

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - CO

MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)

B.B.A. Aviation Management (Semester)

Revised Syllabus

CHOICE BASED CREDIT SYSTEM

**(This will be effective from the academic year 2018-2019)
Regulations, Scheme of Examination**

1. INTRODUCTION OF THE PROGRAMME

The Bachelor of Business Administration (Aviation Management) programme is offered by this university to provide developmental avenue for working personnel and professionals for acquiring management qualifications to upgrade and refine their managerial skills, capabilities, and orientation. Also it aims to impart lifelong learning opportunities to the learners to take up career in junior and middle level positions in Airport Management Organizations. The Programme offered by the university are useful and geared to fulfill identified gaps in the Airport Industry.

2. ELIGIBILITY FOR ADMISSION:

Candidates seeking admission to the BBA (Aviation Management) degree course must have passed the Higher Secondary Examination of the Government of Tamilnadu with Commerce and Accountancy as subjects or as its equivalent examination.

2.1. Duration of the Programme : 3 Years

2.2. Medium of Instructions : English

3. OBJECTIVES OF THE PROGRAMME:

The objective of the BBA (Aviation Management) degree program is to prepare the higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in commercial aviation organizations, after an initial spell of practical experience in their career. It is therefore, advisable to organize the instruction on the lines of professional

courses. Participative methods of instruction should be adopted. Class work may be supplemented with field study report for enhancing their research interests.

4. OUTCOME OF THE PROGRAMME

At the end of the three year Bachelors in Business Administration (Aviation Management) program, students would gain a thorough grounding in the fundamentals of business management in the Aviation Industry context. The industry and career oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective junior and middle level executives with strong leadership skills and social consciousness.

5. COURSE SCHEME AND SCHEME OF EXAMINATION

SEMESTER I						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	VanikaKadithankal	6	3	25	75	100
	Part II English					
2.	English – I	6	3	25	75	100
	Part III Core Subjects					
3.	Management Process	5	4	25	75	100
4.	Fundamentals of Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Economicsfor Executives	5	4	25	75	100
	Part IV Non Major Electives					
6.	Introduction to Airline and Travel Industry	2	2	25	75	100
	TOTAL	30	20	150	450	600
SEMESTER II						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part I Tamil/Alternate Subject					
1.	AluvalakaMelanmai	6	3	25	75	100
	Part II English					
2.	English – II	6	3	25	75	100
	Part III Core Subjects					

3.	Environment of Business	5	4	25	75	100
4.	Management Accounting	6	4	25	75	100
	Part III Allied Subjects					
5.	Money and Banking	5	4	25	75	100
	Part IV Non Major Electives					
6.	Fundamentals of Entrepreneurship	2	2	25	75	100
	TOTAL	30	20	150	450	600

SEMESTER III

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Legal Aspects of Aviation Industry	5	4	25	75	100
2.	Financial Management	5	4	25	75	100
3.	Computer Application for Aviation	5	4	25	75	100
4.	Organizational Behaviour	5	4	25	75	100
	Part III Allied Subject					
5.	Mathematics for Aviation	6	5	25	75	100
	Part IV Skill Based Subjects					
6.	Salesmanship and Buyer Behaviour	2	2	25	75	100
7.	Personality Development	2	2	25	75	100
	TOTAL	30	25	175	525	700

SEMESTER IV

S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Logistics for Aviation Industry	5	4	25	75	100
2.	Marketing Management	5	4	25	75	100
3.	Information Management	5	4	25	75	100
4.	Human Resources Management	5	4	25	75	100
	Part III Allied Subject					
5.	Statistics for Aviation	6	4	25	75	100
	Part IV Skill Based Subjects					
6.	Interview Skills	2	2	25	75	100
7.	Presentation Skills	2	2	25	75	100
	Part V Extension Activities	0	1	25	75	100
	TOTAL	30	25	200	600	800

SEMESTER V						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Operations Management for Aviation	5	4	25	75	100
2.	Air Traffic Control	5	4	25	75	100
3.	Air Transport Safety and Security	5	4	25	75	100
4.	Airlines Insurance	5	4	25	75	100
	Part III Allied Subject					
5.	Institutional Training and Report	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Leadership and Communication Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Environmental Studies	2	2	25	75	100
	TOTAL	30	25	175	525	700
SEMESTER VI						
S.No.	Subjects	No. of Hours	No. of Credits	Internal Marks	External Marks	Total
	Part III Core Subjects					
1.	Retail Management	5	4	25	75	100
2.	Services Marketing for Aviation Industry	5	4	25	75	100
3.	Aircraft Maintenance Management	5	4	25	75	100
4.	Strategic Management for Aviation	5	4	25	75	100
	Part III Allied Subject					
5.	Project Report	6	5	25	75	100
	Part IV Skill Based Subject					
6.	Employability Skills	2	2	25	75	100
	Part IV Mandatory Subject					
7.	Value Education	2	2	25	75	100
	TOTAL	30	25	175	525	700
	GRAND TOTAL	180	140	1025	3075	4100

NOTE: Those Students, who have not studied Tamil as a language in their Higher Secondary Course, may be exempted and allowed to write the Part – I papers: “VanikaKadithankal” (I Semester) and “AluvalagaMelanmai” (II Semester) in English also.

6. SCHEME FOR EVALUATION

Internal marks:

The pattern for internal valuation is as follows:

1. two tests – 10 marks each: average 10 marks
2. Group Discussion / Seminar / Quiz – 5 marks
3. 2 assignments; 5 mark each: average 5 marks
4. Peer teaching: 5 marks
5. 3rd test may be allowed for absentees of any one of the two tests.
6. If the college opts quiz, 2 Quizzes should be conducted and average has to be considered.

Criteria for passing in External:

1. A minimum of 27 Marks should be secured in external valuation out of 75
2. The sum of both external and internal should be a minimum of 40 out of 100 for a pass
3. The Grading system for passing will be given by university as per the norms instead of marks.

7. EXAMINATION PATTERN

B.B.A. Degree Course (Including Part I and Part II Papers)

Each Semester =15 Weeks

Each Paper 5 units

Question Paper Pattern

Total Marks=75 Marks

Section A

10 Multiple Choice Questions, 2 Questions from each Unit

10x1=10 Marks

Section B

5 Questions from each unit 'Either' 'Or' type

5x7=35 Marks

Section C

Answer any three Questions out of Five Questions, one question from each unit

3x10=30 Marks

8. QUESTION PAPER PATTERN

Time:3 Hours

Max.marks:75

Section A: (10x1=10 Marks)

Question No. 1 to 10 (Multiple choices)

1. Two questions from each unit.
2. Four choices in each question.
3. No 'none of these' choice.

Section B: (5x7=35 Marks)

Answer all questions choosing either (a) or (b)

Answers not exceeding two pages.

(One question from each unit) 11 (a) or 11 (b)

12 (a) or 12 (b)

13 (a) or 13 (b)

14 (a) or 14 (b)

15 (a) or 15 (b)

Section C: (3 x 10 = 30 Marks)

Answers not exceeding four pages

Answer any three out of five (one question from each unit)

Questions 16 – 20

9. SYLLABUS

பருவம் I- பகுதி I

தாள் - 1 - வணிகக் கடிதங்கள்

நோக்கம்:

இப்பாடத்தின் மூலம் வணிகக் கடிதங்களின் தேவை, கடித வகைகள், வியாபாரக் கடிதங்கள், விசாரணை கடிதங்கள், அரசுத்துறை மற்றும் பொதுசேவை கடிதங்கள், வங்கிக் கடிதங்கள், மற்றும் வேலை வேண்டி விண்ணப்பக் கடிதங்கள் ஆகியவற்றை பற்றி அறிய முடியும்.

விளைவு:

இப்பாடத்தின் விளைவாக மாணவர்கள் வணிக சூழல்களில் கடிதங்கள் எழுதும் திறன் படைத்தவராகத் திகழ்வார்கள்.

அலகு: வணிகக் கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிக கடிதங்களின் அடிப்படைக் கூறுகள் - வணிக கடிதங்கள் பொது அமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்.

அலகு: வியாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையூறுக்கள் - "ஆணையூறு நிறைவேற்றுதல்" - சரக்கு பெற்றுக் கொண்டதை உறுதி செய்தல்.

அலகு: வணிகர் விசாரணை கடிதங்கள் - வியாபார விசாரணை மற்றும் வங்கி விசாரணை - புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகை நினைவுறுத்தல் - வசூல் செய்தல் - கணக்கை நேர் செய்தல்.

அலகுIV:சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரசுத்துறை மற்றும் பொதுசேவை அமைப்பு சார்ந்த கடிதங்கள்.

அலகுV:வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலை வேண்டி விண்ணப்பக் கடிதம் - பத்திரிக்கை ஆசிரியருக்கு கடிதங்கள்.

குறிப்பு: வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book

அன்பழகன் ராமர் 2013 வணிகக் கடிதங்கள், kkkkkkமெரிடப்பளிகேஷன்ஸ்,மதுரை.

Reference Books:

1. ராஜேந்திரன். எஸ், 2008, வணிகக் கடிதங்கள், பாவையப்பளிகேஷன்ஸ்,சென்னை.
2. Commercial Correspondence & Office Management – R.S.N. Pillai&Bahavathi
3. Business Communication – by Sharma Gupta – Kalyani Publishers

SEMESTER I – CORE COURSE – 1 PAPER – 3 –MANAGEMENT PROCESS

Objective:*To enable the students to understand the fundamental principles of managementanalyse the role of planning and decision making in business comprehend the various principles and structures in organising keep abreast the concepts of staffing and directing in management and apply the principles and techniques of controlling in business situations*

Outcome:*On completion of the paper, the student will have developed and shall express planning, organizing, directing and controlling skills in interpersonal situations.*

Unit I:Management: Nature and definition–Function of management –Management: Art, Science and profession. Admission Vs Management. Functional Areas of Management– Managerial skills, Technical skills, Human and Conceptual skills, Levels of Management: Top–level, Middle level and lower level.

Unit II:Evolution of Management:F.W. Taylor and scientific management, Contribution of Fayol, Planning-Definition, Importance and Characteristics. Planning process–Types of plans–Merits and limitations of planning–Decision making –meaning, process and types.

Unit III:Organizing: Meaning, Definition and principles, organization structure and charts- Features of good organization: Line, Functional, line and staff, committee–Merits and

Demerits of line and line staff, Departmentation–process and methods. Delegation of authority Definition Need and principles. Centralization and Decentralization–Merits and Demerits.

Unit IV: Staffing: Meaning – Recruitment – Selection – Directing–meaning, Importance, Principles.

Unit V: Control: Meaning, Nature, Importance and Principles, Steps and Techniques, Requirement of an Effective control system.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

Gupta, C.B., 2014, Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Prasad, L.M., 2015, Principles and Practice of Management, Eighth Edition Reprint, Sultan Chand & Sons, New Delhi.
2. Tripathi, P.C., 2017, Principles of Management, Sixth Edition, McGraw-Hill Education, New Delhi.
3. Mitra, J.K., 2017, Principles of Management, Oxford University Press, New Delhi.

**SEMESTER I – CORE COURSE – 2
PAPER – 4 – FUNDAMENTALS OF ACCOUNTING**

Objectives: *To enable the students develop conceptual understanding of the basic accounts system through book-keeping mechanism and to prepare financial statement*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various accounting concepts and prepare Ledgers, Trial Balance, and Balance Sheets.*

Unit I: Book Keeping: Meaning – Systems. Accountancy: Meaning – Objectives – Importance – Advantages & Limitations. Accounting concepts and conventions. Kinds of Accounts.

Unit II: Journal: Rules for journalizing – Subsidiary Journal – Purchase book, Sales book, Returns book, Cash book and Petty cash book. Ledger – Preparation of Trial Balance.

Unit III: Final accounts (Accounts of trading concerns): Format of final accounts – Elementary problems with simple adjustments – Capital expenditure, Revenue expenditure and Deferred Revenue Expenditure – Meaning and distinction.

Unit IV: Depreciation: Meaning – Causes and need. Methods of depreciation: Straight Line Method – Written down Value Method (Simple problems only) – Depreciation fund method, Annuity method (Theory only)

Unit V: Accounts of Non-Trading concerns: Receipts and Payments Account – Income and Expenditure Account and Balance sheet.

Note: Questions must be asked 60% on problems & 40% on theory.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

Jain, S.P., Narang, K.L., 2014, Financial Accounting, Twelfth Edition, Kalyani Publishers, Ludhiana.

Reference Books:

1. Reddy, T.S., Murthy, A., 2012, Financial Accounting, Seventh Edition, Margham Publications, Chennai.
2. Shukla, M.C., Grewal, T.S., & Gupta, S.C., 2014, Advanced accounts Volume I, Revised Edition, S.Chand, New Delhi.
3. Maheswari, S.N., & Maheswari S.K., 2012, Financial Accounting, Fifth Edition, Vikas Publishing House Pvt Ltd., New Delhi.

**SEMESTER I – ALLIED COURSE – 1
PAPER – 5 –ECONOMICS FOR EXECUTIVES**

Objectives: *To enable the students understand about Business Economics by learning the fundamental concept of business economics, responsibilities of business economist, law of demand and competition prevail in the market.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various terms in Economics and infer demand analysis and demand forecasts.*

Unit I: Business Economics: Meaning – Nature and scope of Business Economics – Economics verses Business Economics – Fundamental Concepts – Role and responsibility of Business Economist – Objectives of a modern business firm.

Unit II: Demand Analysis: Law of demand – Demand determinants – Demand distinctions – Elasticity of demand – Measurement of price elasticity of demand – Factors determining elasticity of demand – Uses of Elasticity of demand.

Unit III: Demand Forecasting: Meaning. Objectives, importance and factors involved in forecasting. Methods of forecasting – Features of a good forecasting method.

Unit IV: Market Structure:Classification- perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic competition.

Unit V: Profit Analysis: Nature of profit. Profit planning. Break Even Analysis – Concepts, uses and limitation. Profit forecasting.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

Sankaran.S, 2012, Managerial Economics, Margham Publishers, Chennai.

Reference Book:

1. Varshney,R.L and Maheswari. K.L., 2014, Managerial Economics,SultanChand& Sons, New Delhi.
2. YogeshMaheswari, 2013, Managerial Economics, Third Edition, PHI Learning, New Delhi.
3. DebabraDutta, 2017, Managerial Economics, PHI Learning, New Delhi.

**SEMESTER I – NON-MAJOR ELECTIVE COURSE 1
PAPER - 6 - INTRODUCTION TO AIRLINE AND TRAVEL & SHIPMENT**

Objective: *To enable the students with an understanding of the basic principles, kinds and nature of airlines travel.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various terms related to airline and shipment and develop elementary understanding of aviation industry.*

Unit I: Commercial aviation-air taxi operations-Private operations-airport handling- Functions of IATA-ICAO – aims and objectives- IATA geography and global indicators.

Unit II: Airlines terminal management- airline operational management-Domestic international departure formalities- Security check-In hand baggage screening- Personal frisking-boarding the plane, ground announcements- Handling of delayed flight-disruptive flights-Ramp handing & ramp safety – procedure.

Unit III: Travel documents –password – visa-Tim-currency regulations-IATA rate of exchange- Banker’s buying rate-banker’s selling rate-currency conversion- Departure control system-ATC.

Unit IV: Travel agent management-travel partners- IATA approved travel agency appointment and control- Bank guarantee-IATA billing and settlement plan- Credit period – customer service-service provider- Training and development of travel agent – GDS.

Unit V: Tourism Management- Domestic and International Tourism- Discover India - Government Regulations on Tourism Management- Exploring New Destinations-Foreign Currency Earner.

Note: Unit V is earmarked for Peer-Student Teaching.

Reference Books:

1. IATA manual on diploma in travel & tourism management.

பருவம் II – பகுதி I
தாள் – 2 – அலுவலக மேலாண்மை

நோக்கம்:இப்பாடத்தின் மூலம் நவீன அலுவலகத்தின் அமைப்பு முறைகள், அலுவலக வளமை தயாரித்தல், அலுவலக இடவசதியை எவ்வாறு பயன்படுத்துவது, பணியை எளிதாக்குவது, கோப்பிலிடுதல், அலுவலக இயந்திரங்களின் தேவைகளை எளிதாக்குவது, கோப்பிலிடுதல், அலுவலக இயந்திரங்களின் தேவைகள், அறிக்கைகளின் வகைகள் ஆகியவற்றை பற்றி தெரிந்து கொள்ள முடியும்.

விளைவு: இப்பாடத்தினை கற்ப தின் விளைவாக மாணவர்கள் அலுவலகத்தின் அமைப்பு சார் நுணுக்கங்களை வெளிப்படுத்தும் திறன் பெற்று அலுவலக இயந்திரங்களை முறையாக பயன்படுத்தத் தெரிந்தவராகத் திகழ்வார்கள்.

அலகுI:அலுவலக மேலாண்மை - இலக்கணம் - நவீன அலுவலகத்தின் அமைப்பு முறைகள் - நவீன அலுவலகத்தின் இலக்கண செயல்பாடுகள் மற்றும் முக்கியத்துவம் - அதிகாரத்தை பரவலாக்குதல் - அலுவலக வளமை வகைகள் - தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பிடுதல்.

அலகுII:அலுவலக இடவசதி - அலுவலக மனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம் - பணிக்கேற்ற சூழ்நிலை - பணியை எளிதாக்குதல், அஞ்சலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல், தபால்களை கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளி தொடர்பு வாய் மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு பதிவேடுகளை உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலக அறைகள் - படிவக் கட்டுப்பாடு - வடிவமைப்பு - தொடர்பு எழுது பொருள்.

அலகுIII:கோப்பிலிடுதல் - நல்ல கோப்பீடு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்தல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை - கட்டகராதியின் பல்வேறு வகைகள்.

அலகு IV: அலுவலக இயந்திரங்களும் சாதனங்களும் பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களை தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விவரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.

அலகு V: அலுவலக அறிக்கைகள் - அறிக்கைகளின் வகைகள் அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பொது வணிகச் சொற்கள்.

குறிப்பு: வணிக நிர்வாகவியல் ஆசிரியர்கள் மட்டுமே இந்தப் பாடத்தை நடத்தவும் விடைத்தாள் மதிப்பீடு செய்யவும் பரிந்துரைக்கப்படுகிறது.

Text Book

அன்பழகன்&ராமர், 2013, அலுவலகமேலாண்மை, மெரிடப்பள்ளிகேஷன்ஸ், மதுரை.

Reference

1. Commercial Correspondence & Office Management – R.S.N. Pillai&Baghavathi.
2. Office Management – Sharma, Gupta, Kalyani publishers.

SEMESTER II – CORE COURSE – 3 PAPER – 3 – ENVIRONMENT OF BUSINESS

Objectives: *To enable the students understand the business and environment related factors and macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.*

Outcome: *On completion of the paper, the students will be able to recollect and demonstrate the inter- and intra-relationships among the various environmental factors that have bearing with organizations.*

Unit I: Business Environment: Meaning – various environments affecting business – Economic, Socio-cultural, Political and Government, Competitive, Demographic. Physical and Geographical and Technological environments.

Unit II: Business and society: Interface between Business and culture – social responsibilities of business – Meaning and types – Arguments for and against social responsibilities – social Audit – Business Ethics.

Unit III: Business and Government: State Regulations on business – New Industrial Policy – Industrial Licensing Policy.

Unit IV: Privatization: Meaning – ways of privatization – Benefits – Arguments for and against privatization – pros and cons of liberalization and globalization – MNC – Merits and Demerits.

Unit V: Business and economic system: Socialism, Capitalism and mixed economy. Impact of economic systems on business. Public sector: Objectives – achievements and failures.

Note: Unit V is earmarked for Peer-Student Teaching.

Text book

Cherunilam, F., 2014, Business Environment Text and Cases, Twentysecond Edition, Himalaya Publishing House, Mumbai.

Reference books:

1. Aswathappa, K., 2014, Essentials of Business Environment, Twelfth Revised Edition, Himalaya Publishing House, Mumbai.
2. Gupta, C.B., 2013, Business Environment, Second Edition, Sultan Chand & Sons, New Delhi.
3. Saleem S., 2012, Business Environment, First Edition, Pearson Education, New Delhi.

**SEMESTER II – CORE COURSE – 4
PAPER – 4 – MANAGEMENT ACCOUNTING**

Objective: *To familiarize the students on various functions of accounting management and practices.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various Accounting terms in Management and demonstrate skills in inferring financial positions of companies and preparing financial statements in managerial context.*

UNIT I: Management Accounting – Meaning, nature, Functions, advantages and disadvantages of Management Accounting, Differences between Management Accounting and Financial accounting - Financial statement Analysis – comparative, common size and Trend Percentages.

UNIT II: Ratio Analysis – Meaning - Merits and demerits – Classification of Ratios – Solvency Ratios - Profitability Ratios - Turnover Ratios and financial Ratios. (Problems only).

UNIT III: Fund Flow Statement – Meaning, merits and demerits – Preparation of fund flow statement – Cash flow statement. (Problems only).

UNIT IV: Marginal costing – Meaning, merits and demerits - Break – Even Analysis – Assumptions - profit volume Ratio – Margin of safety – Fixation of selling price - Make or Buy decision – Key factor - Maintaining a desired level of profit (Simple problems only).

UNIT V: Budgetary control – Meaning – Objectives - Merits and demerits – Classification of budgets –Sales budget – Production budget - Cash Budget - Flexible Budget and Master Budget.

Note: 60% marks for problems and 40% marks for theory.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

Pillai, R.S.N. & Bagavathi.V., 2013, Management Accounting, Fifth Edition Reprint, S.Chand & Co Ltd., New Delhi.

Reference Books:

1. Khan, M.Y., & Jain, P.K., 2013, Management Accounting: Text, Problem, and Cases, Sixth Edition, Tata McGraw Hill Education, New Delhi.
2. Reddy, T.S., 2012, Management Accounting, Second Edition, Vikas Publishing House Pvt Ltd. New Delhi.
3. Maheswari, S.N., Principles of Management Accounting, 2010, Sixteenth Edition, SultanChand Sons, New Delhi.

SEMESTER II – ALLIED COURSE - 2 PAPER – 5 - MONEY AND BANKING

Objective: *To enable the students understand basic transactions of money and banking system in the modern business context in aviation industry.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various terms in Money and Banking, and infer the relevance of Currency and Trade Cycles in Business.*

Unit I: Money: Meaning – difficulties of barter system. Kinds of money – commodity money, metallic money, paper money and credit money. Functions of money-primary, secondary and contingent functions.

Unit II: Gold standard: Definition – types – characteristics – working of gold standard – principles and methods of note issue. India's present currency system.

Unit III: Inflation: Meaning – kinds of inflations – inflationary gap- consequences of inflation – Deflation. Trade cycles; meaning phases of a trade cycle – control of trade cycles.

Unit IV: Commercial Banks: Functions-arguments for nationalization of commercial banks-creation of credit- process- limitations– credit control – methods – RBI – functions.

Unit V : e-Banking: Meaning – Traditional Vs E-Banking – Merits and Demerits – Internet Banking – Debit card – credit card – merits and demerits – Electronic Payments systems – NEFT – ECS – RTGS – Features.

Note: Unit V is earmarked for Peer-Student Teaching.

Text book:

Sundaram, K.P.M. 2009, Money, banking and international trade, Sultan Chand&Sons, New Delhi.

Reference Books:

1. Mithani, D.M. 2014, Money, Banking, International Trade, and Public Finance, Himalaya Publishing House, New Delhi.

SEMESTER II – Non-Major Elective - Course 2
PAPER– 6-FUNDAMENTALS OF ENTREPRENEURSHIP

Objective:*To enable the students to know about entrepreneurship, Role & Qualities of entrepreneur and challenges of women entrepreneur*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various concepts in Entrepreneurship and demonstrate entrepreneurial skills through assimilation of knowledge on entrepreneurial concepts.*

UnitI:Business:Concept&Definition,Role of Business in Indian Economy.Entrepreneurship: Meaning– Types of Entrepreneurs – Role of entrepreneurs– Qualities of an entrepreneur– Traits– Factors affecting entrepreneurial growth.

UnitII:Entrepreneurial Development: Meaning – need– objectives. Entrepreneurial Training: Institutions– Skill Development for Entrepreneurs– Identification of Business Opportunities in the context of Tamil Nadu. Industrial Policies.Women Entrepreneurs; Challenges of women Entrepreneurs.

UnitIII:Micro small and Medium Enterprise: Steps to start a MSME's and SSI– Legal Framework-Licenses.

UnitIV:Role of Promotional Institutions with Special Reference to TIIC,DIC,SIDBI. Credit facilities from Banks.

UnitV:Case histories of successful entrepreneurs.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

1. S.S.Kanka: Entrepreneurial Development, Sultan Chand

Reference Book:

1. C.B.Gupta&N.P. Sreenivasan Entrepreneurial Development,SultanChand.
2. Prasanna Chandra: Project Analysis,Selection.Implementation and Review,Tata McGraw Hill
3. VasanthaDesai:Dynamics of EntrepreneurialDevelopment,Himalaya
4. NirmalK.Gupta: Small Industry-Challenges and Perspectives Anmol Publications
5. VasanthaDesai:Small Scale Industries and Entrepreneurship,Himalaya

SEMESTER – III – CORE COURSE – 5
PAPER – 1 – LEGAL ASPECTS OF AVIATION INDUSTRY

Objective: *To enable the students understand basic knowledge about legal aspects and regulations in the aviation industry context.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to Laws and infer the significance of legal statutes in aviation industry.*

UNIT I: Civil aviation regulations authority- DGCA-Introduction to directorate general of civil aviation- DGCA functions-DGCA Organization-DGCA as regulatory authority.

UNIT II: Aircraft rules- Aircraft act 1934- The aircraft rules 1937.

UNIT III: National legislation- The air corporations act, 1953 (27 of 1953)- The air corporations (transfer of undertakings and repeal) ordinance, 1994(4 of 1994)- The air corporations (transfer of undertakings and repeal) act, 1994 (13 of 1994)- The international airport authority of India Act, 1971(43 of 1971)- The national airports authority of India, 1985(64 of 1985)- The airports authority of India act 1994 (55 of 1994)- The carriage by air act, 1972(69 of 1972)- The Tokyo convention act, 1975 (20 of 1975)- The anti-hijacking act, 1982 (65 of 1975)- The suppression of unlawful acts against safety of civil aviation act,1982 (66 of 1982).

UNIT IV: Civil aviation requirements (CAR)

Section 1-general

Section 2-airworthiness

Section 3-air transport

Section 4-aerodrome standards and air traffic services

Section 5-air safety

Section 6-design standards and type certification

Section 7-flight crew standards and type certification

Section 8-aircraft operations

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

Note: Unit V is earmarked for Peer-Student Teaching.

Reference Books

1. Aircraft manual,C.A.R.Sec.II

SEMESTER – III – CORE COURSE – 6 PAPER – 2 – FINANCIAL MANAGEMENT

Objective: *To enlighten the students on various functions of financial management and practices.*

Outcome:*On completion of the paper, the student will be able to recollect basic terms pertaining to Financial Management and demonstrate decision making skills in Investment, sources of capital, working capital and capital budgeting.*

UNIT I: Financial Management – Definition – Objectives of the firm : Profit maximization Vs wealth maximization – Functions of finance – Financial Decisions – Investment decision – Financing Decision and Dividend decision – Organization of the finance function – Controller Vs Treasurer.

UNIT II: Sources of Capital – Long term, intermediate term and short term – types of securities – Debt, Equity and Preferred Stock. Capital structure – Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT – EPS analysis.

UNIT III: Working capital Management – Concept of working capital – Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Managing cash inflows and cash outflows – Receivables management – Objectives – Credit policy – Credit period (only theory).

UNIT IV: Cost of capital – Meaning and Definition – Significance – Classification of cost- Determination of Cost of Capital – Cost of Debt – Cost of Equity - Cost of Preference Shares - Weighted average cost of capital (Theory & Problems).

UNIT V: Capital budgeting – Techniques – Investment evaluation methods: Payback Period, Accounting rate of return – Net present Value and Internal rate of return (problem on IRR to be excluded). Dividend policy – factors affecting dividend policy – Forms of dividends - Stock dividend and stock split (Theory only).

Note: Question must be asked 40% on theory 60% on problems.

Note: Unit V is earmarked for Peer-Student Teaching.

TEXT BOOK:

Pandey, I.M., 2015, Financial Management, Eleventh Edition, Vikas Publishing House (P) Ltd., New Delhi.

Reference Books:

1. G. Sudarsana Reddy, 2017, Financial Management Principles and Practice, Third Revised edition, Himalaya Publishing House, Mumbai.
2. Prasanna Chandra, 2014, Financial Management – Theory and Practice, Sixth Edition, Tata McGraw Hill, New Delhi.
3. Maheswari, S. N., 2013, Financial Management: Principles and Practice, SilatanChand and Sons, New Delhi.

SEMESTER – III – CORE COURSE – 7

PAPER – 3 – COMPUTER APPLICATIONS FOR AVIATION

Objectives:*To familiarize the students on fundamental concepts of a computer and MS-OFFICE related package.*

Outcome: *On completion of the paper, the students will have gained practice in basic keyboarding and mouse use, word processing skills with Microsoft Word, such as text input and formatting and to include some graphics such as pictures and charts and will be able to access the Internet, use Internet directories and search engines. Learn the basics of e-mail.*

Unit I: Computer: Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Computer Input Devices:Key Board – Mouse – Scanners – Digital Camera – Touch Screen. Output Devices:Monitors – Printers. Storage Devices:Hard Disk – RAM – CD-ROM, Operating Systems: Windows.

Unit II: MS WORD: Menus –Tool bars **Files:** Creating – Opening – Saving – Renaming – Closing.**Paragraph:** Attributes – Moving – Copying – Pasting **Bulleting:** Bullet and Number lists – Nested lists – Formatting lists **Tables:**Draw – Insert – Rows & Columns – Moving– Resizing –Properties. **Page Formatting:** Margins – Page Size & Orientation – Headers and Footers – Page Numbers –Printing.

Unit III: MS EXCEL:Components of EXCEL Opening screen – Building worksheet. Entering data– editing, deleting, copying, moving cells and ranges – adjusting column width and row height – inserting and deleting cells, rows and columns –auto-fill – creating and working with formula – functions in EXCEL – Graphs and Charts: Types and elements.

Unit IV: MS ACCESS: Introduction to Database – Database objects – creating database – Creating tables: creating a table using data sheet, design, view and table wizard – data types – primary key – entering and modifying data in a table – Creating forms: creating auto forms – creating forms using design view and form wizard – entering and editing records in forms – Creating queries: types of queries – creating queries using query wizard – Creating reports: creating auto reports – creating reports using report wizard.

Unit V: Internet – Scope – Uses and advantages - Applications of internet in business – Email - Opening an Email Account– Sending and ReceivingE-mails using internet – Introduction to online shopping.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

VikasGuptha, 2012, Comdex Computer Course Kit, Reprint, Wiley - Dreamtech, New Delhi.

Reference Books:

1. S.V. SrinivasaVallaban,2006,Computer applications in Business, Third edition,Sultan Chand and Sons, New Delhi.
2. Sanjay Saxena, S.Mohan Naidu, Rajneesh, 2016, Computer Application In Management, AgarwalAmit K Kashyap&Vikas Publishing House, New Delhi,
3. Nasib Singh Gill Handbook of Computer Fundamentals, 2016, 1st Edition, Khanna publication.

SEMESTER – III – CORE COURSE – 8
PAPER – 4 – ORGANIZATIONAL BEHAVIOR

Objectives:*To sensitize the students on the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior and to analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to Individual, Group and Organizational Behaviour and demonstrate skills in demonstrating effective behavior in organizational context.*

UNIT I: Introduction to Organizational Behavior: Definition, Importance, features, Scope – various approaches to study of OB – Process of Behaviour - Different models of OB - autocratic, custodial, supportive, collegial.

UNIT II: Group Dynamics – Definition – types of groups - theories of group formation - Formal and Informal Groups – problems of informal groups – group norms – Group cohesiveness – five stages of group development – meaning and nature of group decision making – types – steps – styles – techniques – advantages and disadvantages in group decision making.

UNIT III: Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives – nature of motivation – importance of motivation – techniques to increase motivation - Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory – Alderfer's ERG theory. Morale - Definition - factors improving and affecting morale - morale and its relationship with productivity - Morale Indicators.

UNIT IV: Stress management: Definition - Causes – nature of stress – Sources of stress – Consequences of stress – Managing stress - coping strategies for stress – Individual and organizational approaches.

UNIT V: Organizational change – Meaning, forces for changes – types of changes – managing planned change - planning, assessing and implementing the change – causes of resistance to change – overcoming resistance to change – Organizational development – meaning – characteristics – need – benefits – limitations – steps in OD.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

Khanka, S.S., 2013, Organisational Behaviour, Fourth Edition, S.Chand, New Delhi.

Reference Books:

1. Prasad, L.M., 2014, Organisational Behaviour, Fifth Edition, Sultan & Chand, New Delhi.
2. Luthans, F., 2014 Organisational Behaviour – An Evidence Based Approach, Twelfth Edition, Tata McGraw Hill. New Delhi.
3. Aswathappa K., 2012, Organisational Behaviour, Tenth Edition, Himalaya Publishing House, New Delhi.

**SEMESTER – III – ALLIED COURSE – 3
PAPER – 5 – MATHEMATICS FOR AVIATION**

Objectives:

To familiarize the students with basic methods of Analytical Geometry, Set theory, Business Calculus, and their basic applications in practice, and enable them to connect the acquired knowledge and -skills with practical problems in economics

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various terms and formulae pertaining to Analytical Geometry, Set theory, Business Calculus and demonstrate skills in solving simple problems in Business Mathematics.*

Unit I: Analytical Geometry – Distance between two points in a plane – Slope of a straight line – Equation of a straight line – Point of intersection of two lines – Cost P/O curves – Demand & Supply curves – Break even analysis.

Unit II: Sets – Basic concepts- Types – Subsets-Operation on sets –Venn diagram – Laws of sets - applications .

Unit III: Matrices – Basic Concepts – Addition of Matrices – Scalar and Matrix Multiplication- Inverse – Solution of a system of Linear equations-Matrix inversion technique, Cramer's rule.

Unit IV: Differential calculus – Limit – Continuity – Related Variables – Average and Marginal Concept – Differential Co-efficient – Standard Forms – Differentiation: Concept and rules – Higher order derivatives – Increasing and decreasing functions – Criteria for Maxima and Minima – Applications.

Unit V: Percentages – Discount – Trade Discount – Cash Discount – Simple and compound Interest – True and Bankers Discount.

Note: 80% of the Questions must be problems and 20% of the Questions must be theory.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

V.Sundaresan, S.D.Jeyaseelan, 2015, An Introduction to Business Mathematics, Reprint, S.Chand and Co., Ltd. New Delhi.

Reference Books:

1. D.C.Sancheti, V.K.Kapoor, 2014, Business Mathematics, 11th edition, Reprint, Sultan Chand and sons New Delhi.
2. JK. Sharma, 2009, Business Mathematics Theory And Applications, 13th Edition, ANE Books, New Delhi.

SEMESTER – III – Skill Based Course 1
PAPER – 6 – SALESMANSHIP AND BUYER BEHAVIOUR

Objective: *The aim of this subject is to create awareness on product knowledge, knowledge of prospective buyers and all the market efforts of an enterprise through personal selling.*

Outcome: *On completion of the paper, the student will be able to recollect basic terms pertaining to Salesmanship and demonstrate sales skills in prospecting, attending customers, and closing sales.*

Unit I: Salesmanship –Introduction–Personal selling–Definition – Nature of salesmanship – Importance of salesmanship –scope of salesmanship.

Unit II: Salesman–Essential elements of a successful salesman–Qualities of a salesman – Types of selling jobs–Classification of salesman.

Unit III: Knowledge of products: Importance of product knowledge–Buying motives – Types–Importance.

Unit IV: Knowledge of customers –classification of customers –selling process.

Unit V: CRM–Meaning and significance –Types –CRM process–Benefits.

Note: Unit V is earmarked for Peer-Student Teaching.

Text books:

1. BholanathDutta and Dr. Girish.C. – I edition – 2011-Himalaya Publishing House.

Reference Books:

1. How to Develop Personality and – MittalAgarwal
2. How to Develop Effective Presentation — Prakash shah.
3. Steps to Success –CHIKSHU.

SEMESTER – III – Skill Based Course 2
PAPER – 7– PERSONALITY DEVELOPMENT

Objectives:*To surface the students' personality through learning of personality traits, self confidence, self management and transactional analysis.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to personality and demonstrate skills in effective behavior in interpersonal context.*

Unit I: Managerial Personality:Definition of personality – basics of personality – determinants of personality – development of personality – theories of personality.

Unit II: Personality Traits:Definition – Nature and importance of perception. Factors influencing the perception, Factors influencing the perception.

Unit III: Self Development: Self-awareness – self-confidence – mnemonics – goal setting – time management and effective planning. Human growth and behavior.

Unit IV: Self Management:Stress management – meditation and concentration techniques – self hypnotism – self acceptance and growth.

Unit V: Transactional Analysis:Id – Ego – Super ego – Transactions – Life position – winners and losers – Interpersonal Relation.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

J.M.Patel, Personality Development, Vista Publisher, Mumbai.

Reference Books:

1. S.P.Sharma, A youngster guide to Personality Development, V& S Publishers, F-2/16, Ansari Road, Daryaganj, New Delhi.
2. B.Elizabeth and Hurluck, Personality Development, McGraw Hill, New Delhi.
3. S.R.Khan, Personality Development, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi.

SEMESTER – IV – CORE COURSE – 9
PAPER 1 - LOGISTICS FOR AVIATION MANAGEMENT

Objectives: To enhance the students' understanding of logistics and facilitate the analysis of logistic modes.

Outcome: On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to logistics and demonstrate skills in effective logistic decisions in aviation context.

UNIT – I Introduction: Logistics management: Definition, scope, functions, and objectives. Integrated logistics management. Role of logistics in the supply chain. Role of logistics in aviation service. Organization of logistics.

UNIT – II Inventory planning: Inventory planning – inventory costs, classifying inventory. Warehousing: Nature & importance, types, functions, layout and design.

UNIT – III Transportation: Nature, importance, types, and functions. Modes of transportation: Rail, road, water, air, and pipeline. Characteristics of different modes. Transportation decision. Transport economics.

UNIT – IV Containerization: Meaning, nature, importance, types, and functions. Types of carriers. Freight management: Meaning, nature, importance. Route planning. Role of airports, ICDs, and CONCOR. Global shipping options

UNIT – V Reverse logistics: Meaning, nature, importance, functions, scope, and design. Automatic identification technologies, bar coding, and RFID. Logistics outsourcing: Meaning, nature, importance, and functions – 3PL & 4PL.

Note: Unit V is earmarked for Peer-Student Teaching.

TEXT BOOK

Agrawal, D. K., 2003, "Textbook of Logistics and Supply Chain Management", MacMillan first Edition, New Delhi.

REFERENCE BOOKS

1. Ailawadi, C., Sathish, and Rakesh Singh, 2005, "Logistics Management", Prentice Hall of India, New Delhi.
2. Coyle et al., 2004, "The Management of Business Logistics", Thomson Learning, seventh edition, New Delhi.
3. Bowersox Donald J, 2000, "Logistical Management- The Integrated Supply Chain Process", Tata McGraw Hill, New Delhi.

4. G Raghuram & N Rangaraj, 2000, "Logistics and Supply Chain Management - Cases and Concepts". MacMillan, New Delhi.
5. Martin Christopher, 2003, "Logistics & Supply Chain Management: Creating Value-Adding Networks", FT Press, New Delhi.

SEMESTER – IV – CORE COURSE – 10 PAPER – 2– MARKETING MANAGEMENT

Objectives: *To enhance the marketing abilities in the students through providing an understanding of the basic concepts of marketing mix.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various marketing concepts and demonstrate marketing skills in creation of price strategies, promotion tools, and market segmentation.*

UNIT I: Introduction- definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, functions of marketing executive,- Market segmentation: importance and basis of market segmentation, targeting and positioning.

UNIT II: The product- meaning- Importance of product management- Innovation – Development of new products.- Product mix and product line. Concept of product life cycle - Branding and Packaging, Labeling, Trademark and Warranties.

UNIT III: The Price- Meaning and Importance of price. Pricing objectives; factors influencing price determinations- Pricing policies and strategies.

UNIT IV: Physical distribution- Significance, objectives and elements of physical distribution. Importance of physical distribution management. The effective use of physical distribution- marketing channels- importance- selection and evaluation of channels.

UNIT V: Promotion- Purpose of sales promotion – Major decision in sales promotion- tools of sales promotion- consumer promotion- trade promotion- sales force promotion- developing the sales promotion program- pretesting- implementation and control- evaluation- Growth of sales promotion in India.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

Gupta C.B & Nair Rajan, 2016, Marketing Management, Sultan Chand & sons Ltd, New Delhi.

Reference Books:

1. Ramaswamy, V.S., & Namakumari, S., 2013, Marketing Management: Indian Context, Global Perspective. Fifth Edition, McGraw Hill Education, New Delhi.
2. Chandrasekar, K.S., 2013, Marketing Management: Text and Cases, First Edition, McGraw Hill Education, New Delhi.
3. Kotler, P., & Keller, 2011, A Framework for Marketing Management, Fifth Edition, Pearson India, New Delhi.

SEMESTER – IV – CORE COURSE – 11
PAPER – 3 – INFORMATION MANAGEMENT

Objective: *To enable the students understand the basic concepts and technologies used in the field of information systems; develop an understanding of how various information systems work together to accomplish the information objectives of an organization.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to Information and demonstrate skills in utilizing information effectively.*

Unit I: Introduction: Definition of key terms – Management, Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS - Structure of MIS.

Unit II: Data Base Management: Meaning Of Data-Base; Electronic Data-Base; DBMS – Objectives- Expert’s Systems- Decision Support Systems-Transaction Processing Systems.

Unit III: System Development life cycles: Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance. Ethics in IT.

Unit IV: MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Unit V: Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy – Computer viruses-privacy the internet –Ethics and IT.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

Goyal, 2014, Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi.

Reference Books:

1. Kenneth C. Laudon, Jane P.Laudon, Azimuth, 2014, Information system, 13th Edition, Pearson.
2. Gordon B.Davis, 2015, Management Information System 13th Edition, Tata Mcgraw-hill, New Delhi.
3. Prasad, L.M. &Usha, P., 2012, Management Information Systems, Second Edition, Sultan Chand& Sons, New Delhi.

SEMESTER – IV – CORE COURSE 12
PAPER – 4 – HUMAN RESOURCE MANAGEMENT

Objective:*To highlight the importance of HRM in an organization and to make the effective use of the workforce through proper direction of the organizational factors.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various terms pertaining to personality and demonstrate skills in effective behavior in interpersonal context.*

Unit I: Human resource management – meaning and definition – objectives –scope – functions. Human resource planning –definition –objectives –need and importance –human resource planning process.

Unit II: Job analysis, job description, Job specification and job evaluation recruitment – factors affecting recruitment –sources of recruitment --recruitment process. Definition of selection –selection methods and process –placement Induction.

Unit III: Definition of training –need and importance –steps in training programme —types of Training –Training methods. Wage and salary administration –components –methods of wage payments.

Unit IV: Performance appraisal –meaning and methods of performance appraisal— definition and objectives of workers participation in management—forms and advantages.

Unit V: Industrial relations and Grievance handling –concept –scope ,objective and importance –causes for poor industrial relations –Remedies ,meaning of Grievance –causes –sources of Grievance procedure –essentials of sound Grievance procedure.

Note: Unit V is earmarked for Peer-Student Teaching.

Text book:

1. Human Resource Management –S.S.KHANKA S.CHAND

Reference books:

1. Personnel Management –SuBBA (Aviation Management) Rao.
2. Human Resource Management –ShasiK.Gupta& Rosy Joshi –Kalyani Publishers.
3. Personnel management & Industrial Relations –Tripathi&Reddy Himalaya publishing House.

Note: Unit V is earmarked for Peer-Student Teaching.

TEXT BOOK

Gupta, C.B., 2013, Human Resource Management, Fourteenth Edition, Sultan Chand& Sons, New Delhi.

REFERENCE BOOKS

1. Prasad, L.M., 2014, Human Resource Management, Third Edition, Sultan Chand& Sons, New Delhi.
2. Aswathappa, K., 2013, Human Resource Management, Seventh Edition, McGraw- Hill Education (India) Ltd., New Delhi.
3. SuBBA (Aviation Management) Rao, P., 2011, Essentials of Human Resource Management and Industrial Relation, Second Edition Reprint, Himalaya Publishing House, Mumbai.
4. Tripathi, P.C., 2010, Human Resource Management, Sixth Edition, Sultan Chand and Sons, New Delhi.
5. Khanka, S.S., 2007, Human Resource Management- Text and Cases, First Reprint Edition, S. Chand& Co., Ltd., New Delhi.

SEMESTER – IV – ALLIED COURSE – 4 PAPER – 5 – STATISTICS FOR AVIATION

Objective:*To inculcate in the students knowledge of Statistics and its application in the field of Business.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various terms and formulae pertaining to central tendencies, dispersions, relationships, and projections and demonstrate skills in solving simple problems in Business Statistics.*

Unit I: Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection of data - Classification and tabulation - Types of classification - Formulation of frequency distribution - Tabulation –Types - Diagrammatic & graphical representation - Bar charts - Pie diagrams - Line graphs - Histogram - Frequency polygon - Ogives - Limitations of diagrams & graphs.

Unit II: Measures of central value - Arithmetic mean - Median - Mode - Geometric mean - Harmonic mean - Relationships among the average - Limitations of average.

Unit III: Measures of Dispersion - Meaning & Purpose of dispersion - Absolute & relative measure of variations - Range - Quartile deviation - Mean Deviation - Standard Deviation - Coefficient of variation.

Unit IV: Correlation analysis - Definition - Types of Correlation - Methods of studying Correlation - Scatter diagram - Karl Pearson's coefficient - Concurrent deviation - Methods of least squares - Rank correlation - Regression analysis - Definition - Use - Regression equations.

UNIT V: Index Numbers: Concepts and Applications – Uses of Index Numbers- Methods of construction of Index Numbers- Unweighted-Weighted-Laspeyre's, Bowley's, Fisher's and Marshall Edgeworth Index numbers (Price Index only) -Tests for Perfection-The chain Index numbers- Limitations of Index Numbers.

Note: 80% of the Questions must be problems and 20% must be theory.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

S.P. Gupta, Dr. M.P.Gupta, 2017, Business Statistics–Eighteenth Edition –Sultan Chand and sons, NewDelhi.

Reference Books:

1. Gupta, B.N., 2015, Business Statistics, First Revised Edition, SBPD, New Delhi.
2. Sinha, V.C. & Gupta, A., 2015, Business Statistics, First Edition, SBPD, New Delhi.
3. Pillai, R.S.N. & Bagavathi, V., 2010, Statistics – Theory & Practice, Fourth Revised Edition, S.Chand & Co., New Delhi.

SEMESTER – IV – SKILL BASED COURSE - 3
Paper - 6 – INTERVIEW SKILLS

Objective: *The aim of this subject is to assist students in developing employability skills and personal qualities related to training and sustaining employment opportunities.*

Outcome: *On completion of the paper, the student will be able to recollect fundamental concepts pertaining to Interview and demonstrate confidence and communication skills in effective performance during interviews.*

Unit I: Meaning and Elements of interview –Oral, Observational, face to face, Conversational, Personal evaluation. Pre interview stage: Bio-data preparation, Factors considered in selecting a company, factors in choosing a job for applying, certificate arrangements.

Unit II: Preparing for interview: Dress Code, Punctuality, Avoiding tensions and nervousness, Qualities observed during the interview.

Unit III: Attitude formation –reasons for negative attitude, components, functions and developing positive mental attitude.

Unit IV: Territories and zones –Territorial gestures, expectancy. Understanding attitudes by body gestures.

Unit V: Gestures and their implications –Palm Gestures and smiling gestures. Hand and arm gestures, Leg Gestures, Pointers, gestures.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books :

1. Vinay Mohan – Understanding Body Language- PustakMahal publications.
2. Diane Berk – Preparing for interview, Viva Books Pvt. Ltd.

Reference Books:

1. Shalibni Varma – art of reading gestures and posture ,S.Chand&Co
2. Allasn Pease – How to read others thoughts ,Sudha Publications, New Delhi
3. Farhatullah –Planning Career in 21st Century Job Market – Boston Publishers.
4. Sudhir Andrews –How to succeed Interviews - Tata Mc Graw Hill Company.

**SEMESTER – IV – SKILL BASED COURSE- 4
PAPER – 7 – PRESENTATION SKILLS**

Objectives: *To enable the students improve their interpersonal skills, in communication through effective presentation.*

Outcome: *On completion of the paper, the student will be able to recollect fundamental concepts pertaining to Presentation and demonstrate skills in delivering effective presentations.*

Unit I: Presentation - Meaning – Importance – Preparing your presentation. Guidelines for effective Presentation – Steps in making successful Presentation.

Unit II: Presentation Skills – Introduction – Planning a presentation – Factors affecting Presentation Skills – Strategies to overcome

Unit III: Presentation Material – Need and Importance – Advantages and Disadvantages of Materials. Articles – Precautions in the use of Presentation Materials.

Unit IV: Knowing your audience – Role of Audience in Presentation – Presentation Skills – Meaning – Presentation skills to meet the need of the Audience.

Unit V: Power point Presentation – Role and Significance – Creating a Presentation – Do's and Dont's in your Power point Presentation.

Note: Unit V is earmarked for Peer-Student Teaching.

Text and Reference Books :

1. Steve Mandel, Effective Presentation Skills, Viva Books Private Ltd., New Delhi.
2. Jenifer Rotondo, Mike Rotondo.J.R., Skills of Managers, Tata McGraw –Hill.
3. Michael Stevens, How to be better at Giving Presentation, Kogan Page Private Ltd.
4. Sandy Mc Millan, How to be a better communicator, Kogan Page Private Ltd.

**SEMESTER – V – CORE COURSE 13
PAPER –1 – OPERATIONS MANAGEMENT FOR AVIATION**

Objective: *To sensitize the students about fundamental concepts of Production and Operation Management concepts and familiarize the principles in detail.*

Outcome: *On completion of the paper, the student will be able to recollect the meaning of fundamental terms pertaining to Production and Operation Management and demonstrate skills in preparing plant layout, selecting plant location, purchasing, and quality charts.*

Unit I: Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages.

Unit II: Plant layout – Introduction – features of a good plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

Unit III: Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages – Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials.

Unit IV: Work study – Definition, meaning, purpose – Method study – introduction, and procedure – charts: outline process charts, flow process charts, two handed process chart - Time study – introduction - procedure – methods of time study.

Unit V: Quality –Introduction - Meaning - Definition – Importance of quality – Quality control charts (X,R,P,C) – Plant maintenance – Types – merits and demerits.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

Aswathappa, K. &Bhat, S. K., 2016, Production and Operations Management, Third Edition Reprint, Himalaya Publishing House, Mumbai.

Reference Books:

1. Chary, S.N., 2012, Production and Operations Management, Fifth Edition, McGraw-Hill Education, New Delhi.
2. Chunawalla, S. A., 2012, Production and Operations Management, Fourth Edition, Himalaya Publishing House, New Delhi.
3. Goel, B. S., 2012, Production and Operations Management, Third Edition, PragatiPrakashan, Meerut.

**SEMESTER – V – CORE COURSE 14
PAPER – 2 –AIR TRAFFIC CONTROL**

Objective:*To enable the students to gain insight about the various issues related to air traffic and control and how effectively they are used in the overall scheme by aviation management.*

Outcome:*On completion of the paper, the student will be able to recollect basic terms pertaining to air traffic and demonstrate control skills in using aerodrome data, flight data and visual aids.*

Unit I:Basic concept- Objectives of ATS – parts of ATC service – scope and provision of ATC's – VFR & IFR operations – classification of ATS air spaces – various kinds of separation- Meteorological support- Providing ATS – division of responsibility of control.

Unit II: Air traffic services- Area control service, assignment of rising levels minimum flight altitude- ATS routes & significant points – RNAV and RNP – Vertical, lateral and longitudinal separations based on time\distance- ATC clearance – flight plans – position report.

Unit III: Flight Information Altering Services, Coordination, emergency procedure and rule of the air- Radar service, basic radar terminology, identification procedures using primary /secondary radar- performance checks-Use of radar in area and approach control service – issuance control and coordination between radar /non radar control – emergencies – flight information and advisory service – altering service – coordination and emergency procedure – rules of the air.

Unit IV: Aerodrome data, physical characteristics and obstacles restriction

Aerodrome data: basic terminology – aerodrome reference code- Aerodrome reference point – aerodrome reference temperature instrument runway, physical characteristics; length of primary/secondary runway width of the runways – minimum distance between parallel runways etc- obstacles.

Unit V: Visual aid for navigation, visual aids for denoting obstacles emergency and another service- Visual aids for navigation; wind direction indicator-landing direction indicator-Location and characteristics of signal area-making general requirement – various markings – lights, general requirements- Aerodrome Beacon, Identification Beacon-simple approach lighting system and various lighting systems-VASI & PAPI.Visual aids for denoting obstacles; object to be marked and lighter- emergency and other services.

Note: Unit V is earmarked for Peer-Student Teaching.

Reference Books:

1. Air traffic control:-airport systems-planning, design and management by Richard de Neufville/ AmedeoOdoni
2. Fundamentals of air transport management by P.S.senguttuvan
3. Investigating human error-Barry Strauch-Ashgate publishing Ltd
4. Staffing the ATM System-HinnerkEibfeldt,MikeC.Heil and Dana Broach-Ashgate Publishing Ltd
5. Innovation and consideration in aviation – Graham Edkins and peter Pfister-Ashgate Publishing Ltd

**SEMESTER – V – CORE COURSE 15
PAPER – 3 – AIR TRANSPORTATION SAFETY AND
SECURITY**

Objective: *To enlighten the students on various safety and security management and practices in transport industry.*

Outcome:*On completion of the paper, the student will be able to recollect basic terms pertaining to safety and security in transport and demonstrate decision making skills in combating Terrorism and Hijacking.*

UNIT I: Importance of air transportation safety and security-airport-airways.

Protecting public transportation- Screening-personnel's and baggage's-metal detectors-X ray inspections,passive and active millimeters-trace- detection techniques- The way on drug and explosives.

UNIT II: Terrorism: Terrorism-introduction-causes of terrorism- Rival claim of palestine liberation organization- Nuclear terrorism- Aircraft as missiles- 9\11 terrorist act and its consequences- Biological & chemical warfare- Steps to combat terrorism.

UNIT III: Hijacking: Hijacking-security measures-airport security programmed a steps taken to contend with hijacking-cockpit doors-sky marshal program mePublic law about hijacking -Air transportation security act of 2001- Crimes against humanity- The tokyo convention and summit.

UNIT IV:Legislations and regulations-ICAO/ECAC- Transportation security administration-international aviation safety assessment aviation legislation after 9 sep 2001

UNITV:Technological improvements on aviation safety and security

Technological improvement on aviation safety and security- Introduction-microwave holographic imaging- Body or fire security scanner- New generation of video security systems- Biosimmer-biometric system.

Note: Unit V is earmarked for Peer-Student Teaching.

Reference Books:

Aviation and airport security-Kathleen M.Sweet-Pearson Education Inc
Aviation in Crisis-RuwantissaI.R.Adeyratne-Ashgate Publishing Ltd
Aviation Safety programs-Richard H.Wood-Jeppesen Sanderson Inc

**SEMESTER – V – CORE COURSE 16
PAPER – 4 – AIRLINES INSURANCE**

Objective:*To make the student understand the concept and importance of insurance in aviation industry.*

Outcome:*On completion of the paper, the student will be able to recollect the meaning of various concepts in Insurance and demonstrate working skills through assimilation of knowledge on airline finance, valuation, leasing, and insurance.*

Unit I:Airline finance-introduction-need&importance-world airline financial results-Factors affecting financial results-asset utilization-key financial issues- Airline financial ratio-performance earning ratio-risk solvency ratio- Liquidity ratio-stock market ratio-inter-airline comparison of financial ratio.

Unit II: Airline valuations and source of finance: The valuation of tangible and intangible assets-the valuation of the airline as a whole- Rating agencies-sources of internal and external finance-institutions involved in airline finance- Term loan payments, book profit and manufacturer's prepayment.

Unit III: Aircraft leasing and finance: Finance lease-meaning, objectives, different type of leasing, major differences between wet, sales and operating lease. Securitization of aircraft-meaning, purpose and advantage, airline traffic and financial forecasts- Airline capital expenditure projections and airline financial requirement forecasts.

Unit IV: Principles of insurance and risk management: History of aviation insurance-basic principal of insurance-basic terminologies in general insurance. Insurers-risk & insurance-risk management.

Unit V: Aviation insurance: Aircraft hull and liability insurance-sample policy and endorsement-airport premise liability and other aviation coverage- Underwriting and pricing aviation risk-aviation business property insurance and transport insurance.

Note: Unit V is earmarked for Peer-Student Teaching.

Reference Book:

1. Peter.S.Morrel, Airline Finance, Ashgate
2. M.N.Mishra: Insurance principles and practices references
3. P.Periyasamy: Principles and practices of insurance
4. Gail F Butler & Martin R Keller, -Airline Finance, McGraw Hill
5. Alexander.T.Wells & Bruce.D, Aviation Insurance and Risk Management, Krieger

**SEMESTER – V – CORE COURSE 17
PAPER –5 – INSTITUTIONAL TRAINING AND REPORT**

Objectives: *To facilitate the students to understand the basic concept and principles of functional areas of aviation and make use of the tools, techniques and processes.*

Outcome: *On completion of the paper, the student will be able to recollect basic concepts of aviation and present a report of basic practices in airlines business.*

Rules Governing Institutional Trainings

1. Each student should undergo 4 weeks institutional under a manager during the 4th semester vacation and attendance certificate from the organization is to be submitted to the HOD
2. He/she shall undergo the above training in the organization approved by the department

3. He/she has to submit TWO copies at the report in not less than 50 typewritten pages within a month of the reopening of the college in the 5th semester
4. In case of failure to submit the report within the above stipulated period the date of submission shall be extended by another 15 days. If the student fails to submit the report even within the period of extension, he/she has to undergo the training in the subsequent vacation as arrear paper and submit the report within 15 days of reopening of the college
5. During the work load allotted for institutional training report (5 hours per week in the v semester) the following activities to be under taken:
 - A. Report discussion by the guide and the student
 - B. Report writing
 - C. Report presentation by the students in the class for general discussion
6. The training programme shall be evaluated for a total of 100 marks, out of which the training programme is to be evaluated by the training supervisor for 40 marks in the organisation and to be evaluated by the guide for 40 marks and the student has to appear viva-voce conducted by the faculty for 20 marks. The members of the viva-vose committee are HOD, guide and an external examiner. The maximum marks for pass in this paper is 50%
7. If any candidate fails to secure a pass in the training programme he/she has to undergo the training programme once again after completion of the course
8. The training report should contain the following items:
 - A. Introduction
 - B. Objectives of the training
 - C. Organizational structure of the concern
 - D. Observations about the working of the concern
 - E. Identification of the problems, if any
 - F. Suggestions to solve the problem
 - G. Limitation of the training
 - H. Conclusion

SEMESTER – V – SKILL BASED COURSE- 5
PAPER – 6 – LEADERSHIP AND COMMUNICATION SKILLS

Objectives: *To make the students to aware about basic aspects of leadership, functions, goal setting in the business management context and to foster communication skills, reading skills and public speaking skills.*

Outcome: *On completion of the paper, the student will be able to recollect fundamental concepts and principles pertaining to Leadership and Communication and deliver effective presentations through reading, listening, and communication.*

UNIT I: Leadership – Meaning – Nature – Essential qualities – Styles. **Attitude** – Meaning – Nature – Components – Sources – Types – Functions – Practical exercises for measuring attitude.

UNIT II: Goal setting – Time Management – Self Motivation – SWOT analysis.

UNIT III: Communication - Meaning – objectives – Process – Media – Principles – 6 C's and Barriers to Communication.

UNIT IV: Reading skills – Introduction – Process – aspects – Strategies for reading – **Listening skills** – process and types.

UNIT V: Public speaking skills – Introduction – Planning – Preparing talk – Delivering a talk – Characteristics of good speech – Plan to a good speech – Techniques to improve your voice.

Note: Unit V is earmarked for Peer-Student Teaching.

TEXT AND REFERENCE BOOKS:

1. **Dr Pandya and PratimaDeveSastri** – Personality Development and Communicative English.
2. **Rajendra Pal and J.S.Korlahalli** – Essentials of Business Communication – Sultan Chand and Sons, New Delhi.
3. **UrmilaRai and S.M.Rai**– Business Communication – Himalaya Publishing House, Mumbai.
4. **Dr.K. Alex** – Soft skills.

**SEMESTER – V PART- IV – MANDATORY SUBJECT 1
PAPER – 7 – ENVIRONMENTAL STUDIES**

**Common Syllabus prescribed by Madurai kamaraj University
SEMESTER – VI – CORE COURSE 18
PAPER –1 – RETAIL MANAGEMENT**

Objectives: *To provide a basic theoretical framework of the concepts of Retail Management and to enable the students to identify the retailing opportunities.*

Outcome: *On completion of the paper, the student will be able to recollect basic concepts of Retailing and Retail Management and demonstrate effective retailing skills in terms of retail outlet decisions, pricing policies, retail communication and complaint management.*

UNIT I: Retailing - Definition – Features- Elements of retailing - importance- Organized Retailing in India - Major Players in retailing - Retailing In India – Evolution - Drivers of Retail Change- Challenges to Retail Development In India.

UNIT II: Retailer – Functions – Characteristics – Classification - Store Retailer - Non Store Retailer - Retail Organization - Types – Itinerant retailers-Fixed Shop Retailers - Small scale retailers - Large Scale Retailers - Meaning and features - Services retailing.

UNIT III: Retail Communication and Promotion-Definition of Retail Promotion-Promotional Objectives – SMARRTT- Promotional advertising - Window Display - Interior Display - Show Rooms – Exhibitions - Sales promotion – Kinds - Consumer Sales Promotion - Dealers Sales Promotion - Sales Force Promotion - Business ethics – Characteristics – Ethical issues in retailing.

UNIT IV: Retail pricing –Definition - Factors influencing Pricing - Pricing Policies-Cost Oriented Pricing - Competition Oriented pricing - Retailing Pricing Strategies -Market Skimming - Market Penetration - Price Bundling - Leader Pricing – Every Day Low Pricing - ODD Pricing – Foreign Direct Investments in retailing –.Recent trends and Government policies regarding FDI.

UNIT V: Complaints Management – Characteristics – Objectives - Steps for effective complaint Management - advantages. Online Retail – Types - Key enablers of Online Retailing - Strategies of online Retailer – Barriers to growth in e-tailings- advantages and disadvantages.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

Dr.L.Natarajan, 2016, Retail Management, First Edition, Margham publications, Chennai.

ReferenceBooks:

1. Arif Sheikh and Kaneez Fatima,2017, Retail Management, Himalaya publishing House PVT Ltd, Mumbai.
2. Sujanair, Retail Management, 2014, 4th Edition, Himalaya publishing House PVT Ltd, Mumbai.
3. SwapnaPradhan, 2013, Retail Management, Tata Mcgraw Hill publishing company Ltd.

SEMESTER – VI – CORE COURSE 19**PAPER –2 – SERVICES MARKETING FOR AVIATION INDUSTRY**

Objectives:*To facilitate the students to understand the role of marketing mix in the Services Marketing context by providing a comprehensive and integrated coverage of Services Marketing in Indian business context.*

Outcome:*On completion of the paper, the student will be able to recollect basic concepts of Service and Services Marketing and demonstrate effective strategy formulating skills in the Service.*

Unit I: Services marketing – Introduction – Characteristics – marketing management for services - the importance of service marketing – Classification of services – Indian scenario.

Unit II: The Service strategy – Identifying customer groups – Segmentation – process – identifying alternative bases for segmentation – Identifying the target markets. Positioning – positioning and differentiation of services – Competitive differentiation of services – positioning and service levels and process of positioning – importance of positioning in services.

Unit III: Services marketing mix – inadequacy of 4P's – modified for service – Product in service – Price in service – Promotion of services – Places in services – Physical evidence, process, and people in Services – Service mission statement – Developing a Service mission.

Unit IV: Strategic planning process – Designing the strategy, Functional strategies – Marketing planning for services – Benefits of marketing planning – Problems in marketing planning.

Unit V: Service Promotion – Communication process – Steps in developing effective communication – Service communication – Guidelines for managing service communication – Advertising – Steps in advertising process – Advertising media for promoting Services –

Growth of sales promotion in services – Sales promotion – Growth of sales promotion in services.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book:

Vasanti Venugopal & Raghu, 2013, Services Marketing, 5th edition, Himalaya Publishing House, New Delhi.

Reference Books:

1. Nagundkar, 2010, Services Marketing – Text and Cases, 3rd edition, Tata McGraw Hill Publication, New Delhi.
2. Lovelock, 2011, Services Marketing, 2nd edition, Pearson Publication, New Delhi.

SEMESTER – VI – CORE COURSE 20
PAPER –3 – AIRCRAFT MAINTENANCE MANAGEMENT

Objective: *To facilitate among the students an understanding of principles and the importance of aircraft maintenance functions in the aviation scenario.*

Outcome: *On completion of the paper, the student will be able to recollect basic concepts of aircraft maintenance management and demonstrate effective quality deployment skills through construction of Quality maintenance tools.*

Unit I: Goals and Objectives of Maintenance: Types of Maintenance-Reliability, Redesign. Establishing Maintenance Programme. Introduction of Maintenance Steering Group- Process and Task Oriented Maintenance- Maintenance Intervals Defined.

Unit II: Documentation for Maintenance: Types of Documentation- Regulatory Documents- Airlines Generated Documents- ATA Document Standards- Maintenance and Engineering Organization.

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

Unit IV: Maintenance Control Centre- Responsibilities- Line maintenance operations. Maintenance crew skill requirement- Hamper maintenance activities- Maintenance overall shops (off aircraft)

Unit V: Quality Assurance and Quality Control- Requirement for Quality Assurance. Quality Audit-ISO 9000 Quality Standard- Reliability-Types of Reliability- Maintenance Safety-Safety Rules-Accident & Injury Reporting.

Note: Unit V is earmarked for Peer-Student Teaching.

Reference books:

1. Aviation Maintenance Management-Harry A KinnisonMcGraw Hill
2. Risk Management And Error Reduction In Aviation Maintenance-ManojS.Patankar And James C.Taylor-Ashgate Publishing Ltd
3. Managing Maintenance Error-James Reason And Alan Ho

SEMESTER – VI – CORE COURSE 21**PAPER – 4 – STRATEGIC MANAGEMENT FOR AVIATION**

Objectives: *To provide a basic theoretical framework of the concepts of various strategies adopted by the corporate companies and issues with regard to framing evaluation of strategy and to enable the students to identify the opportunities in business.*

Outcome:*On completion of the paper, the student will be able to recollect basic concepts of Quality Strategies and strategy management and demonstrate effective strategy formulating skills in aviation.*

Unit I: Definition of Strategy – Strategic Decision Making – Approaches to strategic decision making. Strategic Management: Need – Strategic Management Planning: Process – Plans during recession, recovery, boom and depression. Stability Strategy. Expansion Strategy. Restructure Strategy. Levels of Strategy: Corporate Level– Business Level – Functional Level. Competitive Analysis – Porter’s Five Forces Mode.

Unit II: Corporate Strategy: Scope – Components – Strategy Formulation –Factors –project life cycle. Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix – Generic Strategic Alternatives – Horizontal, Vertical Diversification – Strategy Evaluation – Process.

Unit III: Implementation of Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Polices. ERP – features and applications.

Unit IV: Corporate Restructuring: Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Corporate development – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

Unit V: Global Strategies: Global expansion strategies – MNC mission statement –Market entry strategy. International strategy: Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic Control – Operational Control – Characteristics of an effective control system – Control process.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Book

Kazmi, A., 2014, Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi.

Reference Books:

1. SuBBA (Aviation Management) rao, 2017, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.
2. Rao, V.S.P., &Harikumar, V., 2014, Strategic management, First Edition, Excel Books, New Delhi.
3. Wheelen, T.L. & Hunger, J. D., 2012, Essentials o Strategic Management, FourthEdition, Prentice Hall India, New Delhi.

SEMESTER – VI – ALLIED SUBJECT 6 PAPER – 5 – PROJECT REPORT

RULES GOVERNING FIELD STUDY REPORT

1. Each student should undergo 3 weeks field study in any functional area of Management during the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 60 type written pages.
3. The student must decide the topic in consultation with the Faculty Guide and construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide and the HOD. The student has to appear for a viva voce that will be conducted before the end of VI semester.
5. The field study project must contain the following: *a) Introduction b) Objectives c) Methodology d) Data analysis e) Findings f) Suggestions*
6. The report submitted will be evaluated as follows.

Report Writing -	60
Viva Voce	- 40

Total	- 100

Passing Minimum is 40% of the aggregate.

SEMESTER – VI – SKILL BASED COURSE - 6
PAPER – 6 – EMPLOYABILITY SKILLS

Objectives: *To provide and develop basic analytical and communication skills of the students to improve their ability.*

Outcome: *On completion of the paper, the student will be able to recollect fundamental concepts pertaining to Employment, demonstrate confidence in preparing resumes, and express arithmetic and logical skills in effective performance during employment tests.*

Unit I: Introduction to Employability skills – Meaning – Definition – Hard skills and soft skills –Employability skills and vocational skills – Employability and employment – Employability attributes.

UnitII: Unpacking employability skills – Embedded employability skills – Dimensions of competency – Task skills –Task Management skills – Contingency Management skills – Job/Role Environment skills.

Unit III: Inter – relationships of Employability skills – Communication – Team work – Problem solving – Initiative and Enterprise – Planning and Organizing – Self management – Learning – Technology.

Unit IV: Resume writing – Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

Unit V: Arithmetic and Logical Reasoning Skills – Exercise.

Note: Unit V is earmarked for Peer-Student Teaching.

Text Books:

1. Soft Skills, Dr. K. Alex

Reference Books

1. Winning Interview Skills, Compiled & Edited by J.K. Chopra.
2. A Modern Approach to Verbal and Non- Verbal Reasoning, R. S. Aggarwal.

SEMESTER – VI – PART- IV – MANDATORY SUBJECT - 2
PAPER – 7 – VALUE EDUCATION

Common Syllabus prescribed by Madurai Kamaraj University