3+0+0	30	20	50	2
34	BBA.AV4.5	Sports	SEC-VB	1+0+2	25	25	50	2
35	BBA.AV4.6	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	1+0+2	25	25	50	2
36	BBA.AV4.7	OEC: Any one: a. Air fares & Ticketing b. Airport strategic planning c. Creativity & Innovation Customer Relationship Management	OEC	3+0+0	60	40	100	3
SUB TOTAL(D)					390	310	700	25

EXIT OPTION WITH DIPLOMA – ABILITY TO SOLVE BROADLY DEFINED PROBLEMS.

SEMESTER -V

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.AV.1.1	Taxation-I	DSC	4+0+0	60	40	100	4
38	BBA. AV.5.2	Logistics and air cargo management	DSC	4+0+0	60	40	100	4
39	BBA. AV.5.3	Customer relationship management	DSC	4+0+0	60	40	100	4
40	BBA. AV.5.4	Elective Paper-1	DSE	4+0+0	60	40	100	3
40	BBA. AV.5.5	Information Technology for Aviation –I	VOC-1	3+0+0	60	40	100	3
41	BBA. AV.5.6	Cyber Security	SEC-VB	1+0+2	25	25	50	2
42	BBA. AV.5.7	Internship -1	Intern -1	1+0+2	-	50	50	2
43	BBA.AV.5.8	Sports	SEC– VB	0+0+2	-	25	25	1
44	BBA. AV.5.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (E)					325	325	650	24

SEMESTER – VI

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
45	BBA.AV.6.1	Taxation II	DSC	4+0+0	60	40	100	4
46	BBA. AV.6.2	Front office and Housekeeping Management	DSC	4+0+0	60	40	100	4
47	BBA. AV.6.3	Economics for Management	DSC	4+0+0	60	40	100	4
48	BBA. AV.6.4	Elective Paper -2 Aviation Program	DSE	4+0+0	60	40	100	3
49	BBA. AV.6.5	Information Technology for Aviation –II	VOC-2	3+0+0	60	40	100	3
51	BBA. AV.6.6	Professional Communication	SEC– SB	1+0+2	25	25	50	2
52	BBA. AV.6.7	Internship -2	Intern – 1	1+0+2	-	50	50	2
53	BBA.AV.6.8	Sports	SEC– VB	0+0+2	-	25	25	1
54	BBA. AV.6.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (F)					325	325	650	24
Grand Total (A+B+C+D+E+F)					2205	1895	4100	148

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However they can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.

SEMESTER – VII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
55	BBA.AV.7.1	GST	DSC	4+0+0	60	40	100	4
56	BBA. AV.7.2	Entrepreneurship Development for Aviation	DSC	4+0+0	60	40	100	4
57	BBA. AV.7.3	Corporate Administration	DSC	2+0+2	60	40	100	4
58	BBA. AV.7.4	Elective Paper-3	DSE	4+0+0	60	40	100	3
59	BBA. AV.7.5	Critical thinking	VOC3	1+0+2	60	40	100	3
60	BBA. AV.7.6	Research Methodology	RM-1	3+1+0	60	40	100	3
SUB TOTAL					360	240	600	21

SEMESTER – VIII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
61	BBA.AV.8.1	Strategic Management	DSC	4+0+0	60	40	100	4
62	BBA. AV.8.2	Aircraft Maintenance Management	DSC	4+0+0	60	40	100	4
63	BBA. AV.8.3	Air Fares & Ticketing	DSC	3+0+2	60	40	100	4
64	BBA. AV.8.4	Digital Marketing	VOC-4	40	60	40	100	3
65	BBA. AV.8.5	Research Projects/Internship with Viva – voce OR Two Courses	RM-2	3+1+0	120	80	200	6
65	OR BBA.AV.8.5a	Crisis Management At Airport	DSE-6*	4+0+0	60	40	100*	3*
66	BBA.AV.8.5b	First Aid Training	DSE-7*	4+0+0	60	40	100*	3*
SUB TOTAL (H)					360	240	600	21
Grand Total (A+B+C+D+E+F+G+H)					2925	2375	5300	190

*In lieu of the research Project, two additional elective papers/ Internship may be offered

Award of Bachelor of Commerce Degree with Honours, (With the completion of courses equal to a minimum of 180 credits)

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

NOTES:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

AECC	: Ability Enhancement Compulsory Course
DSC ©	: Discipline Specific Core (Course)
SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
OEC	: Open Elective Course
DSE	: Discipline Specific Elective
SEE	: Semester End Examination
CIE	: Continuous Internal Evaluation
L+T+P	: Lecture+Tutorial+Practical(s)

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students)

2 Hours of Practical Class is equal to 2 Hours of Teaching.

ELECTIVE GROUPS AND COURSES

GROUP A

Dangerous Goods

Baggage Handling system

Aircraft Weight & Balance

GROUP B

Inflight Services

Catering Services

Crew Resource Management

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.1

Name of the Course: SERVICES MARKETING FOR AVIATION

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- Understanding the principles of services marketing, outlined in service marketing components and classification.
- Enabling the importance of service marketing system buyer behavior and market segmentation.
- Analyzing sectoral perspective to enhancing different service sector marketing knowledge.
- Understanding the Aviation services to frame the marketing strategies.

SYLLABUS:

HOURS

MODULE – 1: SERVICES MARKETING – MEANING, COMPONENTS, CLASSIFICATION AND EVALUATON

10

Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services.

MODULE – 2: SERVICE MARKETING SYSTEM

12

Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees and Customers Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing

MODULE – 3: SERVICE QUALITY

12

Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services

MODULE – 4: SECTORAL PERSPECTIVE

12

Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.

MODULE – 5: AVIATION SERVICES

10

Marketing the Aviation Services — Devising of Strategies in Aviation Services marketing mix. - Recent trends in Marketing of services. - Global perspective

Skill Developments Activities:

1. Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Develop Service marketing mix for any airline/ travel agency

Text Books:

1. Airline Marketing and Management – Stephen Shaw – Ashgate Publishing Ltd
2. Marketing Management – Philip Kotler – Pearson Education/PHI
3. Marketing Management – RajanSaxena –Tata McGraw Hill

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.2

Name of the Course: BASICS OF PASSENGER & RAMP HANDLING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able		
a) To Understanding about the computer reservation system and departure		
b) To Understanding the importance of passenger baggage and check in procedure		
c) To Understanding the concept of RAMP functions		
d) To understand the Airside Safety, Security RAMP operations.		
SYLLABUS:		HOURS
MODULE – 1: INTRODUCTION		10
Introduction to Airport and Airline operations – Computer Reservations (CRS) – Departure control systems (DCS) – Functions of CRS & DCS		
MODULE – 2: CHECK IN PROCEDURE		12
Passenger and Baggage Check-in Procedures – Airport and Offsite – Conditions of Passenger and Baggage carriage – Boarding procedures – Flight Close-out messaging.		
MODULE – 3: SPECIAL HANDLING		10
Special categories of passengers – Handling procedures for VIP/VVIP/CIP – Expectant mother – UNM – Stretcher Passengers – MEDA – Human remains – Airline and Airport responsibilities.		
MODULE – 4: RAMP OPERATIONS		12
Aircraft Services – Marshalling – AGPU – Equipments – Loading – Cabin Services – Refueling – Lavatory Service Equipment - Deicing and anti-icing of aircraft - Aircraft engine startup with Air Start Unit (ASU) - Aircraft Pushback Tractor		
MODULE – 5: : GROUND HANDLING AGENCIES		12
Introduction – Meaning - Scope – Advantages & Disadvantages – Types – GHAs in India – Global players – Trends in Ground handling – Challenges faced by GHAs – Recent developments – Best players in the industry		
Skill Developments Activities:		
a) Case Studies of Passenger handling.		
b) Role plays to enhance learning		
c) Case study on Ramp handling		
d) Consult any one airline to know the special handling procedures and document the same.		
Any other activities, which are relevant to the course.		
Reference Books:		
● Books under process.		

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 3.3

Name of the Course: SOFT SKILLS FOR AVIATION

COURSE CREDITS

NO. OF HOURS PER WEEK

TOTAL NO. OF TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- To increase learner's computer knowledge and unique soft skills so as to develop attributes that enhance an individual's interactions, earning power and job performance.
- To inculcate potential skills in the learners to prepare them to deal with the external world in a collaborative manner, communicate effectively, take initiative, solve problems, and demonstrate a positive work ethic so as to hold a good impression and positive impact.

SYLLABUS:

HOURS

MODULE – 1: INTRODUCTION

08

Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development, - Self-Discovery: Discovering the Self SWOT analysis; Setting Goals; Beliefs, Values, Attitude, Virtue.- Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels

MODULE – 2: PRESENTATION & GROOMING SKILLS

12

Basics: Presentation and Public Speaking, Its significance in competitive job environment, Introduction to Public Speaking, Basic elements - Types, Content, Audience Analysis, - Essential Tips - Overcoming Nervousness. - Physical requirements, medical fitness - Grooming. & Etiquette – Definition, Meaning, Importance, Pre-requisites, Dos & Don'ts, (Uniform, Hair, Body shape, selection of clothes, make up and skin care)- Grooming Standard of Aviation industry

MODULE – 3: BODY LANGUAGE & ETIQUETTES

12

Definition, Features of Body Language - Importance of Right body language - Body language Signals and Meanings - Facial Expressions - Body Language in the Work place – Types, Significance of Business Etiquettes - Professional Advantage; Need and Importance of Professionalism - Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing. Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies. Dining Etiquette & Multi-Cultural Challenges

MODULE – 4: EMOTIONAL INTELLIGENCE & LIFE SKILLS

12

Definition - Importance, concept, theory, - :Fundamentals of Emotional Intelligence- Benefits of Emotional Intelligence- situational case studies on EI

MODULE – 5: INTERVIEW HANDLING & GROUP DISCUSSION

12

Interviewer and Interviewee – in-depth perspectives. Before, During and After the Interview. -Preparing for a Personal interview GD Importance, Planning, Elements, Skills assessed; Roles - Effectively disagreeing, Initiating, Summarizing and Attaining the Objective - Group discussion methods - Do's and don'ts- Tips for Success.

Skill Development Activities:

- Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
- Case studies for relevant skills

Text Books:

- Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
- English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 4.1

Name of the Course: PRODUCTION AND OPERATIONS MANAGEMENT

COURSE CREDITS

4 CREDITS

NO. OF HOURS PER WEEK

4 HOURS

TOTAL NO. OF TEACHING HOURS

56 HOURS

Pedagogy: Class rooms lecture, tutorials, and Problem solving.

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

- a) To analyze the basics of production management and the responsible factors.
- b) To apply the various types of production processes, the essentialities of a product such as its selection, various procedures, and its stocking.
- c) To facilitate the various activities relating to scheduling and measuring of production take place and how control can be obtained on both product and quality.

SYLLABUS:

HOURS

Module No. 1 : INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT

10

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

Module No. 2: PLANT LOCATION AND LAYOUT

08

Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques.

Module No. 3: MATERIALS MANAGEMENT

12

Introduction – Meaning and Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control, Techniques of inventory Control (Concept only).

Module No. 4: PRODUCTION PLANNING AND QUALITY CONTROL

12

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM. Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

Module No. 5: MAINTENANCE AND WASTE MANAGEMENT

10

Introduction – Meaning – Objectives - Types of maintenance, break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

Skill Development Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to
2. be recorded by the student in the skill development book.
3. Draw a ISO specification chart
4. Draw any two quality control charts

Text Books:

1. Ashwathappa. K & Sridhar Bhatt : Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe : Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, ExcelBooks.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Note: Latest edition of text books may be used.

NAME OF THE PROGRAM: Bachelor of Business Administration- Aviation
Course Code: BBA 4.2

NAME OF THE COURSE: AVIATION LAW AND AIRCRAFT RULES AND REGULATIONS

COURSE CREDITS 4 CREDITS	NO. OF HOURS PER WEEK 4 HOURS	TOTAL NO. OF TEACHING HOURS 56 HOURS
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Pedagogy: Class rooms lecture, tutorials, and problem solving.

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

- To enable the Students to learn the legal background of Aviation.
- To study all the Rules and Regulations connected with Air Transportation
- To understand International Regulations as well as all the relevant State Acts passed in this respect

SYLLABUS:	HOURS
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Module-1: AVIATION LAW	10
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Meaning & Definition-Historical background-Disruptive passenger-Types of unruly acts or behaviour-ICAO guidelines- Importance of implementation of aviation law- Indian laws – Prevention of Unruly behavior.

Module -2: CIVIL AVIATION ORGANIZATIONS	12
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International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, CANSO).

Module- 3: AIRCRAFT ACTs and RULES	10
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Aircraft Act 1934 -The Aircraft Rules 1937, Carriage of dangerous goods, Aircraft (investigation of accidents and incidents)

Module -4: CIVIL AVIATION AUTHORITIES(Roles and Functions)	10
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CAA organization, International relations, Indian scenario - Ministry of Civil aviation, Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness, Airport Economic Regulatory Authority (AERA)

Module No.-5: ICAO INTERNATIONAL CONVENTIONS	14
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Scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation , The Warsaw Conventions, 1920 - , liability of carrier under Warsaw system, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970, Montreal convention 1999, The Chicago conventions, 1944 -The International Air Services Transit Agreement, 1944 -The International Air Transport Agreement, 1944 - -The Geneva Convention, 1948

Text Books:

IATA and ICAO manuals and resources

Name of the Program: Bachelor of Business Administration – Aviation

Course Code: BBA 4.3

Name of the Course: EVENT MANAGEMENT

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

4 CREDITS

4 HOURS

56 HOURS

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- e) Understand the process of organizing an event.
- f) Understand the importance of a checklist in organizing an event.
- g) Familiarize with organizing corporate events
- h) Obtain a sense of responsibility for the multidisciplinary nature of event management.
- i) Learn to promote the events.

SYLLABUS:

HOURS

MODULE – 1: INTRODUCTION TO EVENT MANAGEMENT

12

Introduction to Event Management: Meaning, Scope, Types of Events (Corporate, Private, or Charity, Indoor Events, Out Door Events, Celebrity Events) Tools For Event Planning & Management, MICE Events, Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) .

MODULE – 2: EVENT PLANNING

12

Event Planning: Event Checklist, Hosting, Principles of Holding Event, Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management

MODULE – 3: CORPORATE EVENT MANAGEMENT

10

Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing (Assigning Staff , Maintenance of Inventory For The Chemicals and Equipments , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing (- Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting .

MODULE – 4: MARKETING OF EVENTS

12

Marketing for Events: Introduction, Importance, Public relation strategies, Brainstorming sessions, writing for public relation (Reviews). Tools of promotion: Media, Types of Media (Print, Electronic, Social Media Networks). Advertising, Promotional Aids (Invitation, Brochures, Leaflets)

MODULE – 5: POST EVENT FUNCTIONS

10

Post event functions: Basic guidelines of Budgeting, Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis.

Skill Developments Activities:

- Prepare an event report with imaginary activities.
 - Prepare a checklist for a birthday party.
 - Prepare a Budget for Organizing an Event.
 - Write a public relation letter for medical event
 - Prepare a break-even analysis with imaginary figures for an event.
- Any other activities, which are relevant to the course.

Reference Books:

- Mark Sondern CSEP -Event entertainment and production: publishers; wiley and sons, Inc
- Annestephen; Event management, HPH.
- K. Venkatramana -Event Management - SHBP.
- K Ramachandra and Allabaksh Principles of Event Management HPH
- Rekha and Vibha Marketing management -VBH
- Nihaasif Event management-VBH

OPEN

ELECTIVES

Name of the Program: Bachelor of Business Administration – Aviation
Course Code: B.B.A 3.7 a (Open Elective Course)
Name of the Course: AIRPORT OPERATIONS

COURSE CREDITS	NO.OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

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

- An understanding of the evolution of airports.
- Ability to examine operations at airports.
- Understand Planning of airports.
- Analyse the management of airports.
- An understanding of ATC functions.

SYLLABUS:	HOURS
Module No. 1: INTRODUCTION	10
History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Swot analysis in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO	
Module No. 2: AIRPORT CHARACTERISTICS	10
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.	
Module No. 3: AIRPORT MANAGEMENT	08
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.	
Module No. 4: AIRPORT PLANNING	08
Runway Length and Width, Sight Distances, Longitudinal and Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron. Terminologies used.	
Module No. 5: AIR TRAFFIC CONTROL	06
Runways and Taxiways markings, Day & Night Landing Aids, Airport Lighting and other Associated Aids.	

Name of the Program: Bachelor of Business Administration – Aviation**Course Code: BBA 3.7 b OEC**

Name of the Course: AVIATION SAFETY AND SECURITY

COURSE CREDITS	No. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	42 HOURS

Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,**Course Outcomes: On successful completion Student will demonstrate:**

Ability to understand the Design Method, History of the Aeronautics.

- To Analyse the various safety aspects at airport
- To understand the concept of security management.
- To understand the threats involved in aviation
- To enhance decision making skills in combating Terrorism and Hijacking.

SYLLABUS:**HOURS****Module No. 1: INTRODUCTION TO AIR TRANSPORTATION SAFETY AND SECURITY****10**

Introduction – Importance of Air transportation – Aviation Safety and Security - Deregulation – Consequences of 9/11 to the industry – Emergency Funding – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Diplomatic Conference on Air Law – Ministerial Conference on Terrorism – United Nations – ICAO/ECAC

Module No. 2: SAFETY MANAGEMENT**8**

Passenger screening – Baggage scanning – Maintenance of aircraft and airports – Crowd control- Technological issues – Human errors – Safety management in Airports(Landside and Airside) – Objects prohibited in the airport/aircraft- safety management in the aircraft

Module No. 3: SECURITY MANAGEMENT.**8**

Threats to aviation- Incidents of security failures- Unclaimed Baggage handling- Carriage of weapons onboard- Unruly pax – Hijack – Sabotage – Bomb threat – Security measures at the airside/landside and aircraft.

Module No. 4: CONTINGENCY PLANNING**8**

Meaning, definition of contingency, role of Airports authority during emergency- Airline responsibilities- Air Navigation Service Provider (ANSP)

Module No. 5: RECENT DEVELOPMENTS**8**

Technological Improvements on Aviation Safety and Security -Introduction- Microwave Holographic Imaging -Body or Fire Security Scanner -New Generation of video Security Systems -Biosimmer – Biometric Systems

Skill Development Activities:

Case study analysis of Aviation safety incidents

Case study analysis of Aviation Security incidents

Text Books:

1. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
2. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson Inc.
3. Aviation and Airport Security – Kathleen M. Sweet – Pearson Education Inc.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 3.7 c (Open Elective Course)
NAME OF THE COURSE: TOURISM MARKETING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies.

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

1. Ability to understand the concepts of Tourism marketing
2. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Understand designing a strategy implementation program to maximize its chance of success.

SYLLABUS:

HOURS

Module 1: Introduction to Tourism Marketing

08 Hours

Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation – Targeting and Positioning for competitive Advantage.

Module 2: Marketing Opportunities and Strategies

08 Hours

Developing Marketing Opportunities and Strategies -Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.

Module 3: Tourism Marketing Mix

08 Hours

Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products – Pricing Considerations and Approaches, Pricing Strategies and Methods.

Module 4: Distribution Channel and Logistics Management

10 Hours

Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. Additional P’s of tourism services Marketing Mix. Process, Physical Evidence and People.

Module 5: Issues in Tourism Marketing

08 Hours

Global Tourism Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues, Challenges in Tourism Marketing- Growth and prospects.

Skill Development

Prepare a Marketing mix chart for any tourism organization.
Case study analysis

Text books:

1. Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI.
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.7 a (Open Elective Course)

NAME OF THE COURSE: AIR FARES AND TICKETING

COURSE CREDITS

NO. OF HOURS
PER WEEK

TOTAL NO. OF
TEACHING HOURS

3 CREDITS

3 HOURS

42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

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

1. Ability to understand the basics of Air Fares and Ticketing
2. Determine fare for airline ticket
3. familiar with frontier formalities in air travel industry and facilities available in airport
4. Understand the regulatory requirements of Ticketing.

SYLLABUS:

HOURS

Module 1: INTRODUCTION TO AIRFARES AND TICKETING

08 Hours

Air Ticketing history, developments, GDS, Aviation Terminology, Domestic and International City and airlines Codes (Important one), IATA Geography: areas and Sub areas, Global indicators, rounding off LCF (Local Currency Fare).

Module 2: FUNDAMENTALS OFFARES

10 Hours

Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, Planning itineraries, time differences, flying time, types of journeys, domestic ticketing, components of airfare, taxes, fees, issuing paper tickets, international tickets, IATA Trip classifications.

Module 3: FARE RULES

10 Hours

Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available for Visually Challenged people, Concessions available-student, child, infants, senior citizen, army, air force, and navy, cancer patients and other special fares.

Module 4: AIR TICKETING FORMALITIES AND ACCREDIATIONS

8 Hours

Role of IATA, ARC, BSP, Travel Formalities – Passport – Visa – Health Documents - Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order), Prepaid Ticket Advice (PTA), Purpose of OAG and TIM manuals, Purpose of THB.

Module 5: FARE DISPLAY & MILEAGE FARES

6 Hours

Concepts of Neutral Units of Construction- Mileage - Excess Mileage Allowances EMA - Mileage Check – Return Journeys-Checklist for Mileage Return Journeys (Mileage Surcharge RTN) - Higher Intermediate Point – HIP

Text books:

1. ABC World Airways Guide
2. IATA Air Ticketing Handbook
3. Official Airline Guide.
4. Travel Information Manual
5. Negi Jagmohan (2008), Air Travel, Ticketing and Airline Ticketing, Kanishka Publishers, New Delhi.
6. Tarun Chetwani, Ticketing and Travel Agencies, Cyber Tech Publications, New Delhi.
7. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.7 b (Open Elective Course)
NAME OF THE COURSE: AIRPORT STRATEGIC PLANNING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies.

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

1. Describe the different components of airport and aircrafts.
2. Analyse the requirements of an airport layout with respect to international regulations.
3. understand the airport runway design.
4. Summaries the concepts of the terminal service facilities.

SYLLABUS:	HOURS
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Module 1: AIR TRANSPORTATION

10 Hours

Airport terminology, component parts of Aeroplane, Classification and size of airports; Aircraft characteristics. Air traffic control need for ATC, Air traffic control network, Air traffic control aids – enroute aids, landing aids. Airport site location and necessary surveys for site section, airport obstructions.

Module 2: PLANNING

10 Hours

Airport master plan –FAA recommendations, Regional Planning, ICAO recommendations, Estimation of future airport traffic needs-layout of Air Port.

Module 3: RUNWAYS

8 Hours

Runway orientation – windrose diagram, basic runway length, corrections for elevation, temperature and gradient, runway geometric design, runway pavement design introduction.

Module 4: TAXIWAYS AND APRONS

8 Hours

Loading aprons –holding aprons –Geometric design standards, exit taxiways –optimal location, design, and fillet and separation clearance, Lighting, visual airport marking, airport lighting aids

Module 5: OPERATIONS AND SCHEDULING

6 Hours

Ground transportation facilities; Airport capacity, runway capacity and delays.

Text books:

1. Khanna S.K., Arora M.G., Jain S.S., “Airport Planning & Design”, 1st Edition, Nemch and Bros. Roorkee, 2009
2. Robert Horonjeff, Francis Mc Kelvey, William Sproule and Seth Young, “Planning and Design of Airports” 5th Edition, 2010.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.7 c (Open Elective Course)

NAME OF THE COURSE: CREATIVITY & INNOVATION

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

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

1. Discover the attributes of successful innovation strategies including an in-depth understanding of the dynamics of innovation
2. Find out the factors that predict creativity of individuals, groups, and organizations
3. Identify the drivers of creativity and innovation
4. Recognize the role that ongoing innovation plays in the competitive dynamics of industries and how these innovations affect society both positively and negatively
5. To help students think of some new ways of understanding and managing the creative processes

SYLLABUS:	HOURS
Module 1: Concept of Creativity	10 Hours
Creative Cerebration- Creative Personality and Motivation –Creative Environment- Creative Technology- Creativity Training- Puzzles of Creativity- Spiritual and social roots of creativity- Essence, Elaborative and Expressive Creativities	
Module 2: Creative Problem Solving	10 Hours
Structuring of ill- defined problems- Creative Problem solving- Models of Creative problem solving- Mechanisms of Divergent thinking-Useful mechanisms of convergent thinking- Techniques of Creativity Problem solving	
Module 3: Creative Intelligence	10 Hours
Creative Intelligence abilities - A model of Creative Intelligence – Convergent thinking ability - Traits Congenial to creativity - Creative Personality and forms of creativity Motivation and Creativity- Blocks to creativity- fears and Disabilities-Strategies for Unblocking Energy for your creativity.	
Module 4: Innovation Management	6 Hours
Concept of Innovation- Levels of Innovation- Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development	
Module 5: Application of Creativity and Innovation	6 Hours
Organizational factors affecting innovation at the firm level Leadership and Innovations- Open Innovation- Innovation Framework, Modern Concepts, trends, recent technological developments.	
Text books:	
1. Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.	
2. Vinnie Jauhari, SudanshuBhushan, Innovation Management, Oxford Higher Education, 2014.	
3. Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2010.	
4. A.DaleTimpe, Creativity, Jaico Publishing House, 2003.	
5. Brian Clegg, Paul Birch, Creativity, Kogan Page, 2009.	

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 4.7 d (Open Elective Course)
NAME OF THE COURSE: CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

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

1. Explain the meaning and application of CRM
2. Elaborate on the benefits of CRM to companies and consumers
3. Implement CRM best practices in organisations
4. Explain the importance of bonding and building loyalty with customers
5. Demonstrate how to build long-term customer relationships

SYLLABUS:

HOURS

Module 1: Introduction to CRM

08 Hours

Meaning, Definition- Importance of CRM- Scope of CRM- CRM in Product and Service sectors- Advantages and Disadvantages- Evolution and Transformation of Customers, Touch Point Analysis.

Module 2: Customer Value

08 Hours

Customer Relationship Styles, Types of Customer Value, Value Co-creation - IDIC Framework- Ladder of Loyalty-Customer Bonds-Customer Defections-CRM Framework

Module 3: Profitability of Customers

06 Hours

Lifetime Customer Value, Base Profit Analysis, Value Chain Analysis, Customer Defection. Customer Retention: Importance, Stages, Measurement, Customer Expectations: Managing and Delivering.

Module 4: Technology for Customer Relations

10 Hours

Closed Loop Marketing (360 Degree Marketing) and, Data Mining, Cross-selling/up selling- Contact centre Technology, Front Desk Management Technology, CRM Technology, Customer Data Management. e-CRM ; Its Importance; Recognising Barriers to Internet Adoption.

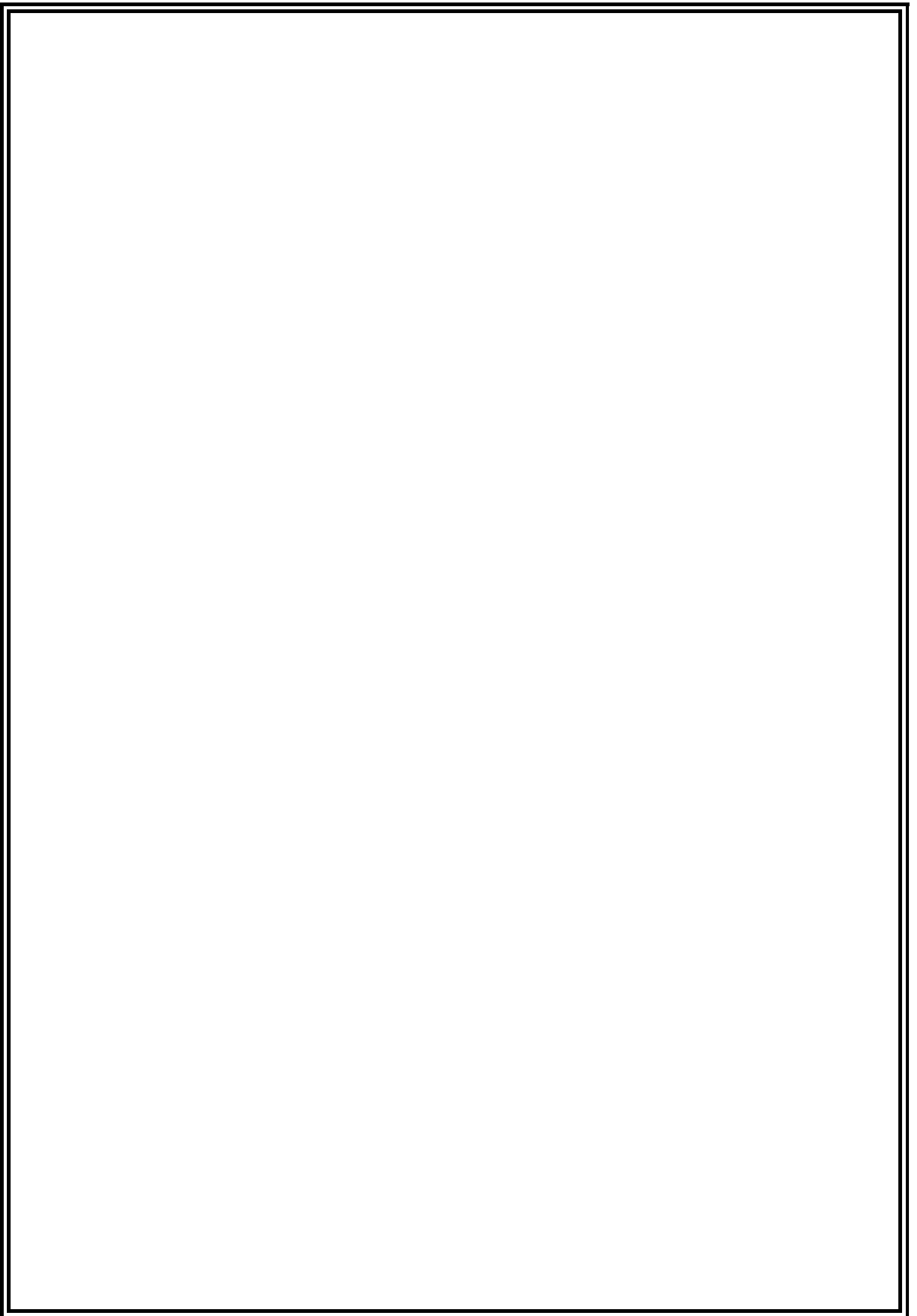
Module 5: Managing Customer Relationship

10 Hours

Stages, Techniques to Manage Relations, Customer Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers, Developing and Deploying CRM Strategy: CRM Program Life Cycle, Building Blocks

Text books:

1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
2. H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012





BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course)**

**Syllabus for BBA (Aviation Management)
(V & VI Semester)**

2023-24 onwards

**PROCEEDINGS OF THE MEETING OF THE BOS-UG-B.COM, B.COM BDA /IAS
/A&F/ LSCM /TTM, B.VOC (A&T)/B.VOC (RM) COURSES**

Proceedings of the meeting of the BOS(UG) B.Com/B.Com-BDA/B.Com-IAS / B.Com-A&F/B.Com-LSCM/B.Com-TTM/B.Voc(A&T)/B.Voc(RM) Courses held on 8th and 9th August 2023 from 11:00 AM onwards, in the Department of Commerce, PK Block, Bengaluru City University, Bengaluru.

The board members had prepared the draft syllabus for the 5th and 6th semesters of the above mentioned courses and presented in the meeting. After elaborate discussions and deliberations, the draft syllabus was modified as per the suggestions of the board members and finalised.

Further, the board authorised the Chairperson to make the necessary changes, if required.

MEMBERS PRESENT:

1.	Dr. Jalaja .K.R	Dean and Chairperson , Department Of Commerce, BCU	Chairperson
2.	Dr. M. Muniraju	Former Dean and Chairman, Department Of Commerce, BCU	Member
3.	Dr. R. Sarvamangala	Dean and Chairperson , Department Of Commerce, BUB	Members
4.	Dr. Nagaraju. N	Professor, Department Of Commerce, Mangaluru University, Mangaluru	Members
5.	Dr. Channappa	Professor, Department Of Commerce, Osmania University, Hyderabad.	Member
6.	Dr. B. G. Bhaskara	Principal , Sheshadripuram College, Bengaluru	Member
7.	Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
8.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
9.	Dr. S. N. Venkatesh	Principal, Sheshadripuram College, Yelahanka, Bengaluru	Member
10.	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru	Member
11.	Dr. D. Raja Jebasingh	Associate Professor, Department Of Commerce, St Joseph's College of Commerce ,Bengaluru	Member

CO-OPTED MEMBERS:

12.	Dr. G. Venugopal	Principal VVN Degree College, Bengaluru	Member
13.	Dr. Bhavani.H	Associate Professor, Department of Commerce, Vivekananda Degree College ,Bengaluru	Member
14.	Shri. Gururaja Rao. H.N	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
15.	Dr. Savitha.K	Principal, BEL First Grade College, Bengaluru	Member
16.	Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC, Malleshwaram, Bengaluru	Member
17.	Dr. Padmanabha. H.R	Principal, ASC Silver Valley College, Bengaluru	Member
18.	Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
19.	Dr. Nagaraja. C	Assistant Professor, Department of Commerce, GFGC Yelahanka, Bengaluru	Member
20.	Smt. Asha. N	Principal, Sindhi College, Bengaluru	Member
21.	Smt. Priya Srinivasa	Assistant Professor, Department of Commerce, BMS College of Commerce and Management, Bengaluru	Member

bilibi 12/09/23
Dr. JALAJA. K R. M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University

Chairperson- BOS(UG)

**BBA–AVIATION MANAGEMENT
SEMESTER-V**

SL NO	Course Code	Title of the Course	Course Category	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA. A.V.5.1	Logistics and Air Cargo Management	DSC-13	3+0+2	60	40	100	4
38	BBA. A.V.5.2	Income Tax –I	DSC-14	3+0+2	60	40	100	4
39	BBA. A.V.5.3	Passenger Service Management	DSC-15	4+0+0	60	40	100	4
40	BBA. A.V.5.4	Customer Relationship Management in Aviation Industry	DSC-16	3+0+2	60	40	100	3
41	BBA. A.V. 5.5	Entrepreneurship Development	DSC-17	3+0+2	60	40	100	3
42	BBA. A.V.5.6	A. Information Technology for Business OR B. Digital Marketing	Vocational – I (Anyone to be chosen)	3+0+2	60	40	100	4
43	BBA. A.V.5.7	A. Cyber Security OR B. Employability Skills	SEC –SB (Anyone to be chosen)	2+0+0	60	40	100	3
SUBTOTAL(E)					420	280	700	25

SEMESTER–VI

SL No.	Course Code	Title of the Course	Course Category	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
44	BBA. A.V.6.1	Crew Resource Management	DSC-18	3+0+2	60	40	100	4
45	BBA. A.V.6.2	Income Tax –II	DSC-19	3+0+2	60	40	100	4
46	BBA. A.V.6.3	International Business	DSC-20	4+0+0	60	40	100	4
47	BBA. A.V.6.4	Airport Infrastructure & Operations	DSC-21	3+0+2	60	40	100	3
48	BBA. A.V.6.5	Quality Management	DSC-22	3+0+2	60	40	100	3
49	BBA. A.V.6.6	A. Goods & Service Tax OR B. Enterprise Resource Planning	Vocational – 2 (Anyone to be chosen)	3+0+2	60	40	100	4
50	BBA. A.V.6.7	A. Internship OR B. Project work on Aviation Industry	3 Hours per Teacher for a batch of 50 students	1+0+2	-	100	100	3
SUB TOTAL (F)					360	340	700	25

Note:

- The students shall undergo 4 weeks of internship programme in any business organization (Tiny, small, medium or large scale) immediately after completion of 4th Semester Examination but 45 Days before the end of 6th Semester classes and shall submit internship report to the College. Colleges shall submit internship report marks along with 6th Semester Internal Assessment marks.
- Marks allotted for Internship (100) shall be split into 60 marks for report and 40 marks for Vivavoce. Evaluation of report and conduct of Viva- voce shall be at the institutional level.
- 01 hour of Internship class shall be taken in the classroom for explaining and guiding on internship and 02 hours of Practical class shall be used to monitor the Internship Course.

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA.AV. 5.1 Name of the Course: Logistics & Air Cargo Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand the basic concept of logistics activities b) Learn the key factors which are responsible for logistics c) Evaluate the key issues in supply chain management d) Gain the insights on air cargo operations in airline industry e) Explain the emerging trends in cargo operations 		
Syllabus:		Hours
Module No. 1: Fundamentals of Logistics		12
Definition – Evolution – Logistics in Business – Logistics Activities – Inbound and Outbound Logistics – Difference between Inbound & Outbound Logistics – Components of Logistics Management – Functions of Logistics Management – Transportation – Transportation Functions – Mode of Transportation.		
Module No. 2: Integrated Logistics Management		10
Objectives – Operations – Key Factors – Activities – Advantages – Factors Responsible for Logistics – 7 R’s in Logistics – 5 Ps in Logistics – Production Strategy – Bullwhip Effect – Example – Causes of the Bullwhip Effect.		
Module No. 3: Supply Chain Management		12
Definition – Objectives of SCM – Key Issues in SCM – Supply Chain Drivers – Demand – Forecasting – 3 PLs – Advantages – 4 PLs – Benefits – Difference between Logistics & Supply Chain Management – SCM Processes – 7 Principles of SCM – 6 Components of SCM – Stages of Supply Chain.		
Module No. 4: Introduction To Air Cargo		12
Operations and Industry Regulations – Service Function – Organization & Liability – SLI – Types of Cargo – Handling of Perishable, Valuable & Special Cargo – Air Cargo Tariff, Rates & Charges – Valuation Charges and Disbursement Airway Bill – Function, Purpose & Validation.		
Module No. 5: Airport Handling Facility, Cargo Activity & Cargo Zone		10
Aircraft Handling with Cargo – Cargo Terminals & Facilities – Emerging Trend in Cargo – Cargo Carriers – Types of Containers used for Shipping Cargo.		

Skill Development Activities:

1. Discuss the functions of logistics management operations.
2. Elaborate the differences between inbound and outbound logistics.
3. Classify the different types of Cargo.
4. Preparation of Job Description and Job specifications of an Airport Cargo Agent.
5. Discuss the types of documents required while accepting air cargo.

BOOKS FOR REFERENCE:

- Kent Gourdin-Global Logistics Management, Wiley Blackwell
- Lamhen-Strategic Logistic Management, Academic Int Publisher
- Alam Hashton & John Osley-Hand Book of Logistic and Distribution, Kogan Page:
- John F Magee & William C Copaino-Madem Logistics Management, John Wiley & Son
- Pail R. Murphy, Jr and Donald F. Wood-Contemporary Logistics, Prentice Hall, edition 2008

Name of The Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA.AV. 5.2		
Name of the Course: Income Tax – I		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the students will be able to:		
a) Comprehend the procedure for computation of Total Income and tax liability of an individual.		
b) Understand the provisions for determining the residential status of an Individual.		
c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.		
d) Compute the income house property for different categories of house property.		
e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.		
Syllabus:		Hours
Module-1: Basic Concepts of Income Tax		08
Introduction – Meaning of tax-, types of taxes and canons of taxation, Important definitions, assessment year, previous year including exceptions, assessee, person, income, casual income, Gross total income, Total income, Agricultural income, Tax Rates (Old and New Regimes). Exempted incomes of individuals under section 10.		
Module -2: Assessment Procedure and Income Tax Authorities		08
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.		
Module- 3: Residential Status and Incidence of Tax		10
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (Deductions U/S 80 excluded)		
Module -4: Income from Salary		18
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, allowances, Perquisites and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.		
Module No.-5: Income from House Property		12
Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.		

Skill Development Activities:

1. Prepare slab rates chart for different Individual assesses (Old Regime).
2. List out any 6 Incomes exempt from tax under section 10 of an Individual.
3. Draw an organization chart of Income Tax Authorities.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Prepare the chart of Computation of Income under House Property.

BOOKS FOR REFERENCE:

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA. AV.5.3 Name of the Course: Passenger Service Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Acquire knowledge importance of customer handling at airport b) Understand the concepts of check-in and boarding procedures c) Describe the importance of air travel documents for an international passenger acceptance d) Classify the types of dangerous goods for air travel e) Study the importance of grooming and soft skills for an airline employee 		
Syllabus:		Hours
Module No. 1: Introduction to Passenger Handling		12
Customer Service – Definition – Types of Customer Service with Examples – Business & Leisure Air Travelers – Handling Special Passengers – INAD – Deportee – Types – Wheelchair – Types – Baggage Tag – Types – MCO – EMD – MPD – GOSHOW – NOSHOW – Excess Baggage Handling – CUSS – TCI – Transit Passenger Handling – FFP – Non-Revenue Passenger		
Module No. 2: Check-In and Boarding Procedures		12
Check-in – Definition – Types – Security Questions on Check-in Bag - Manual Check-in and Boarding Procedures – APIS – ESTA – Check-in Staff, Boarding Staff – Duties & Responsibilities – Types of Boarding – Types of Gate Announcements – Gate Retrievals – LMC – LRT – Onboard Docs – LAGs Regulations – Seating – Types – Emergency Exit Rows – IRROPs – FIM		
Module No. 3: Air Travel Documents		10
Passport – Types of Passports – General Information on Passport – Passport Replacing Documents – Security Features of a Passport – ECR & ECNR – Documents Required to Obtain Passport – VISA – Definition – Types – TWOV – Travel Information Manual (TIM) – TIMATIC – Benefits of TIMATIC – Finding the information in the TIM – Terms & Definitions used in TIM – TIM Regulations on Travel Documents, Customs, Currency & Health		
Module No. 4: Dangerous Goods Regulations		10
Definition – Applicability – Airline’s Responsibilities – IATA Guidelines - Classification – Hidden Dangerous Goods – Marking & Labelling – Emergencies & Response – First-Aid – Bomb Threat – Caller’s Classification – Response – Bomb Threat Report Form / Card		
Module No. 5: Basics of Grooming and Soft Skills		12
Introduction to Grooming, its Importance & Relevance – Skin & Hair Care – Health & Nutrition – Skin Structure, Types & Care – Hair Structure, Types, Care & Styles – Elegant Dressing & Wardrobe Essentials – Do’s & Don’ts of Healthy Living – Body Language – Do’s & Don’ts, Confidence Building & Time Management – Team Work, Leadership & Emotional Intelligence – Telephone Etiquette – Airlines & Corporate Etiquette – Qualities of a Great Leader – Leaders Vs Managers		

Skill Development Activities:

1. Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
2. Analyze the types of air travel documents
3. Discuss the types of handling special passengers
4. Evaluate the reasons for flight delays

BOOKS FOR REFERENCE:

- IATA manual on Passenger Ground Services.

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA. AV. 5.4		
Name of the Course: Customer Relationship Management in Aviation Industry		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> a) Understand the principles and strategies for effectively managing customer interactions b) Learn about the new trends in customer service and also to know the advantages of two-way communication c) Describe the importance of customer contact techniques and cross-cultural importance d) To acquire knowledge on dealing with various customer complaints e) Manage stress and pressure at the work place 		
Syllabus:		Hours
Module No. 1: Introduction		10
Introduction – Customer Service – A better standard of Customer Service – Airline Industry Changes – Airline Deregulation – Global Alliances – The Rise of Low Cost Carrier – The Role of the Internet – Airline Industry Challenges – Customer Service in the Age of the Customer – Age of the Customer – Customer Service as a Key Differentiator – Operational Excellence – The Customer Centric Culture – Mission Statement – Airline Customer Service – On the Front Line – Duties and Responsibilities of Front Line Staff – Who is a Customer – The High Cost of Losing a Customer – Customer Expectations of Service – What is Customer Service – The Peripheral Services – Objectives of Customer Service - Benefits of Customer Service		
Module No. 2: New Trends in Customer Service		12
New Trends in Customer Service – The Always Connected Customer – Mobile Commerce – The Social Customer – Multi Channel Customer Service – Internet Channels – Mobile Channel – Social Channel – Cross Channel – Customer Relationship Management (CRM) – Customer Knowledge – Customer Service Points - Call Centers vs Contact Centers – Airport Customer Service – Inflight Customer Service – Customer Perception – Communication and its Meaning – Communication Barriers – Removing Barriers to Communication – Advantages of Two Way Communication – Getting and Receiving Feedback – listening – The Benefits of Listening – Barriers to Effective Listening – Listening Skills – Listening Habits: Positive and Negative – Listening and Customer Service – Non Verbal Communication – Aspects of Non Verbal Communication.		
Module No. 3: Customer Contact Techniques and Social Systems & Tact: Cross Cultural Awareness		12
Customer Contact Techniques – Making a Good First Impression – Self Presentation Skills – Preparing to receive the Customer – Steps to receive the Customer – Telephone Communication – How to Answer the Telephone – Hints for Developing Better Telephone Listening Skills – Email Etiquette – Handling Common Questions from Customers – Communication with Customers through Social Media – How Airlines are Using social media – Responding to Customer Complaints through Social Media – Social System and Tact : Cross Cultural Awareness – The Importance of Self Awareness – Personality – Assertive vs Responsive Behaviors – What is Your Social Style? – Characteristics of the Four Social Styles – Social Style and Customer Service – Identifying a Customer’s Social Service – Flexing Strategies – Cross Cultural Awareness – What is Culture – Cultural Differences – The Importance of Cross Cultural Awareness		

Module No. 4: Dealing with Complaints	10
Dealing with Complaints – Lack of Complaints – Why do Customer Complain – Developing a Customer Service Strategy – Legitimate vs Illegitimate Complaints – Preventing Complaints – How to Handle Complaints effectively – The Five Types of Customers who complain and How to Handle them – The Complaints System – Dealing with Disengagement – Handling Customer Aggression as Airline Employee	
Module No. 5: Managing Stress and Pressure	12
Managing Stress and Pressure – The Difference Between Stress and Pressure – What is Stress – Sources of Stress – Consequences of Stress on Physical Health – Chronic Stress – Burnout – Recognizing Stress – Reacting Positively Towards Stress – Reducing Stress – Healthy Workplaces – Coping with Shift Work and Overtime – Working in a Unionized Organization – Dealing with the Irregular Operations of an Airline -Maintaining a Healthy Back	

Skill Development Activities:

1. Present any two CRM models in a Diagrammatic form
2. Present any case study of Effective Customer
3. Present the flow-chart of CRM implementation
4. Develop an imaginary customer database for any product of student's choice

BOOKS FOR REFERENCE:

- Aink Kumar Hai, Customer Relationship Management Concept & Cases Prentice Hall of India Private Limited
- Shangustaram, Customer Relationship Management, Prentice Hall of India Private Limited
- Kaushik Mukherjee. Customer Relationship Management, Prunicu Hall of India Private Limited

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA. AV.5.5		
Name of the Course: Entrepreneurship Development		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> a) Learn about the foundation of Entrepreneurship Development and its various dimensions b) Understand the various nuances of formation, role of SSIs and other related aspects like challenges faced by SSIs c) Understand various steps involved in starting a small business venture and to explore marketing methods & new trends in entrepreneurship d) Explore entrepreneurial skills and management function of a company with special reference to SME sector. e) Familiarise with various financial and non financial assistance and incentives offered to SSIs 		
Syllabus:		Hours
Module No. 1: Entrepreneurship		10
Introduction-Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise- Functions of Entrepreneur-Factors influencing Entrepreneurship- Pros and Cons of being an Entrepreneur-Qualities of an Entrepreneur-Types of Entrepreneur		
Module No. 2: Small Scale Industries		12
Meaning & Definition-Product Range-Capital Investment-Ownership Patterns-Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems-Policies Governing SSI's		
Module No. 3: Formation of Small Scale Industry		14
Business opportunity, scanning of environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture; location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project- Financial. Technical, Market and Social feasibility study		
Module No. 4: Preparing the Business Plan (BP)		10
Meaning-importance-preparation-BP format; Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical and Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP		
Module No. 5: Project Assistance		10
Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI-Non-financial assistance from DIC, SISI, AWAKE, KVIC- Financial incentives for SSI's and Tax Concessions-Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance-Industrial Estates; Role and Types		

Skill Development Activities:

1. Prepare a letter to the concerned authority-seeking license to the SSI Unit, you propose to start
2. Develop an imaginary business plan relating to the SSI you propose to start
3. List out the financial and non financial assistance available to SSIs
4. Prepare a chart showing tax concessions offered to SSIs

BOOKS FOR REFERENCE:

- Vasanth Desai, Management of Small Scale Industry, HPH
- Mark.J.Dollinger, Entrepreneurship-Strategies and Resources, Pearson Edition

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA. AV. 5.6(A) Vocational		
Name of the Course: Information Technology for Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> a) Understand the fundamentals of information technology b) Understand usage of information technology in business. c) Learn core concepts of computing and modern systems d) Applications of Excel and SQL. e) Awareness about latest information. 		
Syllabus:		Hours
Module No. 1: Information Technology and Information System		10
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
Module No. 2: Subsystems of Information System		12
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module No. 3: Database Management System		14
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access		
Module No. 4: Microsoft Excel in Business		14
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions		
Module No. 5: Recent Trends in IT		06
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.		

Skill Developments Activities:

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table 23
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

BOOKS FOR REFERENCE:

- Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
- Uma G. Gupta, "Management Information Systems – A Management Perspective", Galgotia publications Pvt., Ltd., 1998.
- Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
- C.S.V.Murthy: Management Information Systems, HPH
- Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
- Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
- Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
- Introduction to Database Systems, CJ Date, Pearson
- Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition. 10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
- Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition. 12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
- Introduction to Database Systems, C.J.Date Pearson Education
- Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
- Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
- Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA. AV. 5.6(B) Vocational Name of the Course: Digital Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Gain knowledge on Digital Marketing, Email marketing and Content marketing. b) Understand Search Engine Optimization tools and techniques c) Gain skills on creation of Google AdWords & Google AdSense d) Gain knowledge on Social Media Marketing and Web Analytics. e) Gain knowledge on YouTube Advertising & Conversions. 		
Syllabus:		Hours
Module No. 1: Introduction to Digital Marketing		12
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
Module No. 2: Search Engine Optimization (SEO)		10
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
Module No. 3: Google AdWords & Google AdSense		12
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types, Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto, Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads, Reviewing the AdSense dashboard, Running AdSense reports and custom reports, exporting data, Reviewing payee and account settings.		
Module No. 4: Social Media Marketing (SMM) & Web Analytics		12
Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs the ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout, Basic Reporting, Basic		

Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, making better decisions, Common mistakes analysts make.	
Module No. 5: YouTube Advertising (Video Ads) & Conversions	10
YouTube Advertising (Video Ads): YouTube advertising? Why should one advertise on YouTube? Creating YouTube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up ConversionTracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversionoptimizer.	

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

BOOKS FOR REFERENCE:

- Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic by Ian Dodson
- Internet Marketing: a practical approach By Alan Charlesworth
- Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA. AV.6.1 Name of the Course: Crew Resource Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand the basic concept of crew resource management b) Evaluate the objectives of CRM training c) Get the overview of human error during flight operations and its managerial skills d) Describe the duties and responsibilities of cockpit and cabin crew e) Learn the various skills required for a safe flight operation 		
Syllabus:		Hours
Module No. 1: Introduction to CRM		14
Introduction – Abbreviations – Definitions – Objectives of Crew Resource Department – CRM Definition – Cognitive Skills – Recall – Mnemonic Devices – Schema – Cognitive Flexibility – Interpersonal Skills – Factors Affecting Individual Performance – CRM Training – Crew Management System – Core Elements of CRM.		
Module No. 2: CRM Training		12
CRM Standards & Trainings – Objectives of CRM Training – Cabin Emergency Situations – Emergency Systems & Equipment in the Cabin – Cabin Crew Training Programme – FDTL – Medical Assistance in-flight.		
Module No. 3: Error Management & Other General Information		10
Error Management – SMS – Steps involved in Safety Assessment Process – Risk Management Process – Fatigue Risk Management System (FRMS) – Carriage of Duty-Free Items – Death on-board an Aircraft – Hand Baggage Size & Weight Requirements		
Module No. 4: Qualification, Duties & Responsibilities		10
Trainee Cabin Crew Qualification – Base Managers – Cabin Supervisor – Pilot-In-Command – Cabin Supervisor – Duties & Responsibilities. CRM for Cabin Crew – Flight Deck Crew –Instructor Requirements – Accreditation – Revalidation Criteria.		
Module No. 5: CRM SKILLS		10
Facilitation Skills – Crew Co-ordination – Crew Communication – Crew Leadership – Crew Performance Assessment – General Declaration (G.D) – Importance & its indications – ARC		

Skill Development Activities:

1. Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
2. Analyze the skills required for crew members during flight operations.
3. Discuss the duties and responsibilities of cockpit crew.
4. Case study on air accident due to human error.

BOOKS FOR REFERENCE:

- Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose an Academic Press, 2010

Name of the Program: Bachelor of Business Administration – Aviation Management
Course Code: BBA.AV.6.2

Name of the Course: Income Tax – II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will:		
a) Understand the procedure for computation of income from business and other Profession. b) Ability to compute capital gains. c) Compute the income from other sources. d) Demonstrate the computation of total income of an Individual. e) Comprehend the assessment procedure and to know the power of income tax authorities.		
Syllabus:		Hours
Module No. 1: Profits and Gains of Business and Profession		18
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
Module No. 2: Capital Gains		10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long-term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.		
Module No. 3: Income from other Sources		10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.		10
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.		
Module No. 5: Assessment Procedure and Income Tax Authorities		08
Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.		

Skill Development activities:

1. Mention the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. List any 6 deductions available under section 80
5. Prepare a format for computation of taxable income and tax liability of an individual assessee

BOOKS FOR REFERENCE:

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana.
- Bhagawathi Prasad, Direct Taxes

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA.AV.6.3 Name of the Course: International Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand the concept of International Business. b) Differentiate the Internal and External International Business Environment. c) Understand the difference MNC and TNC d) Understand the role of International Organisations in International Business. e) Understand International Operations Management. 		
Syllabus:		Hours
Module No. 1: Introduction to International Business		12
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.		
Module No. 2: International Business Environment		12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Module No. 3: Globalization		12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
Module No. 4: Organizations Supporting International Business		10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
Module No. 5: International Operations Management		10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).		

Skill Development Activities:

1. Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
2. List any two Indian MNC's along with their products or services offered.
3. Prepare a chart showing currencies of different countries
4. Collect and paste any 2 documents used in Import and Export trade.

BOOKS FOR REFERENCE:

- Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.
- Francis Cherunilam; International Business, Prentice Hall of India
- P. SubbaRao – International Business – HPH
- Sumati Varma. (2013). International Business (1st edi), Pearson.
- Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.
- International Business by Daniel and Radebaugh –Pearson Education

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA. AV.6.4		
Name of the Course: Airport Infrastructure & Operations		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
a) Understand and explain the types of airports and its various components		
b) Know the functions of various airport organizations and associations		
c) Study the importance of different airport surveys done before the airport construction		
d) Gain knowledge about the airport facilities and components of airside and landside		
e) Analyze the various communication systems used for the safe operation of flights		
Syllabus:		Hours
Module No. 1: Introduction		10
History & Development – Classification of Airports – Domestic – International – Greenfield – Brownfield – Airport Master Plan – Components Size – ATZ – Control Zone – Rule 11 of The Rules of the Air Regulations 2015 – Components Size – Turning Radius – Aircraft Characteristics		
Module No. 2: Airport Organizations and Associations		12
Airports Council International – ACI Safety – Airport Service Quality – Airports Authority of India Airport Designation & Naming – Air Transport’s Impact on Business Operations – Environmental Concerns & Sustainability – Safety Management		
Module No. 3: Airport Planning and Surveys		12
Introduction – Airport Planning – Airport Surveys – Objectives of Survey – Types of Surveys – Runway Length & Width – Factors affecting basic runway length – Sight Distance – Wake Turbulence – Taxiways & Taxi lanes – Aprons – Types of Aprons		
Module No. 4: Airport Facilities & Sections		12
Components of Airside & Landside – Space Relationships & Area Requirements – Vehicular Traffic & Parking at Airports – Airport Lounge – Airport Duty Free – Forex – Gate Capacity – Factors affecting capacity – Catering Services – CIQ – SMS & ERP – Airport Hygiene & Public Health Concerns		
Module No. 5: Communication Systems		10
Air Traffic Control – Functions – Ground Control – Tower Control – CNS – Meteorological Services – AOCC – Weather Observations – Navigational Aids – Environmental Concerns & Sustainability – Airport Revenue		

Skill Development Activities:

1. Prepare the design of an international airport
2. Evaluate the aircraft characteristics
3. Discuss the various components of airside and landside of an airport
4. Identify the benefits of implementing SMS.

BOOKS FOR REFERENCE:

- Airport Planning and Management by Alexander T. Wells and Seth B. Young
- Introduction to Air Transport Economics: From Theory to Applications by Bijan Vasigh, Ken Fleming, and Thomas Tacker
- The Airport Business by Rigas Doganis
- Airport Engineering: Planning, Design, and Development of 21st Century Airports by Norman J. Ashford, Saleh Mumayiz, and Paul H. Wright
- Airport Operations by Norman J. Ashford, Pierre Coutu, and John R. Beasley
- Managing Airports: An International Perspective by Anne Graham

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA.AV.6.5		
Name of the Course: Quality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> a) Understand the importance of quality in organisations b) Comprehend the different quality management systems and tools c) Understand the importance of quality control in supply chains d) Evaluate the vendor quality and supplier certifications e) Have an overall understanding of the quality movement 		
Syllabus:		Hours
Module No. 1: Evolution of Quality Movement		12
Concept of Quality, Quality movement, Philosophies of the gurus - (Edward Deming, Joseph Juran, Genichi Taguchi, Masaki Imai, Philip Crosby) Difference between product and service quality Management approaches to quality improvement - Total Quality Management (TQM- general model), Continuous improvement, Zero defects, Just-In-Time (JIT), Lean management, Benchmarking		
Module No. 2: Quality Management Systems, Tools and Cost		12
QMS: Element of Quality Management, Quality management system, principles and benefits Quality Management tools: Pareto Charts, Cause-and-effect diagrams, Process flow charts, Run diagrams, frequency histograms, scatter diagrams, control charts (Mean & Range). Cost of Quality: Preventive, appraisal and failure costs		
Module No. 3: Quality Control		14
Quality Control: Meaning of Quality control, Aspects of Quality Control, Six Sigma - Principles, Benefits and Steps of Six Sigma; Applications of six sigma for quality improvement in organizations; Management Action for Quality Assurance, Activities under Quality Assurance, Quality control measures Process mapping and analysis, Root cause analysis, Continuous improvement methodologies, Kaizen and 5S practices		
Module No. 4: Bench Marking		10
Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, Deming's 14 Points, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.		
Module No. 5: Quality Movement		08
Organisations supporting the quality movement, Quality Standards comparison, and awards (Malcolm Baldrige National Quality Award)- case studies		

Skill Development Activities:

1. Briefly highlight the service quality dimensions as compared to product quality
2. Prepare a cause and effect diagram for a defective product of a company.
3. List out the criteria for evaluating vendor quality
4. Study the Malcolm Baldrige national quality awards and highlight the pillars of MBA.
5. Briefly Highlight the uses of Six sigma

BOOKS FOR REFERENCE:

- David N, Burt, Donald W. Dobler, Stephen L. Starling, "World Class Supply Management- A Key to Supply Chain Management", Tata McGraw Hill Publishing Company Ltd., New Delhi.
- Robert Monczka, Robert Trent, Robert Handfield, "Purchasing and Supply Chain Management, 2nd Edition, Thomson South Western.
- David Simchi-Levi, Philip Kamiusky, Edith Simchi Levi, "Designing & Managing the Supply Chain", Tata McGraw Hill
- Essentials of Supply Chain Management – Dr. R.P. Mohanty&Dr. S.G. Deshmukh, Jaico Publishing House
- Rahul V Altekar, "Supply Chain Management- Concepts and Cases", PHI.Pvt. Ltd.
- Production Management – L.C. Jhamb, EPH
- James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
- Janakiraman. B and Gopal .R.K., "Total Quality Management - Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
- Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
- ISO9001-2015 standards

Name of the Program: Bachelor of Business Administration – Aviation Management Course Code: BBA.AV.6.6(A) Vocational Name of the Course: Goods and Services Tax		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Comprehend the concepts of Goods and Services tax. b) Understand the fundamentals of GST. c) Analyse the GST Procedures in the Business. d) Know the GST Assessment and its computation. 		
Syllabus:		Hours
Module No. 1: Introduction to GST		10
Introduction-Meaning and Definition of GST, Objectives, Features, Advantages and Disadvantages of GST, Taxes subsumed under GST, Structure of GST (Dual Model) - CGST, SGST and IGST. GST Council, Composition, Powers and Functions. CGST Act,2017-Feature and Important definitions.		
Module No. 2: GST Registration and Taxable Event		10
Registration under GST provision and process. Amendment and cancellation of registration, Taxable event -Supply of goods and services-Meaning, Scope and types- composite supply, Mixed supply. Determination of time and place of supply of goods and services. Levy and collection of tax. List of exempted goods and services- Problems.		
Module No. 3: Input Tax Credit		12
Input Tax Credit - Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input tax, Reverse Charge Mechanism, tax invoice, Problems on input tax credit.		
Module No. 4: GST Assessment		12
Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self- Assessment, Summary and Scrutiny. Special Provisions. Taxability of E-Commerce, Anti- Profiteering, Avoidance of dual control- issues in filing of returns, monthly collection targets, GST Council meetings.		
Module No. 5: Valuations of Goods and Services Under GST		12
Introduction to Valuation under GST, Meaning and Types of Consideration: a) Consideration received through money; b) Consideration not received in money; c) Consideration received fully in money, valuation rules for supply of goods and services: 1) General Valuation Rules; 2) Special Valuation Rules; Other cases for valuation of supply, imported services, imported goods, valuation for discount. Transaction Value: Meaning and conditions for transaction value, inclusive transaction value, and exclusive discount excluded from transaction value. Problems on GST.		

Skill Developments Activities:

1. Prepare a tax invoice under the GST Act.
2. Write the procedure for registration under GST.
3. Prepare a chart showing rates of GST.
4. Compute taxable value and tax liability with imaginary figures under CGST, SGST and IGST.
5. List out the exempted Goods and Services under GST.

BOOKS FOR REFERENCE:

- V.S.Datey, Goods and Services Taxes, Taxman.
- Sathpal Puliana, M. A. Maniyar, Glimpse of Goods and Service Tax, Karnataka Law Journal Publications, Bangalore.
- Pullani and Maniyar, Goods and Service Tax, Published by Law Journal, Bangalore.
- H.C. Mehrotra and V.P. Agarwal, Goods and Services Tax.
- H.C. Mehotra and S.P. Goyal, Goods and Services Tax.
- Ghousia Khatoon, C.M. Naveen Kumar and S.N. Venkatesh, Goods and Services Tax, Himalaya Publishing House, Bangalore.
- R.G. Saha, S.K. Podder and Shruthi Prabhakar, Fundamentals of GST and Customs Act, Himalaya Publishing House.
- G. B. Baligar, Goods and Services Tax, Ashok Prakashan, Hubli.

Name of the Program: Bachelor of Business Administration – Aviation Management		
Course Code: BBA.AV.6.6(B) Vocational		
Name of the Course: Enterprise Resource Planning		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
<ul style="list-style-type: none"> a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments. b) Integrate and automate the business processes and shares information enterprise-wide. c) Explore the significance of ERP to provide a solution for better project management. d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment e) Understand the issues involved in design and implementation of ERP systems. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ERP		10
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP		
Module No. 2: ERP RELATED TECHNOLOGIES AND MODULES		12
Business Process Re- engineering – Product life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management.		
Module No. 3: ERP IMPLEMENTATION		12
ERP Implementation Life cycle – Transition strategies-ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team		
Module No. 4: ERP POST IMPLEMENTATION		12
Success and Failure factor of ERP implementation–ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.		
Module No. 5: FUTURE DIRECTIONS IN ERP		10
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels-Latest ERP Implementation Methodologies - ERP and E- business.		

Skill Development Activities:

1. State the steps and activities in the ERP life cycle
2. Develop a process of driven thinking towards business process.
3. Demonstrate a good understanding of the basic issues in ERP systems.
4. Any other activities, which are relevant to the course.

BOOKS FOR REFERENCE:

- Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007.
- Joseph A Brady, Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning",
- Thompson Course Technology, USA, 2009
- Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004
- Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
- Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System,
- Wiley India, 2009
- Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.