



HINDUSTAN
INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

SCHOOL OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION –

AVIATION MANAGEMENT

CURRICULUM AND SYLLABUS

Regulations 2018-19

VISION OF THE INSTITUTE

TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE.

MISSION OF THE INSTITUTE

To provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer the academically inclined the resources to gain quality education in all spheres of engineering, applied sciences and management, without compromising the quality and code of ethics to each student of the Institution.

VISION OF THE DEPARTMENT

To advance the practice of management and create business leaders within a global context who are responsible leaders.

MISSION OF THE DEPARTMENT

- To bridge management and technology to advance our standing as a leading, comprehensive school of management, furthering our global reputation for educational experiences.
- To provide students with pioneering ideas and analytical insights through scholarly research, education, professional and community service.

GRADUATE ATTRIBUTES

- The ability to think logically and critically and to use advanced problem-solving skills to make well-reasoned decisions.
- An understanding of the nature of business through advanced knowledge in at least one major subject area; and the ability to integrate and use their knowledge to make informed business decisions.
- The ability to communicate effectively within a range of contexts.
- Leadership while working constructively, cooperatively, effectively, and respectfully with others.
- An awareness of the ethical consequences of business decisions.

PROGRAMME EDUCATIONAL OUTCOMES

PEO-1	Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
PEO -2	Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
PEO -3	Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues
PEO -4	Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.
PEO -5	Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
PEO -6	Develop superior oral and written communication skills relevant to business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.
PEO -7	Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries

PROGRAMME OUTCOME

PO – 1	To provide adequate basic understanding about Management Education among the students and To develop language abilities of students to inculcate writing skills and Business correspondence
PO – 2	To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.
PO – 3	To understand finance and other core business content and new venture development.
PO – 4	To develop and implement functional and general management skills to make strategic decision in real – era.
PO – 5	To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.
PO – 6	To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.
PO – 7	To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues.

PROGRAMME SPECIFIC OUTCOME

PSO1 – Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

PSO2 – Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.

PSO3 – Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

PSO4 – Communicate in a business context in a clear, concise, coherent and professional manner.

PSO5 – Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE**SCHOOL OF MANAGEMENT****CURRICULUM - (2018 - 2019)****BACHELOR OF BUSINESS ADMINISTRATION - GENERAL**

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
I	1	TLA2101	Tamil I	3	0	0	3	3
		FLA2101	French I					
		HLA2101	Hindi I					
	2	ELA2102	English I	3	0	0	3	3
	3	COB2103	Financial Accounting – I	3	1	0	4	4
	4	BBA2101	Business Communication	3	0	0	3	3
	5	BEA2105	Principles of Micro Economics	3	0	0	3	3
	6	BBA2131	Enrichment Course - I*	0	0	4	2	4
			15	1	4	18	20	

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
II	1	TLA2116	Tamil I	3	0	0	3	3
		FLA2116	French I					
		HLA2116	Hindi II					
	2	ELA2117	English	3	0	0	3	3
	3	COA2119	Financial Accounting – II	3	1	0	4	4
	4	BBA2119	Principles of Management	3	0	0	3	3
	5	BEA2121	Principles of Macro Economics	3	0	0	3	3
	6	BBA2141	Enrichment Course - II*	0	0	4	2	4
			15	1	4	18	20	

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
III	1	BBB2201	Cost & Management Accounting	3	1	0	4	4
	2	COB2202	Business Law	3	0	0	3	3
	3	BBA2202	Organisational Behaviour	3	0	0	3	3
	4	BBB2203	Computer Application in Business	3	0	0	3	3
	5	MAB2205	Business Mathematics	3	1	0	4	4
	6	COA2231	Enrichment Course - III*	0	0	4	2	4
				15	2	4	19	21

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
IV	1	AMB1201	Introduction to Airline Industry	3	0	0	3	3
	2	BBB2217	Management Information System	3	1	0	4	4
	3	AMB1202	Airline Marketing Management	3	0	0	4	3
	4	AMB1203	Cargo Introductory Course	3	1	0	3	4
	5	AMB1204	Foundation in Travel and Tourism with GDS	3	1	0	4	4
	6	COB2241	Enrichment Course - IV*	0	0	4	2	4
				15	3	4	20	22

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
V	1	BBB2301	Business Ethics & Values	3	0	0	3	3
	2	AMB1301	Passenger Ground Service with DCS – I	3	1	0	4	4
	3	AMB1302	Air Cargo Security Awareness	3	0	0	3	3
	4	AMB1303	Airline and Airport Management	3	1	0	4	4
	5	BTB2202	Travel Agents & Tour Opertors I	3	1	0	4	4
	6	AMB1351 AMB1352 AMB1353 BBC2352	Elective 1: 1) Aviation Security Awareness 2) Basic Ramp Safety 3) Crew Resource Management 4) Services Marketing	3	1	0	4	4
	7	AMA2301	Value Education	1	0	0	0	1
				19	4	0	22	23

SEM	S.No	Course Code	Course Title	L	T	P	C	TCH
VI	1	AMB1316	Airline Customer Service	3	1	0	4	4
	2	AMB1317	Passenger Ground Service with DCS – II	3	1	0	4	4
	3	BTB2217	Travel Agents & Tour Operators II	3	1	0	4	4
	4	BTE2366 BBC2367 AMB1366 BBC2368	Elective 2: 1) Air Ticketing & Fare Construction 2) Customer Relationship Management 3) Airline Advertising & Sales Promotion 4) Entrepreneurship Development	3	1	0	4	4
	5	AMA1318	Extension Activities	0	0	2	1	2
	6	AMB1319	Project Work	0	0	6	4	6
				12	4	8	21	24

SEMESTER - I

COURSE TITLE	TAMIL I {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}	CREDITS	3
Course Code:	TLA2101	Course Category	L-T-P-S : 3:0:0:0
CIA:40%	ESE: 60%		
Learning Level	BTL - 2 (Understand)	Assessment Model	TA
COURSE OUTCOMES			PO
1.	செய்யுள்	PO2	
2.	இலக்கணம் - இலக்கணக்குறிப்புமட்டும்	PO2	
3.	மொழித்திறன்	PO2	
4.	பாடந்தழுவியஇலக்கியவரலாறு	PO2	
5.	பொதுக்கட்டுரை	PO2	
Prerequisites: Basic Knowledge in Tamil and Grammar			
MODULE - 1: செய்யுள்			
நல்லதோர்வீனை, தமிழ்வளர்ச்சி, ஆறுதன்வரலாறுகூறுதல், சிற்பி முள்முள்முள், அப்துல்ரகுமான், குருடர்களின்யானை			9L
MODULE - 2: தமிழ்இலக்கியவரலாறு			
சிறுகதைகள்தோற்றமும்வளர்ச்சியும் புதுக்கவிதைகள்தோற்றமும்வளர்ச்சியும் நாடகஇலக்கியத்தின்தோற்றமும்வளர்ச்சியும்			9L
MODULE - 3: இலக்கணம்			
செய்யுள்பகுதியில்அமைந்துள்ளஇலக்கணக்குறிப்பு, இடஞ்சட்டிபொருள்விளக்கம்தருதல்,			9L
MODULE - 4: வாய்மொழிஇலக்கியம்			
தாலாட்டு, காதல், ஒப்பாரி			9L
MODULE - 5: மொழிப்பயற்சி			
பொருந்தியசொல்தருதல், மரபுத்தொடர்கள், கலைச்சொற்கள்.			9L
TOTAL			45 Hrs

COURSE TITLE	FRENCH I {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}			CREDITS	3
Course Code:	FLA2101	Course Category	FT	L-T-P-S : 3:0:0:0	
CIA:40%			ESE: 60%		
Learning Level	BTL - 2 (Understand)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language			PO2	
2.	Applying the concepts for oral and written mastery of the language			PO2	
Prerequisites: Basic Knowledge in English					
MODULE - 1:					
1.1	Se presenter a des publics different et saluer hr	-1	12		Hrs
1.2	Saluer et prendre conge	-1 hr			
1.3	La presentation, s'appeler et etre et pronoms sujets, C' est / il est / elle est.	-1 hr			
1.4	Articles definis / indefinis, Voici / voila / il y a	-1			
1.5	Des cartes d'identite. hr	-1			
1.6	Presenter quelqu'un hrs	-2			
1.7	Parler de soi hr	-1			
1.8	Les nationalites, les verbes er (commencer, habiter...) hrs	-2			
1.9	Les chiffres 1 a 50	-30 min			
1.10	Des vedettes et leurs nationalites	-30 min			
1.11	Epreuves	-1 hr			
MODULE - 2:					
2.1	Exprimer ses goûts, ses preferences.	-1 hr	11		L
2.2	La negation, les articles definis. 1 hr	-			
2.3	Les mois et les jours / le calendrier.	-1 hr			
2.4	Les verbes er (suite).	-1 hr			
2.5	L'interrogation avec intonation 1 hr	-			
2.6	decrire un lieu, les noms des differentes salles... 1 hr	-			
2.7	Les adjectifs qualificatifs mon, ma, mes et notre, nos	-1 hr			
2.8	Epreuves	-1 hr			
MODULE - 3: lecons 5 et 6					

3.1	Donner des directions / localiser un lieu / trouver un lieu	-	11L
1 hr			
3.2	Les verbs aller et mettre.	-1	
hr			
3.3	L'article contractuel et les prépositions de lieu (en, a, au...)	-1	
hr			
3.4	L'impératif	-1 hr	
3.5	Les mots de caractérisation d'un lieu et les lieux urbains	-	
2 hrs			
3.6	Les transports	-1 hr	
3.7	Discuter et acheter des produits, Ça fait... et les expressions De quantité, les fruits, les légumes, les produits alimentaires Les produits propres aux pays différents.	-	
1 hr			
3.8	La négation et le COD	-1 hr	
3.9	Le conditionnel (je voudrais) et les verbes Irregulars : pouvoir, vouloir, prendre.	-1 hr	
3.9.1	Epreuves	-1 hr	
MODULE – 4: Leçon 7			
4.1	fixer un rendez-vous avec le médecin	-2 hrs	11L
4.2	L'heure	-1 hr	
4.3	Les nombres de 51 à 100	-1 hr	
4.4	Les verbes sortir et partir	-1	
hr			
4.5	L'interrogation avec est-ce que	-1 hrs	
4.6	Les parties du corps, avoir + les expressions et les Maladies communes	-1 hr	
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,....	-1 hr	
4.8	Le COI	-1 hr	
4.9	L'entraînement DELF	-1 hr	
4.9.1	Epreuves	-1 hr	
TOTAL			45
			Hrs
TEXT BOOKS			
Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011			
REFERENCE BOOKS			
1. CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008			
2. MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004			
3. MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009			
4. POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2001			
ONLINE RESOURCES			
1. http://bouche-a-oreille.pagesperso-orange.fr			
2. www.franparler.org			
3. www.francaisfacile.com/exercices/			
4. www.lepointdufle.net			
5. www.ccdmd.qu.ca/fr/			

COURSE TITLE	HINDI I {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}			CREDITS	3
Course Code:	HLA2101	Course Category	FT	L-T-P-S : 3:0:0:0	
CIA:	40%	ESE:	60%		
Learning Level	BTL - 2 (Understand)	Assessment Model		TA	
	COURSE OUTCOMES				PO
1.	Understand about poetry and its sophistication				
2.	Understand about the hindi literature				
Prerequisites: Basic Knowledge in Hindi					
MODULE - 1: OLD POETRY					
LESSONS PRESCRIBED: 1. Kabir (Dohe only) 2.Surdas (First 5 Pad only) 3. Tulasidas (KevatPrasang only) 4. Raheem (First 12 Dohe only) 5. Tirukkural (First 12 Kural only)					20 Hrs
MODULE - 2: HISTORY OF HINDI LITERATURE					
LESSIONS PRESCRIBED : 1. KaalVibhajan 2. VeergathaKaalAthavaAadiKaal - Pramukh KaviaurRachanayen, - RaasokiPramanikatha 3. BhakthiKaal - PramukhKaviaurRachanayen- NirgunaurSagunBhakthiSahithyakiVisheshatayen 4. ReethiKaal - PramukhKavi - aurRachanayen - ReethiKaalkiVisheshatayen					25 Hrs
TOTAL					45 Hrs
TEXT BOOKS					
1. PRESCRIBED TEXT BOOK : POETRY SELECTION (2007), University Publications, University of Madras					
REFERENCE BOOKS					
1.Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustakMandir, Agra 2. Hindi SahithyaYugaurPravrithiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					
ONLINE RESOURCES					

COURSE TITLE		ENGLISH I (Common to all Under Graduate Students)		CREDITS	3
Course Code	ELA2102	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL	TA, TB.....	
COURSE OUTCOMES					PO
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.				2
2.	Demonstrating speaking skills and ways to improve.				3
3.	Understanding and appreciating poetry				7
4.	Enabling to draft mail and emails.				3
5.	Eliciting and imparting the knowledge of English using comprehension skills				1
Prerequisites :Basic English competency					
MODULE – 1: LISTENING SKILL					(9L)
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension-- Functional grammar--Enriching word power-Extensive reading-Functional writing--Reading for pleasure--Making formal speech--Academic writing--Speech practice--Pronunciation practice— Interpretation— Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self evaluation through Self test (Based on Unit 1. <i>Games and Sports: Stories of Success and Failure</i> in the coursebook prescribed for study, Functioning in English Book 1					
MODULE – 2: READING COMPREHENSION					(9L)
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading— Interpretation--Poetry appreciation—Project--Soft skills--- Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading& Note making-- Functional grammar -- Proverb expansion Self test –Developing conversational skills by telling jokes. (Based on Unit 2 <i>Sky Is the Limit: Stories of Adventure</i> in the coursebook prescribed for study, Functioning in English Book 1.					
MODULE – 3: POETRY APPRECIATION					9L
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others. (Based on Unit 3 <i>Language and Literature: Facts and Fiction</i> in the coursebook prescribed for study, Functioning in English Book 1.					
MODULE – 4: WRITING SKILL					9L
Speech practice -- Reading and Note making -- Critical thinking-Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc. Based on Unit 4 <i>Science and Technology: Varying Perspectives</i> in the coursebook prescribed for study, Functioning in English Book 1.					
MODULE – 5: COMPREHENSION SKILLS					9L

Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation—
Making short speeches before small groups to check fluency—Writing small pieces of discourse meant
for day to day communication—Writing short academic pieces for exam purposes—Doing self-check
grammar tests to improve grammatical accuracy.

TEXT BOOKS

- | | |
|----|---------------------------------|
| 1. | Functioning in English - Book 2 |
|----|---------------------------------|

REFERENCE BOOKS

- | | |
|----|----------------------------------|
| 1. | Functioning in English - Book 2. |
|----|----------------------------------|

ONLINE SOURCES

COURSE TITLE		FINANCIAL ACCOUNTING - I		CREDITS	4
Course Code	COB2103	Course Category	FT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping				3
2	Analysing the various transactions, preparing Final Accounts and arriving at the net profits				6
3	Analysing the cause for difference in Final accounts and also reconciling the difference between cash book and pass book				7
4	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time				3
5	Analysing the problems in Single entry and converting it into double entry system				6
Prerequisites :Basic Concepts in Accounting					
MODULE - 1: DOUBLE ENTRY BOOK KEEPING					(10L + 3T)
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book					
MODULE - 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS					(9L+3T)
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations					
MODULE - 3: BANK RECONCILIATION STATEMENT					(8L+2T)
Average Due date, Account Current Classification of errors, Bank Reconciliation Statement					
MODULE - 4: DEPRECIATION					(9L+3T)
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)					
MODULE - 5: SINGLE ENTRY					(9L+4T)
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					
LAB / MINI PROJECT /FIELD WORK					

TEXT BOOKS	
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 4 th Edition 2015
2	Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi. 2016
REFERENCE BOOKS	
1	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications -Chennai. 2012
2	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi. 2012
ONLINE SOURCES	
1	http://www.icaiknowledgegateway.org/littledms/folder1/chapter-9-accounting-for-branches-including-foreign-branches.pdf ,
2	http://www.icaiknowledgegateway.org/littledms/folder1/chapter-8-departmental-accounts.pdf

COURSE TITLE		BUSINESS COMMUNICATION		CREDITS		3	
Course Code		BBA2101	Course Category		FT	L-T-P-S	3:0:0:0
CIA		40%			ESE		60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....	
COURSE OUTCOMES							PO
1	Understanding the basic principle of communication, the importance of communication, and applying the concept in oral and written communication						3
2	Understanding the importance of effective communication and applying the concept in overcoming barriers to communication						2
3	Applying the concept in reading, listening, and presentation skills and making an effective communication						7
4	Applying the concept for career advancement through presenting oneself in interviews and group discussions						6
5	Understanding the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern						3
Prerequisites : Thorough knowledge in English and grammar, exposure in written communication							
MODULE – 1: INTRODUCTION							9L
Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication							
MODULE – 2: PRINCIPLES							9L
Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication							
MODULE – 3: COMMUNICATION SKILLS							9L
Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences							
MODULE – 4: CAREER ADVANCEMENT							9L
Communication for Career Advancement - Interview Skills and Group Discussion							
MODULE – 5: MODERN FORMS OF COMMUNICATION							9L
Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.							
TEXT BOOKS							

1.	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi. 2013
2.	Shirley Taylor, Communication for Business - Pearson Publications - New Delhi. 2014
REFERENCE BOOKS	
1.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi. 2012
2.	Simon Collin, Doing Business on the Internet - Kogan Page Ltd - London. 2013
ONLINE SOURCES	
1.	http://www.mbanotescorner.com/2012/11/communication-skills-notes-from-unit-1.html
2.	https://www.lynda.com/Communication-training-tutorials/1714-0.html

COURSE TITLE	PRINCIPLES OF MICRO ECONOMICS (Common to BBA General, B.COM General & B.COM Banking Mgmt)			CREDITS	3
Course Code	BEA2104	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1	Understanding of basic economics and difference of micro and macro economics with different authors				3
2	Examining the importance of demand and supply with demand forecasting				6
3	Illustrating consumer behavior with help of utility analysis and its properties				2
4	Analyzing the producer's equilibrium and production, cost relations with its proportions				7
5	Understanding pricing policy with various market structures and its types.				3
Prerequisites :Basic concept of Economics, Market structure, Pricing policies					
MODULE - 1: INTRODUCTION OF ECONOMICS					9L
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier , economic growth & stability , Micro economies and Macro economies					
MODULE - 2: DEMAND AND SUPPLY FUNCTIONS					9L
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm's equilibrium demand and supply , Demand Forecasting					
MODULE - 3: CONSUMER BEHAVIOUR					9L
Law of Diminishing Marginal utility , Equi-marginal Utility , Consumer's Equilibrium, Indifference Curve , Definition, Properties and equilibrium					
MODULE - 4: PRODUCTION					9L
Law of Variable Proportion , Laws of Returns to Scale , Producer's equilibrium , economies and diseconomies of scale , Relation between Production and cost function , cost analysis , short-run and long-run , Break Even Analysis.					
MODULE - 5: PRICING POLICY					9L
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly, Duopoly, Price					

Discrimination, Pricing objectives and Methods.

TEXT BOOKS

- | | |
|----|--|
| 1. | Shankaran, Business Economics - Margham Publications - Ch -2017 |
| 2. | P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi – 2012 |

REFERENCE BOOKS

- | | |
|----|--|
| 1. | Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia- 2014 |
| 2. | H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi- 2012 |

ONLINE SOURCES

- | | |
|----|---|
| 1. | https://www.class-central.com/tag/microeconomics |
| 2. | https://ocw.mit.edu/courses/economics |

COURSE TITLE	ENRICHMENT COURSE - I COMMUNICATION WRITTEN			CREDITS	2
Course Code	BBA2131	Course Category	ET	L-T-P-S	0:0:4:0
CIA	40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication				1
2	Analysing the various situations in an Office environment and drafting the letters appropriate for the situation in precise and concise manner				6
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc in the letter				6,7
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.				3
5	Applying the communication concepts for writing reports effectively and persuasively.				2,7
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary					
MODULE – 1: LETTER WRITING					12P
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence					
MODULE – 2: INTER-OFFICE CORRESPONDENCE					12P
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes					
MODULE – 3: EXTERNAL CORRESPONDENCE					10 P
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders					
MODULE – 4: JOB APPLICATION					14P
Job Application Letter, Preparing Resumes					
MODULE – 5: REPORT WRITING					10P
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts					
TEXT BOOKS					
1.	Powell. In Company. MacMillan. 8 th Edison 2016				
2.	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5 th Edison 2015				
REFERENCE BOOKS					
1	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.				
2	De Bono, Edward. 2015. Six Thinking Hats. 4 th Edition. Penguin Books				
ONLINE SOURCES					

1	http://www.mbanotescorner.com/2012/11/communication-skills-notes-from-unit-1.html
2	https://www.lynda.com/Communication-training-tutorials/1714-0.html

SEMESTER - II

LANGUAGE

COURSE TITLE	TAMIL II {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}	CREDITS	3	
Course Code:	TLA2116	Course Category	FT	L-T-P-S : 3:0:0:0
CIA:40%	ESE: 60%			
Learning Level	BTL - 2 (Understand)	Assessment Model	TA	
	COURSE OUTCOMES			PO
1.	செய்யுள்			PO2
2.	இலக்கியவரலாறு			PO2
3.	இலக்கணம்			PO2
4.	சிறுகதைகள்			PO2
5.	மொழிப்பயிற்சி			PO2
Prerequisites: Basic Knowledge in Tamil and Grammar				
MODULE - 1: செய்யுள்				
நந்திக்கலம்பகம், தமிழ்விடிதூது, திருக்குற்றாலக்குறவஞ்சி, இயேசுபிரான்பிள்ளைத்தமிழ், சீறாபுராணம் (மானுக்குபிணைநின்றபடலம்)				9L
MODULE - 2: இலக்கியவரலாறு				
சிற்றிலக்கியம்வரலாறு, கிறித்துவஇலக்கியவரலாறு, இசுலாமியஇலக்கியவரலாறு				9L
MODULE - 3: இலக்கணம்				
இலக்கணக்குறிப்புகள்				9L
MODULE - 4: சிறுகதைகள்				
கடவுளும்கந்தாஅமிப்பிள்ளையும், துன்பக்கேணி, (புதுமைப்பித்தன்)				9L

MODULE - 5: மொழிப்பயிற்சி	
ஒருபொருள்குறித்தபலசொற்கள், பலபொருள்குறித்துஒருசொல், பிறமொழிச்சொற்களைநீக்குதல்மொழிபெயர்ப்பு.	9L
TOTAL	45 Hrs

COURSE TITLE	FRENCH II {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}			CREDIT	3
Course Code:	FLA2116	Course Category	FT	L-T-P-S : 3:0:0:0	
CIA:40%			ESE: 60%		
Learning Level	BTL – 2 (Understand)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language			PO2	
2.	Applying the concepts for greater written skills through letter writing and composition writing			PO2	
Prerequisites: Basic Knowledge in English					
MODULE – 1: leçon 8					
5.1	Acheter un billet		- 1 hr	9 Hrs	
5.2	Les nombres au-delà de 100		- 1 hr		
5.3	Les different types de places (fumeur, non fumeur, aller-retour)		- 1 hr		
5.4	Les adjectives démonstrarifs		- 1 hr		
5.5	L’interrogation avec inversion		- 1 hr		
5.6	Les vêtements		- 1 hr		
5.7	L’entraînement DELF		- 1 hr		
5.8	Compréhension/Production écrite		- 1 hr		
5.9	Épreuves		- 1 hr		
MODULE – 2: leçon 9 et 10 du texte prescript I					
1.1	Discuter les plats au restaurant		- 1 hr	9 L	
1.2	Les recettes, des plats et boissonsdifférent, Les formules de cuisine, des recettes simples Des different pays.		- 1 hr		
1.3	Le passé recent		- 1 hr		
1.5	Les pronomstoniques		- 1 hr		
1.6	Il faut + infinitif, Le pronom en		- 1 hr		
1.7	Faire les projects pour les vacances, decrier le temps Les lieuxtouristiques et le climat des différents pays		- 1 hrs		
1.8	le futurproche et les adverbs, le ilimprersonnel, le pronom y		- 1 hrs		
1.9	Épreuves et entrainement DELF				
MODULE – 3: leçon 1 du texte prescript II					
2.1	Le passé compose		- 1 hr	9L	
2.2	Les pronoms relatives (qui, que)		- 1 hr		
2.3	Québec et son histoire		- 1 hr		
2.4	Parler du passé et de soi		- 2 hrs		
2.5	Compréhension/ production écrite		- 1 hr		
2.6	Entraînement DELF		- 2 hrs		

2.7	Épreuves	- 1 hrs	
MODULE - 4: leçon 1 du texte prescript II			
3.1	Les verbs réfléchis	- 1 hr	9L
3.2	Les pronoms relatives (dont, où)	- 1 hr	
3.3	L'impératif négative	- 1 hr	
3.4	Québec et son histoire	- 1 hrs	
3.5	Parler du passé et de soi	- 2 hrs	
3.6	Compréhension/ production écrite	- 1 hr	
3.7	Entraînement DELF	- 2 hrs	
3.8	Épreuves	- 1 hrs	
MODULE - 5: leçon 1 du texte prescript II			
4.1	L'imparfait	- 2 hrs	9L
4.2	La place des pronoms doubles	- 1 hr	
4.3	Décrive les mœurs et les pays	- 1 hr	
4.4	La Réunion	- 2 hrs	
4.5	Compréhension/ production écrite	- 1 hr	
4.6	Entraînement DELF	- 2 hrs	
4.7	Épreuves	- 1 hrs	
TOTAL			45 Hrs
TEXT BOOKS			
<ol style="list-style-type: none"> 1. Krishnan. C & Albert Adeline, <i>Le Tramway Volant – I</i>, Saraswathi House Pvt Ltd, India. 2. Krishnan. C & Albert Adeline, <i>Le Tramway Volant – I</i>, Saraswathi House Pvt Ltd, India 			
REFERENCE BOOKS			
<ol style="list-style-type: none"> 1. CAPELLE Guy; MENAND, Robert <i>Taxi-I</i>, Hachette, Paris, 2008. 2. MERIEUX, Régine; LOISEAU, Yves, <i>Connexions-I</i>, Didier, Paris, 2004. 3. MIQUEL, Claire, <i>Viteet Bien – I</i>, CLE International, Paris, 2009. 4. POISSON QUINTON, Sylvie, SIREJOLS, Evelyn, Amical-1, CLE International, Paris, 2011. 			
ONLINE RESOURCES			
<ol style="list-style-type: none"> 1. http://bouche-a-oreille.pagesperso-orange.fr 2. www.franparler.org 3. www.francaisfacile.com/exercices/ 4. www.lepointdufle.net/ 5. www.ccdmd.qc.ca/fr/ 			

COURSE TITLE	HINDI II {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com),BBA(AM)}			CREDIT S	3
Course Code:	HLA2116	Course Category	FT	L-T-P-S : 3:0:0:0	
CIA:40%			ESE: 60%		
Learning Level	BTL – 2 (Understand)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understand about poetry and its sophistication				
2.	Understand about the hindi literature				
Prerequisites: Basic Knowledge in Hindi					
MODULE – 1: OLD POETRY					
1. Apanasansar (Maithili Saran Gupt) 2.Chinta (Only) (Jayasahankar Prasad 3. MurjhayaHuaPhool (MahadeviVarm) 4. Tum Logon se Door (Nagarjun) 5. Sneha Path (Bhavani Prasad Mishra) 6. Nimna Madhya Varg (PrabhakarMachve) 7. Aanevalon se EkSawaal (Bharat BhooshanAgarwal) 8. Bharat Ki Aarathi (ShamsherBahadursingh)					20 Hrs
MODULE – 2: HISTORY OF HINDI LITERATURE					
1. KaalVibhajan 2. VeergathaKaalAthavaAadiKaal – PramukKaviaurRachanayen, - RaasokiPramanikatha 3. BhakthiKaal – PramukhKaviaurRachanayen- NirgunaurSagunBhakthiSahithyakiViseshatayen 4. ReethiKaal – PramukhKavi – aurRachanayen – ReethiKaalkiViseshatayen					25 Hrs
TOTAL					45 Hrs
TEXT BOOKS					
1. POETRY SELECTION (2007) University Publications, University of Madras					
REFERENCE BOOKS					
1.Hindi SahithyakaVivechanatmakTithas - By Raj Nath Sharma, VinodPustakMandir, Agra 2. Hindi SahithyaYugaurPravrithiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					
ONLINE RESOURCES					

COURSE TITLE		ENGLISH II (Common to all Under Graduate Students)		CREDITS	3
Course Code	ELA2102	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1.	Demonstrate an understanding of importance of group discussion and speech practice.				2
2.	Demonstrating presentation skills and writing.				3
3.	Understanding and appreciating poetry				7
4.	Demonstrating critical thinking				3
5.	Eliciting and imparting the knowledge of English using comprehension skills				1
Prerequisites :Basic English competency					
MODULE - 1: LISTENING SKILL					(9L)
Group discussion on topics of interest selected by small groups—Functional writing: Describing places—Describing human scenes— Speech practice: Identifying locations for stay/business/education etc.—Following instructions in technical / business / official situations Based on Unit 1 <i>Business: The Individual & The Society</i> in the coursebook prescribed for study, <i>Functioning in English</i> Book 2					
MODULE - 2: READING COMPREHENSION					(9L)
Presentation skills (Preparation, Writing, Slides, Embellishments, Oral presentation, Evaluation) – Seminar participation (Listening and note taking, Identifying hard spots, Framing questions & Raising doubts / Seeking clarifications)—Writing: Describing people—Describing situations—Reading: Intensive reading to gain in-depth knowledge in the discipline / field concerned—Enriching word power in the field of specialization. Based on Unit 3 <i>Education & Entertainment: Convergences & Divergences</i> in the coursebook prescribed for study, <i>Functioning in English</i> Book 2					
MODULE - 3: JOB APPLICATION AND CV					9L
Writing: Job applications — Preparing CV – Preparing the profiles of organizations and institutions— Writing for media—Collecting background information, Processing, Preparing the write up & Editing—Reading: Intensive reading for gaining insights into scientific/technical/professional fields of interest – Speech practice: Presenting a topic of social/academic relevance before an audience Based on Unit 3 <i>War and Peace: Taking Sides</i> in the coursebook prescribed for study, <i>Functioning in English</i> Book 2.					
MODULE - 4: CRITICAL THINKING					9L
Critical thinking -- Critical appreciation of poetry -- Information transfer -- Enriching word power -- Language in use --Listening comprehension -- Group discussion -- Note making --Intensive reading--Interpretation --Interview skills-- Reading for pleasure -- Synthesizing information from various sources --Expanding quotes –Academic writing: Project outline (Blueprint)—Proposal— Details--Reporting Based on Unit 4 <i>Critical Thinking: Becoming Superman</i> in the coursebook prescribed for study, <i>Functioning in English</i> Book 2					

MODULE - 5: COMPREHENSION SKILLS		9L
<p>Revision based on all the four units in the coursebook. Training in self evaluation—Peer evaluation—Team assessment-- Reading: Reaching the truth through critical reading followed by critical thinking (News reports, features etc.)</p> <p>Based on the whole contents of the coursebook prescribed for study, <i>Functioning in English</i> Book 2</p>		
TEXT BOOKS		
1.	Functioning in English - Book 2	
REFERENCE BOOKS		
	Functioning in English - Book 2	
ONLINE SOURCES		

COURSE TITLE		FINANCIAL ACCOUNTING - II		CREDITS	4
Course Code	COB2118	Course Category	PC	L-T-P-S	3:1:0:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1	Demonstrate a critical understanding of the Branch Accounts and its importance in finding out the profits or losses in running a branch				3
2	Analyzing the various issues underlying in departmental accounting and understanding of the contribution of departments to the overall organisation.				6
3	Using the guidelines provided to calculate the interest to be paid in Hire purchase and understanding the importance of hire purchase in the present day context and the importance of fire insurance in present day context.				2
4	Understanding the importance of partnership and its provision in admission and retirement				2,3
5	Analysing the problems in Death and Insolvency of a partner and calculating the Revaluation account for smooth closing of business				1,7
Prerequisites :					
MODULE - 1: BRANCH ACCOUNTS					9L+3T
Branch Accounts: - Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded)					
MODULE - 2: DEPARTMENTAL ACCOUNTS					9L+3T
Departmental Accounts: - Basis for allocation of expenses – Inter departmental transfer at cost or selling price .					
MODULE - 3: HIRE PURCHASE & INSTALMENT					9L+3T
Hire Purchase and installment – Default and repossession – Problems on Hire Purchase trading account only, Installment Purchase System, Insurance Claim, types of insurance policies, computation of claim to be logged for loose of stock, gross profit ratio, claims for loose of profits.					
MODULE - 4: ADMISSION OF PARTNER					9L+3T
Admission of a partner – Retirement of a partner – Death of a partner					
MODULE - 5: DISSOLUTION OF A PARTNER					9L+3T
Dissolution of a partnership – Insolvency of a partner (Application of Indian Partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution					
TEXT BOOKS					
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2014				
2	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications Chennai, 2012				
REFERENCE BOOKS					
1	S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers -				

	New Delhi, 2011
2	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi, 2014
ONLINE SOURCES	
1	http://www.icaiknowledgegateway.org/littledms/folder1/chapter-9-accounting-for-branches-including-foreign-branches.pdf ,
2	http://www.icaiknowledgegateway.org/littledms/folder1/chapter-8-departmental-accounts.pdf

COURSE TITLE	PRINCIPLES OF MANAGEMENT (Common to BBA General, B.COM General & B.COM Banking Mgmt)			CREDITS	3
Course Code	BBA2119	Course Category	BT	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.				3
2	Enabling the importance of planning and decision making techniques to apply the same.				1
3	Illustrating leadership & motivation theories for developing managerial skills.				2,3
4	Analyzing the business environment and through effective communication skills.				7
5	Understanding of Pro – Active and its’ importance before the deviation through control mechanisms.				3
Prerequisites :Fayols’ 14 Principles, Types of Business Organisations, Management Theories					
MODULE – 1: FUNCTIONS OF MANAGEMENT					9L
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Mangers Contemporary Issues and Challenges in Management of 21st Century.					
MODULE – 2: PLANNING & TYPES OF BUSINESS ORGANISATION					9L
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.					
MODULE – 3: LEADERSHIP & MOTIVATION					9L
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.					
MODULE – 4: ANALYSIS & DIRECTING					9L
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.					
MODULE – 5: CONTROLLING					9L
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.					
TEXT BOOKS					

1	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013
2	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014
REFERENCE BOOKS	
1	P.C. Tripathi& P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012
2	Weihrich and Koontz, Management – A Global Perspective, 2012
ONLINE SOURCES	
1	http://www.saylor.org/books
2	http://highered.mheducation.com/sites/0073530123/student_view0/index.html

COURSE TITLE	PRINCIPLES OF MACRO ECONOMICS (Common to BBA General, B.COM General & B.COM Banking Mgmt)			CREDITS	3
Course Code	BEA2120	Course Category	BT	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1	Introduction of Macro economics and difference between micro and macro				2
2	Examining the importance of National income and its components				4
3	Illustrating fiscal and monetary policy				1,2
4	Analyzing Trade policy and multiplier, balance of payment				6
5	Understanding Inflation and Deflation				5
Prerequisites :Basic concept of Economics, Market structure, Pricing policies					
MODULE – 1: INTRODUCTION OF MACRO ECONOMICS					9L
Introduction of Macro Economics, Nature and Scope of Macro Economics, Relationship between, Micro and Macro Economics, Circular Flow of National Income in two, three and four Sector Economy.					
MODULE – 2: NATIONAL INCOME					9L
National Income, Definition, Concept and Measurement of National Income, Multiplier Effect					
MODULE – 3: MONETARY POLICY AND FISCAL POLICY					9L
Monetary Policy and Fiscal Policy, Instruments, Objectives, Product and Money Market Equilibrium, ISLM, Business Cycle Theories					
MODULE – 4: INTERNATIONAL TRADE					9L
International trade , Trade Multiplier , Trade Theories , Role of Trade Policy , Balance of Trade , Balance of Payment , Difference between BOP and BOT					
MODULE – 5: INFLATION					9L
Inflation , Stagflation , Demand Pull and Cost Push , Deflation , Unemployment					
TEXT BOOKS					
1	Jha, R. (2011) Contemporary Macroeconomics Theory and Policy, Wiley Eastern Ltd., New Delhi.				
2	Ackley, G (2013), Macroeconomics: Theory and Policy, Macmillan, New York.				

REFERENCE BOOKS

1	S.Shankaran, Macroeconomics - Margham Publications - Ch -2017
2	H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons, 2016

ONLINE SOURCES

1	https://www.class-central.com/tag/macroeconomics
2	https://www.coursera.org/learn/macroeconomics

COURSE TITLE		ENRICHMENT COURSE - II		CREDITS	2
Course Code	BBA2141	Course Category	ET	L-T-P-S	0:0:4:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL	TA, TB.....	
	COURSE OUTCOMES				PO
1	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.				1
2	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences				3
3	Demonstrate the ability to gather information and present it to the audience to make an impact.				5,7
4	Developing the skill of making effective presentation with persuasion and clarity of thought				2,6
5	Applying the oral communication and written communication to prepare an effective speeches for different occasion.				4
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary					
MODULE - 1: VOCABULARY					12P
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English					
MODULE - 2: ORAL PRESENTATION					12P
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids					
MODULE - 3: PUBLIC SPEAKING - 1					12P
Communicating in Teams, Groups, Meetings and Public Speaking					
MODULE - 4: PUBLIC SPEAKING - 2					12P
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences					
MODULE - 5: SPEECHES					12P
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches					
TEXT BOOKS					
1	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.				
2	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill				
REFERENCE BOOKS					
1	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.				
2	Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press.				

	Thomas publishing Group Ltd.
ONLINE SOURCES	
1	https://www.mindtools.com/page8.html
2	https://www.makeuseof.com/tag/improve-communication-skills-7-websites/

III SEMESTER

COURSE TITLE		Cost & Management Accounting (Common to all Under Graduate Students)		CREDITS	4
Course Code	BBB2201	Course Category	BT	L-T-P-S	3:1:0:0
CIA		50%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
6.	Understanding the concept of cost accounting, cost concepts, and cost and profit centres				3
7.	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position				2
8.	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.				1,5
9.	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.				6,7
10.	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume				3,4
Prerequisites: Thorough understanding of financial concepts and cost concepts, and their application in business					
MODULE - 1: INTRODUCTION TO COST ACCOUNTING					
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers					8L+2T
MODULE - 2: RECONCILIATION OF ACCOUNTS					
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts					8L+2T
MODULE - 3: BUDGETARY CONTROL					
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting					10L+4T
MODULE - 4: STANDARD COSTING					
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances					10L+4T
MODULE - 5: MARGINAL COSTING					
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making					9L+3T
TOTAL					60Hrs
TEXT BOOKS					
2.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house PvtLts.				

3.	Jain S.P. and Narang K.L. – Cost Accounting, 4 th Edition, 2013
REFERENCE BOOKS	
2.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.
3.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting
ONLINE SOURCES	
1.	http://nptel.ac.in/courses/110101004/17
2.	https://www.docsity.com/en/subjects/cost-accounting/

COURSE TITLE		BUSINESS LAW		CREDITS	3
Course Code	COB2202	Course Category	FT	L-T-P-S	3:0:0:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law				7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.				3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.				2
4.	Understand the essentials of sale of goods and the importance of buyer's acumen while buying the product				5
5.	Understanding the rights of the unpaid seller and the remedies available				6
Prerequisites: Basic understanding of business concepts					
MODULE - 1: CONTRACT ACT					
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration					9L
MODULE - 2: CONTRACT ACT					
Capacity, Flaw in consent, Void agreements , Illegal agreements					9L
MODULE - 3: CONTRACT ACT					
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract					9L
MODULE - 4: SALE OF GOODS ACT					
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor					9L
MODULE - 5: SALE OF GOODS ACT					
Conditions and warranty, Rights of unpaid seller.					9L
TOTAL					45Hrs
TEXT BOOKS					
1	Business Laws-N.D. Kapoor , Sultan Chand and Sons				
2	Business Laws – M.R. Sreenivasan , Margham Publications				
REFERENCE BOOKS					
1	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons				
2	Business Law – R.S.N. Pillai – S. Chand				

ONLINE SOURCES	
1	http://kkhsou.in/main/EVidya2/management/sales_goodsact.html
2	http://www.icaiknowledgegateway.org/littledms/folder1/chapter2-10

COURSE TITLE		ORGANISATIONAL BEHAVIOUR (Common to BBA General, B.COM General, B.COM BM,BBA(AM))		CREDITS	3
Course Code	BBA2202	Course Category	BT	L-T-P-S	3:0:0:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL	TA, TB.....	
COURSE OUTCOMES					PO
1.	Understanding Organisational Behaviour concepts and determinants.				3
2.	Ability to categorize Personality and values associated.				1,2
3.	Illustrate using communication for effective team work.				5
4.	Understand and use motivation and leadership theories appropriately.				6
5.	Explore ways to effectively implement Organisational change.				4
Course Code:	Credits:	L-T-P-S :			
External: 100 Marks (60% weightage)			Internal: 100 Marks (40% weightage)		
Prerequisites: NIL					
MODULE - 1: INTRODUCTION					
Introduction-Organisational Behaviour-concepts- determinants- challenges and opportunities- Organizational Behaviour Models- Diversity in Organizations					8L
MODULE - 2: PERSONALITY & VALUES					
Personality types- Factors influencing personality-Values at workplace and Attitudes- Concept and types of values- Component of attitude- Job related attitudes- Learning- Concept- Learning theories- Emotional Intelligence.					10L
MODULE - 3: Group Decision making and Communication					
Concept and nature of decision making process- Individual versus group decision making- Work Teams Behaviour -Communication and Feedback- Transactional Analysis-Johari Window.					10L
MODULE - 4: Motivation					
Meaning and Importance- Motivation Theories- Motivation and organizational effectiveness- Meaning and concept of Leadership- Leadership Theories-Power and Influence.					9L
MODULE - 5: Dynamics of Organisational Behaviour					
Organisational Culture and climate- Concept and determinants of Organisational culture- Organisational change- Importance, Managing Change- Individual and Organisational factors to stress-Prevention and Management of stress.					8L
TOTAL					45 Hrs
TEXT BOOKS					
1	Robbins; S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.				

2	Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York.
REFERENCE BOOKS	
1	Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt. Ltd., NewDelhi
2	Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books Pvt. Ltd, New Delhi.
ONLINE SOURCES	
1	http://www.myorganisationalbehaviour.com/personality-in-organisations/
2	http://www.iibmindialms.com/library/management-basic-subjects/organizational-behavior/behavior-of-individuals/personality/

COURSE TITLE	COMPUTER APPLICATIONS IN BUSINESS (Common to BBA General, Travel Tourism Management & Aviation Management)			CREDITS	3
Course Code	BBB2203	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Computers & its concepts				3
2.	Enabling the importance of MS Word in Business Applications				4,5
3.	Illustrating the importance of Ms Excel & PowerPoint in Business Applications				3
4.	Analyzing the uses of Collaborative Technologies & Enterprise Support Systems				6
5.	Understanding the fundamentals of Expert & Artificial Intelligent Systems				7
Prerequisites: DBMS, MS OFFICE, BASICS OF INTERNET CONCEPTS, FUNDAMENTALS OF EXPERT SYSTEMS					
MODULE – 1: INTRODUCTION TO COMPUTER CONCEPTS					
Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input output Devices - Software Concepts: Types of software – Software: its nature and qualities.					9L
MODULE – 2: BASICS OF MS OFFICE IN BUSINESS APPLICATIONS					
Applications of MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels					9L
MODULE – 3: APPLICATIONS OF MS EXCEL & POWERPOINT IN BUSINESS APPLICATIONS					
Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries - Applications of MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls					9L
MODULE – 4: ENTERPRISE SUPPORT SYSTEMS					
Collaboration, communication, and enterprise support systems: Networked Decision Support: The Internet, Intranets, and Collaborative Technologies, Group Decision Support Systems, Executive Information and Support Systems					
MODULE – 5: FUNDAMENTALS OF EXPERT SYSTEMS & INTELLIGENT SYSTEMS					

Knowledge Acquisition and Validation, Knowledge Representation, Inferences, Explanations, and Uncertainty, Building Expert Systems: Process and Tools		9L
TOTAL		45 Hrs.
TEXT BOOKS		
1	Deepak Bharihoke. (2008) Fundamentals of IT, Excel Books, New Delhi.	
2	Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi	
REFERENCE BOOKS		
1	Bhatnagar. S.C, and K.V. Ramani, (2007) Computers and Information Management, Prentice Hall of India, New Delhi.	
2	Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.	
ONLINE SOURCES		
1	https://en.wikipedia.org/wiki/Microsoft_Office	
2	http://artificialintelligence-notes.blogspot.in/2010/07/knowledge-acquisition-by-expert-system.html	

COURSE TITLE		BUSINESS MATHEMATICS		CREDITS	4
Course Code	MAB2205	Course Category	FT	L-T-P-S	3:1:0:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL- (APPLY)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Demonstrate ability to manipulate matrices and to do matrix algebra and ability to solve systems of linear equations.				2
2.	Demonstrate algebraic facility with algebraic topics including linear, quadratic, exponential, logarithmic, and trigonometric functions				4,5
3.	Thorough understanding of concept of permutation and combination and the difference between the two				3
4.	Applying calculus to understanding concepts from economics such as marginal cost, marginal revenue, marginal profit, and elasticity of demand				6
5.	Solve problems in the areas of simple and compound interest account, use of compound interest account, loan and consumer credit, discern effects of various types and methods of interest account, and connect acquired knowledge and skills with practical problems in economic practice				7
MODULE – 1: MATRICES					
Matrices, Definition of a Matrix, Types, Algebra of Matrices, Applications of matrices operations for solution to simple business and economic problems, Finding inverse of a matrix through determinant method, Solution of system of linear equation up to three variables					9L+3T
MODULE – 2: ALGEBRA					
Algebra , Ratio, Proportion and Variations					9L+3T
MODULE – 3: PERMUTATION AND COMBINATION					
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series					9L+3T
MODULE – 4: DIFFERENTIAL CALCULUS					
Differentiation, Meaning, Mathematical functions and their types, linear, quadratic, polynomial, Concepts of limits and continuity of a function – Rules of differentiation: Maxima and Minima of Univariate Functions: Application of Maxima and Minima in Business					9L+3T
MODULE – 5: INTEREST					
Simple and Compound Interest, Rates of Interest, nominal, effective and continuous and their inter-relationships, Annuity, Banker’s Discount.					9L+3T
TOTAL					60Hrs
TEXT BOOKS					
1	Business Mathematics – P.R.Vittal				
2	Business Mathematics – D.C. Sancheti and V.K. Kapoor				

REFERENCE BOOKS	
1	Business Mathematics – B.M. Agarwal
2	Business Mathematics – R.S. Soni
ONLINE SOURCES	
1	https://www.icsi.edu/docs/webmodules/Publications/9.1%20Banking%20Law%20-Professional.pdf
2	http://www.qqi.ie/sites/docs/awardslibrarypdf/n32841_awardspecifications_english.pdf

COURSE TITLE		ENRICHMENT COURSE - III		CREDITS	2
Course Code	COA2231	Course Category	ET	L-T-P-S	0:0:4:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1.	Demonstrate the importance of of Tally software for simplifying the accounting methods and procedures				3
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.				2,4
3.	Demonstrate the ability to create groups				5
4.	Developing the skill to create vouchers				7
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.				6
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance					
MODULE – 1: INTRODUCTION TO TALLY					
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY					12P
MODULE – 2: CREATION OF COMPANY					
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company					12P
MODULE – 3: CREATION OF GROUPS					
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion					12P
MODULE – 4: VOUCHERS					
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers					12P
MODULE – 5: PREPARATION OF FINAL ACCOUNTS					
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet					12P
TOTAL					60Hrs
TEXT BOOKS					
1	Nadhani, Simple Tally 9				
2	Shraddha Singh, Tally Erp 9				
REFERENCE BOOKS					
1	NamrataAgrawal, Comdex Tally 9 Course Kit				
2	Nadhani, Simple Tally 9				

ONLINE SOURCES	
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1	Tally Package
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SEMESTER - IV

COURSE TITLE		INTRODUCTION TO AIRLINE INDUSTRY		CREDITS	3
Course Code	AMB1201	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%		ESE		60%
LEARNING LEVEL	BTL-2 UNDERSTANDING		ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1.	Understanding about the airline industry and its regulatory bodies				
2.	Understanding the characteristics of Airline Industry and its characteristics				
3.	Understanding the organisational structure of the airline industry				
4.	Understanding the security, navigation and traffic control				
5.	Understanding the importance of safety and security				
MODULE - 1:Introduction					
Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators					9L
MODULE -2: Characteristics					
Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics					9L
MODULE - 3: Organisational Structure					
Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture					9L
MODULE - 4: Airports and its services					
Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft					
MODULE - 5: Safety and security					
Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry					9L
TOTAL					45 Hrs
TEXT BOOKS					
1	IATA Book on Airline Customer Service				
REFERENCE BOOKS					

COURSE TITLE	MANAGEMENT INFORMATION SYSTEMS (Common to BBA General, BBA Travel & Tourism & Aviation Management)			CREDITS	4
Course Code	BBB2217	Course Category	FT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-3 (APPLY)		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.				2
2.	Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.				3
3.	Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.				4
4.	Effectively communicate strategic alternatives to facilitate decision-making.				5
5.	Illustrate the importance of information systems in society.				6
MODULE - 1: INTRODUCTION					
Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.					10L
MODULE -2: Information and Managerial Effectiveness:					
Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.					14L
MODULE - 3: Information Systems					
Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing system, MIS decision support system, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.					13L
MODULE - 4: System Development Life Cycle:					
System Development Life Cycle: Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software development; Information system audit - Development and Management of Data Bases: Relational databases; Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalization process.					12L
MODULE - 5: Data Communication and Networking					

Uses of computer networks, types of networks, network topologies; Network media and hardware; Data communication over telephone; Intranets and collaborative processing - Implementation, Evaluation and Maintenance of System: Methods and steps in implementation of system; Approaches and process of evaluating MIS. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures	11L
TOTAL	60 Hrs
TEXT BOOKS	
1	Management Information Systems” Kenneth J London, Jane P. Loudon, Pearson, 2007
2	Management Information Systems” W.S. Jawadewar, Tata McGraw Hill Editions, 2012
REFERENCE BOOKS	
1	Award, E.M.: System Analysis and Design; Galgotia Publications, New Delhi.
2	Kumar, Muneesh: Business Information Systems, Vikas publishing House, New Delhi.
ONLINE SOURCES	
1	www.openlearningworld.com/innerpages/Fundamentals%20of%20MIS.htm
2	guides.library.ubc.ca/mis/books

COURSE TITLE	AIRLINE MARKETING MANAGEMENT			CREDITS	4
Course Code	BTB2316	Course Category	ET	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL- 2 UNDERSTANDING		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Understanding the marketing principles in Aviation industry				3
2.	Analysing PESTE Analysis and to build customer satisfaction				4
3.	Analysing the pricing strategies in related to product features.				5
4.	Researching the process and tools to find the competitor and their sustainability in the fields.				6
5.	Implying innovation and strategies through e – sources				7
Prerequisites: Marketing Management					
MODULE – 1: INTRODUCTION TO AIRLINE MARKETING					
Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management					10L
MODULE – 2: MARKET OF AIR TRANSPORT					
Customer Definition, Apparent & True Needs, Industrial Buying Behaviour, Customer in the Business Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTE Analysis, Building Customer Satisfaction					9L
MODULE – 3: PRODUCT ANALYSIS IN AIRLINE MARKETING					
Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Balancing Risk and Opportunity, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy					8L
MODULE – 4: MARKETING RESEARCH					
Types, process, tools and techniques, application of marketing research, product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects, preparation of marketing research report					9L
MODULE – 5: INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS					
Online marketing, web based marketing programmes, emerging now trends and challenges to marketers, sample case studies					9L
TOTAL					45Hrs
TEXT BOOKS					
1	Stephen Shaw " Airline Marketing and Management " Ashgate Sixth Edition.				
2	PhilipKortler: Marketing management (Milleniumedidtion), prentice hall of India P (ltd), New Delhi 2001				
REFERENCE BOOKS					

1	Boyd Walker, Marketing Management, McGraw Hill, 2002
2	Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998
ONLINE SOURCES	
1	https://www.sciencedirect.com/journal/journal-of-air-transport-management https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf
2	https://www.taxmann.com/.../financial-markets-institutions-and-financial-services.aspx

COURSE TITLE	CARGO INTRODUCTORY COURSE			CREDITS	3
Course Code	AMB1203	Course Category	BT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)	ASSESSMENT MODEL			TA, TB.....
COURSE OUTCOMES					PO
1.	Understanding the various agencies and freight forwarders				3
2.	Understanding the principles of accepting air cargo and rating				4
3.	Understanding the concept of billing				7
4.	Understanding the various terminology used in airline industry				6
5.	Understanding the various manuals used				2,1

Prerequisites: Knowledge on air cargo

MODULE - 1: INTRODUCTION

Operations at cargo agencies, airlines, and freight forwarders	9L
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MODULE - 2: RATING PRINCIPLES

Air cargo acceptance basic rating principle	9L
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MODULE - 3: BILL

Air waybill completion	9L
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MODULE - 4: TERMINOLOGY

Industry terminology and abbreviations	9L
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MODULE - 5: CARGO MANUALS

IATA geography, TACT, OAG, and other cargo manuals	9L
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TOTAL	45 Hrs
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TEXT BOOKS

1	IATA Book on Airline Cargo Management
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REFERENCE BOOKS

ONLINE SOURCES

COURSE TITLE	FOUNDATION IN TRAVEL AND TOURISM WITH GDS			CREDITS	4
Course Code	AMB1204	Course Category	FT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)	ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Understand the tourism industry.				2
2.	Understand the industry codes				1
3.	Understand the travel documents and services				3
4.	Understand the modes of travel products				6
5.	Understanding the service principles				7
Prerequisites: Basic concepts in Tourism industry					
MODULE - 1: INTRODUCTION					
The Travel and Tourism Industry and the working environment for travel professionals					9L+3T
MODULE - 2: INDUSTRY CODES					
World Geography and Industry Codes					9L+3T
MODULE - 3: TRAVEL DOCUMENTS					
Travel Documents and the airline passenger experience - Air Transport Products and Services					9L+3T
MODULE - 4: TOUR PRODUCTS					
Rail, Hotel, Car Rental, Cruise and Tour Products					9L+3T
MODULE - 5: CUSTOMER SERVICE PRINCIPLES					
Customer Service principles – Airfares and Ticketing – The Abacus system Functionality					9L+3T
TOTAL					60Hrs
TEXT BOOKS					
1	IATA book on Foundation in Travel and Tourism with GDS				
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE		ENRICHMENT COURSE - IV		CREDITS	2
Course Code	COA2241	Course Category	BT	L-T-P-S	0:0:4:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-3 (APPLY)		ASSESSMENT MODEL	TA, TB.....
COURSE OUTCOMES					PO
1.	Demonstrate the importance of Computer software and hardware				2
2.	Demonstrate the ability to Creating documents in Microsoft Word, Typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.				3
3.	Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, Understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives.				4
4.	Understanding spreadsheet functionality, Creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook				5
5.	Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security best practices.				6
MODULE - 1: INTRODUCTION TO COMPUTERS					
Introduction to Computers – Classification of Computers; Role of Computers in society; Inside Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, s Networking Basics; Virus; Hacking.					12P
MODULE - 2: WORD PROCESSING					
Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options					12P
MODULE - 3: FILE MANAGEMENT					
File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing					12P
MODULE - 4: SPREAD SHEETS					
Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing					12P
MODULE - 5: INTERNET					
Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages					12P

TOTAL	60Hrs
TEXT & REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. Introduction to Computers – Peter Norton, Tata McGraw-Hill. 2. Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill. 	
ONLINE SOURCES	
<ol style="list-style-type: none"> 1. MS OFFICE PACKAGE 	

SEMESTER – V

COURSE TITLE		BUSINESS ETHICS AND VALUES (Applicable only for BBA General)		CREDITS	3
Course Code	BBB2301	Course Category	PC	L-T-P-S	3:0:0:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL	TA, TB.....
COURSE OUTCOMES					PO
1.	Demonstrate an understanding of Ethical issues in current business scenario.				1
2.	Illustrate relationship between business ethics and business development.				3
3.	Enabling to understand the ethics related to consumer protection and environment.				4
4.	Understanding of various ethical issues in foreign trade and intellectual property right				6
5.	Demonstrate an understanding of Individual ethics				2
Prerequisites: Business Process and Law related to Business and Company					
MODULE – 1: INTRODUCTION TO BUSINESS ETHICS					
Business Ethics- Meaning and nature: Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.					9L
MODULE – 2: BUSINESS ETHICS IN GLOBAL ECONOMY					
Business Ethics in Global Economy: Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society.					9L
MODULE – 3: MORAL ISSUES IN BUSINESS JUSTICE & ECONOMIC SYSTEM					
Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.					9L
MODULE – 4: AREAS OF BUSINESS ETHICS					
Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.					9L
MODULE – 5: ORGANISATIONAL AND INDIVIDUAL ETHICS					
Organizational Ethics Individual Ethics- Professional ethics: Corporate Ethics- Ethical behavior - Ten Commandments of ethical Behavior Control & audit of ethical behavior.					9L
TOTAL					45 Hrs
TEXT BOOKS					
1	Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.				

2	Business Ethics: - GautamPherwani
REFERENCE BOOKS	
1	Business Ethics: - RituPamraj
2	Business Ethics: - Prof. Agalgatti6
ONLINE SOURCES	
1	https://www.edx.org/course/operations-management-iimbx-om101-1x
2	http://highered.mheducation.com/sites/0072443901/student_view0/index.html

COURSE TITLE		PASSENGER GROUND SERVICE WITH DCS - I		CREDITS	3
Course Code	AMB1301	Course Category	CT	L-T-P-S	3:1:0:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL-2 (UNDERSTANDIG)		ASSESSMENT MODEL	TA, TB.....	
	COURSE OUTCOMES				PO
1.	Understanding about the computer reservation system and departure				6
2.	Understanding the importance of passenger baggage and check in procedure				4,3
3.	Understanding the concept of dangerous goods				2,5
4.	Understanding the concept of security				3,6
5.	Understanding the concept of passenger facilitation				5,7
Prerequisites: Basic knowledge in airline industry					
MODULE - 1: INTRODUCTION					
Introduction to Airport and Airline operations – Computer Reservations (CRS) – Departure control systems (DCS) – Functions of CRS & DCS.					9L
MODULE - 2: CHECK IN PROCEDURE					
Passenger and Baggage Check-in Procedures – Airport and Offsite – Conditions of Passenger and Baggage carriage – Boarding procedures – Flight Close-out messaging.					9L
MODULE - 3: DANGEROUS GOODS					
Dangerous Goods and regulations – Awareness for Passenger Service Agents – Managing Passenger interactions.					9L
MODULE - 4: PASSENGER AND BAGGAGE SECURITY					
Aviation security Procedures – Passenger and Baggage Transport					9L
MODULE - 5: PASSENGER FACILITATION					
Enhanced Passenger Facilitation – Latest Innovation – Career opportunities					9L
TOTAL					45Hrs
TEXT BOOKS					
1	IATA book on Passenger Ground Services with DCS.				
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE		AIRCARGO SECURITY AWARENESS		CREDITS	4
Course Code	AMB1302	Course Category	CT	L-T-P-S	3:0:0:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-2 UNDERSTAND		ASSESSMENT MODEL	TA, TB.....
COURSE OUTCOMES					PO
1.	Understand about the security of air cargo				1
2.	Understanding the security measures				4,5
3.	Understanding the importance of catering				4,7
4.	Understanding the importance of crime prevention				7
5.	Recognizing the threats				7
Prerequisites: Knowledge in Air cargo					
MODULE - 1: INTRODUCTION TO RESEARCH METHODS					
Threats to aviation and introduction to cargo security .					9L
MODULE - 2: IMPLEMENTATION					
Importance of implementation of security measures					9L
MODULE - 3: SERVICES					
Catering and mail security.					9L
MODULE - 4: CRIME PREVENTION					
Crime prevention.					9L
MODULE - 5: MANAGEMENT OF THREATS					
Recognition and management of treats, Human factors in Cargo security.					9L
TOTAL					45 Hrs
TEXT BOOKS					
1	IATA Book on Airline Cargo Security Measures				
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE		AIRLINE AND AIRPORT MANAGEMENT		CREDITS	4
Course Code	AMB1303	Course Category	FT	L-T-P-S	3:1:0:0
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-2 UNDERSTAND	ASSESSMENT MODEL		TA, TB.....
COURSE OUTCOMES					PO
1.	The Students were able to understand about the Aviation's History ,its major players and it current trends and challenges				1
2.	It enables the student to do the Planning of the Airport and to perform operations involved in the Airport.				2,3
3.	It enables the students to know and interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges				3
4.	It enables the students to understand and adhere to the various Regulations involved Aviation Industry				3
5.	It enables the students to understand about the Navigational and ATC control process.				7
Prerequisites: Basic introduction on airline industry					
MODULE - 1: INTRODUCTION					
HISTORY OF AVIATION – ORGANISATION, GLOBAL & SOCIAL ENVIRONMENT – HISTORY OF AVIATION - MAJOR PLAYERS IN THE AIRLINE INDUSTRY - SWOT ANALYSIS OF DIFFERENT AIRLINE COMPANIES IN INDIA & ABROAD– MARKET POTENTIAL OF AIRLINE INDUSTRY IN INDIA – NEW AIRPORT DEVELOPMENT PLANS IN INDIA – CHALLENGES AND OPPORTUNITIES IN AIRLINE INDUSTRY – DOMESTIC AND INTERNATIONAL FROM AN INDIAN PERSPECTIVE					9L+2T
MODULE - 2: AIRPORT INFRASTRUCTURE AND MANAGEMENT					
AIRPORT PLANNING – AIR TERMINAL PLANNING, DESIGN AND OPERATION – AIRPORT OPERATIONS – AIRPORT FUNCTIONS – ORGANISATION STRUCTURE IN AN AIRLINE - AIRPORT AUTHORITY OF INDIA (AAI) - FUNCTIONS OF AIRPORT AUTHORITY OF INDIA, COMPARISON OF GLOBAL AND INDIAN AIRPORT MANAGEMENT – ROLE OF AAI - AIRLINE PRIVATISATION -- PARTIAL PRIVATISATION.					9L+3T
MODULE - 3: AIR TRANSPORT SERVICES					
VARIOUS AIR TRANSPORT SERVICES - INTERNATIONAL AIR TRANSPORT SERVICES – INDIAN SCENARIO – AN OVERVIEW OF AIRPORTS IN DELHI, MUMBAI, HYDERABAD AND BANGALORE – THE ROLE OF PRIVATE OPERATORS – AIRPORT DEVELOPMENT AND MAINTENANCE					9L+4T
MODULE - 4: INSTITUTIONAL FRAMEWORK					
ROLE OF DGCA - SLOT ALLOCATION – METHODOLOGY FOLLOWED BY ATC AND DGCA - MANAGEMENT OF BILATERALS – ECONOMIC REGULATIONS					9L+3T
MODULE - 5: AIR TRAFFIC CONTROLLING					
ROLE OF AIR TRAFFIC CONTROL - AIRSPACE AND NAVIGATIONAL AIDS – CONTROL PROCESSES – CASE STUDIES IN AIRLINE INDUSTRY – MUMBAI DELHI AIRPORT					9L+3T

PRIVATISATION – 6 CASES IN THE AIRLINE INDUSTRY		
TOTAL		60 Hrs
TEXT BOOKS		
1	Graham.A. Managing Airports: An International Perspective - Butterworth - Heinemann, Oxford 2001.	
2	Wells.A. Airport Planning and Management, 4th Edition McGraw- Hill, London 2000	
REFERENCE BOOKS		
1	Doganis. R. The Airport Business Routledge, London 1992	
2	P S Senguttavan Fundamentals of Air Transport Management , Excel Books 2007	
ONLINE SOURCES		
1	https://en.wikipedia.org/wiki/Airport_and_airline_management http://www.aci.aero/Global-Training/Training-Information http://www.pondiuni.edu.in/sites/default/files/Air-faresmgt-070414.pdf https://www.youtube.com/watch?v=RXcyC_j3U2c https://ec.europa.eu/transport/sites/transport/files/modes/air/studies/doc/2015-10-employment-and-working-conditions-in-air-transport-and-airports.pdf	
2	http://higherred.mheducation.com/sites/0073530123/student_view0/index.html	

COURSE TITLE		TRAVEL AGENTS AND TOUR OPERATORS - I		CREDITS	4
Course Code	BTB2202	Course Category	FT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-2 UNDERSTAND		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Understanding the History, growth and present status of Travel agency.				3
2.	Understanding the functions of Tourism Organizations in India				4,5
3.	Understanding the functions of International Tourism Organizations.				1,2
4.	Analyzing the Growth and Future of Travel Agencies.				6
5.	Understanding the importance of Travel Agency fairs and Benefits.				3
Prerequisites: Travel agency and Tour operation, National and International Tourism Organizations, Growth of Travel agencies					
MODULE – 1: Travel Agency and Tour operation - Introduction					
Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator					9L
MODULE – 2: Tourism Organization in India					
Growth and Development of Tourist Organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC					9L
MODULE – 3: International Tourism Organization					
International Tourist Organization – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI					9L
MODULE – 4: Growth and Future of Travel Agencies					
Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes.					9L
MODULE – 5: Travel Agency fairs and Benefits					
Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)					9L
TOTAL					60Hrs
TEXT BOOKS					
1	Mohinder Chand – Travel Agency Management – An Introductory Text, 2 nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000				
2	PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998				
REFERENCE BOOKS					
1	A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers PvtLtd,				

	New Delhi, 2003
2	R.K. Sinha - Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
ONLINE SOURCES	
1	https://www.youtube.com/watch?v=RSswjv3cUNc

COURSE TITLE	AVIATION SECURITY AWARENESS			CREDITS	4
Course Code:	AMB1351	Course Category	AE	L-T-P-S : 3:1:0:0	
CIA: 40%			ESE: 60%		
Learning Level	BTL - 3(Apply)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Demonstrate an understanding of Aviation threats			PO1	
2.	Ability to implement security regulations.			PO1	
3.	Explore access control for people and vehicles.			PO1	
4.	Analyzing the security basics.			PO1	
5.	Explore and identify threats and responding to threats			PO1	
Prerequisites: Security of passenger and baggage					
MODULE - 1: INTRODUCTION					
Current threats to the aviation industry					9L+3T
MODULE - 2: SECURITY REGULATIONS					
Aviation security regulations and the international organizations					9L+3T
MODULE - 3: AIRPORT ACCESS					
Airport access control for people and vehicles					9L+3T
MODULE - 4: SECURITY BASICS					
Passenger, baggage, cargo, mail and catering security basics					9L+3T
MODULE - 5: SECURITY MEASURES					
Common airport and in-flight security measures for responding to threats.					9L+3T
TOTAL					60 Hrs
TEXT BOOKS					
IATA Book on Aviation Security Awareness					
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE	BASIC RAMP SAFETY			CREDITS	4
Course Code:	AMB1352	Course Category	AE	L-T-P-S : 3:1:0:0	
CIA: 40%			ESE: 60%		
Learning Level	BTL – 3(Apply)	Assessment Model		TA	
	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of airport communication				PO1
2.	Ability to implement security for ground support				PO1
3.	Explore health and safety measures and weather conditions				PO1
4.	Analyzing the traffic rules for ramp				PO1
5.	Explore and identify fire threats and prevention				PO1
Prerequisites: Security of passenger and baggage					
MODULE – 1: INTRODUCTION					
The airport environment, Airport, Communication, Hand signals					9L+3T
MODULE – 2: SECURITY OF GROUND SUPPORT					
Aircraft ground support equipment, Security and Safety, Aircraft danger zones					9L+3T
MODULE – 3: WEATHER CONDITIONS					
Health and safety, Severe weather conditions					9L+3T
MODULE – 4: TRAFFIC RULES					
Traffic rules at the ramp, Accident and incident reporting, Fire and first aid					9L+3T
MODULE – 5: FIRE					
Fire prevention, Fire protection and fire action, First aid					9L+3T
TOTAL					60 Hrs
TEXT BOOKS					
IATA Book on Aviation Security Awareness					
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE	CREW RESOURCE MANAGEMENT			CREDITS	4
Course Code:	AMB1353	Course Category	AE	L-T-P-S : 3:1:0:0	
CIA: 40%			ESE: 60%		
Learning Level	BTL - 3(Apply)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understanding the skills for effective revalidation and implementation through training			PO1	
2.	Enabling the standards and requirements for crew professionalism.			PO1	
3.	Identifying errors and corrective actions on time			PO1	
4.	Analyzing the depth of knowledge requirement in every crew designation. the business environment and through effective communication skills.			PO1	
5.	Understanding and implementing CRM skills in different levels and versions			PO1	
Prerequisites: Functions of Crews, Cognitive & Interpersonal Skills					
MODULE - 1: INTRODUCTION					
Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion					9L+3T
MODULE - 2: CRM HISTORY – STANDARDS & TRAINING					
UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods & Syllabus					9L+3T
MODULE - 3: HUMAN ERROR, RELIABILITY & ERROR MANAGEMENT					
Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies					9L+3T
MODULE - 4: CRM REQUIREMENTS & INSTRUCTORS					
CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping					9L+3T
MODULE - 5: CRM SKILLS					
Facilitation Skills – Continuous development – Crew co – ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment					9L+3T
TOTAL					60 Hrs
TEXT BOOKS					
Crew Resource Management 2 nd Edition: Barbara Kanki, Robert Helmreich& Jose Anca; Academic Press, 2010					
REFERENCE BOOKS					

Cockpit Resource Management: Earl L Wiener, Barbara G Kanki; Gulf Professional Publishing, 1993	
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ONLINE SOURCES

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| <ol style="list-style-type: none">1. https://skybrary.aero/bookshelf/books/232.pdf2. http://www.avhf.com/html/Library/International_Pubs/CAA_CAP737.pdf3. http://govdocs.rutgers.edu/mil/af/AT-M-06A.pdf4. http://www.mccc.edu5. https://www.aeromedsocaustralasia.org |
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COURSE TITLE	SERVICES MARKETING (Common to BBA General)			CREDITS	4
Course Code:	BBC2352	Course Category	AE	L-T-P-S : 3:1:0:0	
CIA: 40%			ESE: 60%		
Learning Level	BTL - 3(Apply)	Assessment Model			TA
COURSE OUTCOMES					PO
1.	Understanding the principles of services marketing, outlined in service marketing components and classification				PO-1 & PO-5
2.	Enabling the importance of service marketing system buyer behavior and market segmentation.				PO-1 & PO-5
3.	Illustrating SERVQUAL for developing Service Quality.				PO-1 & PO-5
4.	Analyzing sectoral perspective to enhancing different service sector marketing knowledge.				PO-1 & PO-5
5.	Understanding the Financial and Educational services to frame the marketing strategies.				PO-1 & PO-5
Prerequisites: Marketing Principles, Marketing Mix, Marketing Strategies					
MODULE - 1: SERVICES MARKETING - MEANING, COMPONENTS, CLASSIFICATION AND EVALUATION					
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.					9L+3T
MODULE - 2: SERVICE MARKETING SYSTEM					
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.					9L+3T
MODULE - 3: SERVICE QUALITY					
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					9L+3T
MODULE - 4: SECTORAL PERSPECTIVE					
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.					9L+3T

MODULE – 5: FINANCIAL AND EDUCATION SERVICES	
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing	9L+3T
TOTAL	60 Hrs
TEXT BOOKS	
1 Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001. 2. RajendraNargundkar – Services Marketing - McGraw HillEdn (India) p ltd 3rded 2010.	
REFERENCE BOOKS	
1. Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed	
ONLINE SOURCES	
1. https://oneclass.com/note/289594-services-marketing-notespdf 2. http://www.bbamantra.com/enotes/marketing-of-services-notes/ 3. https://studentvip.com.au/notes/14787/24306-detailed-services-marketing-notes	

COURSE TITLE		VALUE EDUCATION		CREDITS	0
Course Code:	AMA2301	Course Category	FT	L-T-P-S : 1:0:0:0	
CIA:40%			ESE: 60%		
Learning Level	BTL - 2 UNDERSTAND	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understanding the basic concept of values and value system and importance of body, soul and intellectual level			PO2	
2.	Applying the concept of values and importance of self esteem and punctuality			PO2	
3.	Understanding human rights and universal declaration of human rights			PO2	
4.	Understanding the importance of environment and ecological balance			PO2	
5.	Understanding the social evils and analysing the effects of social evils in personal life			PO2	
Prerequisites: Basic knowledge on concepts of values, ethics and environment					
MODULE - 1: INTRODUCTION					
Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.					9L
MODULE - 2: VALUES OF LIFE					
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking					9L
MODULE - 3: HUMAN RIGHTS					
Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.					9L
MODULE - 4: ENVIRONMENT					
Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.					9L

MODULE – 5: SOCIAL EVILS	
Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against womenHow to tackle them	9L
TOTAL	45 Hrs
TEXT BOOKS	
1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003	
REFERENCE BOOKS	
For Life, For the future : Reserves and Remains – UNESCO Publication	
ONLINE SOURCES	
<ol style="list-style-type: none"> 1. https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&%20PROFESSIONAL%20ETHICS.pdf 2. https://www.ugc.ac.in/oldpdf/xplanpdf/humanrights.pdf 	

SEMESTER - VI

COURSE TITLE		AIRLINE CUSTOMER SERVICE		CREDITS	3
Course Code	AMB1316	Course Category	FT	L-T-P-S	3:0:0:0
CIA	40%		ESE	60%	
LEARNING LEVEL	BTL-2 UNDERSTANDING		ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES				PO
1.	Understanding the importance of Customer Service				
2.	Understanding the importance of Communication				
3.	Understanding the various of methods of contacting customers				
4.	Understanding the importance of various culture				
5.	Understanding the stress and dealing with it				
MODULE - 1: Introduction					
Improved standard of Customer Service					9L
MODULE -2: Communication Skills					
Verbal and Non Verbal Communication Skills					9L
MODULE - 3: Techniques					
Customer Contact Techniques					9L
MODULE - 4: Culture					
Cross Cultural Awareness					
MODULE - 5: Stress Management					
Managing Stress					9L
TOTAL					45 Hrs
TEXT BOOKS					
1	IATA Book on Airline Customer Service				
REFERENCE BOOKS					
ONLINE SOURCES					

COURSE TITLE	PASSENGER GROUND SERVICE WITH DCS - II	CREDITS	4
Course Code	AMB1317	Course Category	FT L-T-P-S
CIA	40%	ESE	60%
LEARNING LEVEL	BTL-4 (ANALYZE)	ASSESSMENT MODEL	TA, TB.....
COURSE OUTCOMES			PO
1.	Introduction to seating arrangements		1
2.	Understanding the bookings and seating disruptions		3
3.	Understanding the concept of gate agent		2
4.	Understanding the concept of engaging a customer		6
5.	Understanding the concept of check in process		7
Prerequisites: Passenger and baggage			
MODULE - 1: INTRODUCTION			
Handle group and frequent traveler acceptance, baggage connections and seating			12L
MODULE - 2: BOOKINGS			
Create bookings, and handle crew, rush and cabin baggage as well as seating and disruptions			12L
MODULE - 3: GATE AGENT			
Gate Agent collection, Board a passenger			12L
MODULE - 4: ENGAGING A CUSTOMER			
Accept, board and re- grade a customer			12L
MODULE - 5: CHECK IN PROCESS			
Supervisor collection, Completion of check-in agent and gate agent responsibilities			12L
TOTAL			60 Hrs
TEXT BOOKS			
1	IATA book on Passenger Ground Services with DCS		
REFERENCE BOOKS			
ONLINE SOURCES			

COURSE TITLE	TRAVEL AGENTS AND TOUR OPERATORS – II	CREDITS	4
Course Code	BTB2217	Course Category	CT L-T-P-S
CIA	40%	ESE	60%
LEARNING LEVEL	BTL-2 UNDERSTAND	ASSESSMENT MODEL	TA, TB.....
	COURSE OUTCOMES		PO
1.	Understanding the Nature and Scope of Tour Operation		1
2.	Understanding the Communication process in Travel Industry		1,3
3.	Preparing the travel itinerary		3
4.	Understanding the usage of Technology in Travel Industry		6
5.	Understanding the travel business		7

Prerequisites: Nature and Scope of Tour Operation, Communication Process, Itinerary Preparation, Technology.

MODULE – 1: Nature and Scope of Tour Operation

Functions of tour operators: Negotiation and liasioning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management

Source of income of travel agency and tour operator: commission, service charges and mark up on tours. Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI

MODULE – 2: Communication in Travel Industry

Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems

MODULE – 3: Travel Itinerary Preparation

Travel Documents – World Travel laws – Itinerary Preparation – Pricing, Cost and Selling a Tour – Policies, Practices and Problems in Tour Management

Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities

MODULE – 4: Technology in Travel Industry

Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo

MODULE – 5: Entrepreneurship and tourism

Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry.

Travel Agency Accounting - The Basic Accounting System used in Travel Industry – Procedure – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control

TOTAL **60Hrs**

TEXT BOOKS

1 Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000

2	PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
REFERENCE BOOKS	
1	A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
2	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
ONLINE SOURCES	
1	https://www.youtube.com/watch?v=RSswjv3cUNc
2	http://164.100.133.129:81/econtent/Uploads/Security Analysis & Portfolio Management.pdf

COURSE TITLE	AIR TICKETING AND FARE CONSTRUCTION	CREDITS	4
Course Code	BTE2366	Course Category	AE L-T-P-S::3:1:0:0
CIA	40%	ESE	60%
LEARNING LEVEL	BTL-3 (Apply)	ASSESSMENT MODEL	TA, TB.....
	COURSE OUTCOMES		PO
1	Understanding the International Regulations for Air Transport		PO-3
2	Ensuring the Tariffs, Fares & Taxes are implied on constructing fare		PO-3
3	Enabling the Route Maps for places all over the Continent		PO-3
4	Understanding the level of booking conditions		PO-3
5	Enabling proper travel documents and guiding on travel formalities		PO-3
Prerequisites :Basic Principles of Constructing a fare, Ticketing concepts			
Module 1: AIR TRANSPORT			
Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.			9L+3T
Module 2: AIRFARES & TICKETING – I			
Arrangement of the Tariff Manuals, Terms and Definitions, Published FareS, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents			9L+3T
Module 3: AIRFARES & TICKETING – II			
Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares			9L+3T
Module 4: TOUR PROGRAMMES			
Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures			9L+3T
Module 5: TRAVEL FORMALITIES			
The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence			9L+3T
TOTAL			60 Hrs
TEXT BOOKS			
1.Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association			
2.JagmohanNegi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004			

REFERENCE BOOKS

JagmohanNegi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004

Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.

ONLINE SOURCES

1. <http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx>
2. <https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849>

COURSE TITLE	Customer Relationship Management (Applicable only to BBA General)			CREDITS	4
Course Code	BBC2367	Course Category	CT	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL	BTL-3 (APPLY)			ASSESSMENT MODEL	TA
	COURSE OUTCOMES				PO
1.	The ideas behind customer equity and its components – brand equity, value equity and relationship equity				2
2.	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis				1
3.	The costs of customers and costs of serving customers in the different channels				3
4.	Dealing with unprofitable customers and recovering from crises.				5
5.	Identification and Selection of customers (for both consumer and business markets).				7
Prerequisites: Marketing and sales management concept					
MODULE – 1: Introduction to CRM					
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and how's of building relationships with customers.					12L
MODULE – 2: : Economics of CRM					
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets					12L
MODULE – 3: Building Customer Relationships					
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.					14L
MODULE – 4: CRM Applications					
Applications of CRM in different industries, Incorporating New Media:Adding Social Media to the Marketing Mix, CRM practices in Business Markets					12L
MODULE – 5: CRM implementation					
CRM implementation process, precautions related to CRM implementation.					10L
TOTAL					60 Hrs
TEXT BOOKS					
1	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009				
2	Helen Woodruffe, Services Marketing				
REFERENCE BOOKS					

1	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2	KaushikMukerjee – CRM – PHI.
ONLINE SOURCES	
1	https://alison.com/course/customer-relationship-management-in-business-services
2	https://www.edx.org/course/customer-relationship-management-iimbx-mk210x

COURSE TITLE	AIRLINE ADVERTISING & SALES PROMOTION	CREDITS	4
Course Code	AMB1366	Course Category	AE
L-T-P-S::3:1:0:0			
CIA	40%	ESE	60%
LEARNING LEVEL	BTL-2 UNDERSTAND	ASSESSMENT MODEL	TA, TB.....
COURSE OUTCOMES			PO
1	It enable the students to understand the objectives of Advertisement and its campaign		PO-3
2	Students will understand the Media Plan and Strategy and Advertisement		PO-3
3	Students will understand different types of Advertisement and its Impact		PO-3
4	Students will be enable to advertise about Air Freight Market		PO-3
5	Students will be enable to design sales promotion campaign		PO-3
Prerequisites : ANALYSIS OF MARKETING			
Module 1: INTRODUCTION TO ADVERTISEMENT			
Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - selection and remuneration - advertisement campaign.			9L+3T
Module 2: ADVERTISEMENT MEDIA			
Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling			9L+3T
Module 3: DESIGN AND EXECUTION OF ADVERTISEMENTS			
Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio. T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements.			9L+3T
Module 4: AIRLINE ADVERTISING			
Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies			9L+3T
Module 5: SALES PROMOTION CAMPAIGN			
Sales promotion - Requirement identification - designing of sales promotion campaign - involvement of salesmen and dealers - out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - online sales promotions.			9L+3T
TOTAL			60 Hrs
TEXT BOOKS			
1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.			

2.S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.

REFERENCE BOOKS

1. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.

2.E.Betch and Michael, Advertising and Promotion, MC. Graw Hill

ONLINE SOURCES

<https://targetstudy.com/courses/mba-aviation-management.html>

<https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf>

COURSE TITLE	ENTREPRENEURSHIP DEVELOPMENT		CREDITS	4
Course Code	BBC2368	Course Category	AE	L-T-P-S::3:1:0:0
CIA	40%		ESE	60%
LEARNING LEVEL	BTL-3 (Apply)	ASSESSMENT MODEL		TA, TB.....
	COURSE OUTCOMES			PO
1	Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.			PO-3
2	Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.			PO-3
3	Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.			PO-3
4	Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.			PO-3
5	Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.			PO-3
Prerequisites :Basic knowledge in management concepts				
Module 1: Concept of Entrepreneurship				
Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs – Role in Economy – Women Entrepreneurship.				9L+3T
Module 2: Policy & Institutional Eco system for Entrepreneurship				
Startup India – Make in India – Stand up India – Special Schemes - Entrepreneurial Development Agencies - NSDC – EDI – MSME – SIDO – EDI – NIESBUD – Role of professional bodies and industry associations				9L+3T
Module 3: Business Plan & Pitching				
Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Business Plan - Pitching – Types.				9L+3T
Module 4: Entrepreneurial finance				
Sources of Finance – Research Institutions – Venture Capital – Angel Investors – Commercial Banks – MUDRA – NABARD – Microfinance - MSMEs and IPO.				9L+3T
Module 5: Sickness and Turnaround Strategies				
Industrial Sickness – Definition – Causes – Symptoms – Prediction – Revival –				9L+3T

Managerial Deficiencies - Revival of Sick unit – BIFR and SICA’s Role – Startup India’s notion towards Winding up	
TOTAL	60 Hrs
TEXT BOOKS	
1.S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2007.	
2.Saravanavel – Entrepreneurial Development, Ess-Pee-kay-Publishing-House, 5 th Edison, 2011	
REFERENCE BOOKS	
1.J.S. Saini& S.I. Dhameja – Entrepreneurship and small business.	
2.P.C. Jain – Handbook for New Entrepreneurs	
ONLINE SOURCES	
1. http://nptel.ac.in/courses/110105067/	
2. http://nptel.ac.in/courses/109105098/	

COURSE TITLE	PROJECT WORK {COMMON TO BCOM,BBA,BCOM(BM),BBA (TTM)}			CREDITS	4
Course Code:	AMB1319	Course Category	AP	L-T-P-S : 0:0:6:0	
CIA: 40%			ESE: 60%		
Learning Level	BTL - 3(Apply)	Assessment Model		TA	
COURSE OUTCOMES					PO
1.	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone				PO7
Prerequisites: Research Methods					
MODULE - 1: INTRODUCTION					
<p>The main focus of the Project should be on the chosen area of Specialization such as General Management /Retail Management / Human Resource Management / Marketing Management / Financial Services Management for BBA.</p> <p>The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization</p> <p>Major Types of Project</p> <p>The project to be undertaken may be of various types:</p> <p>☒ Exploratory type</p> <p>The Students to explore the possible causes of a phenomena or status</p> <p>☒ Descriptive – to support or disprove existing facts with quantitative data</p> <p>☒ Survey type</p> <p>includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions</p> <p>☒ Experimental study</p> <p>Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables</p> <p>e.g. Impact of training programme on performance, impact of advertisements on sales</p> <p>☒ Desk research based on secondary data</p> <p>Making use of published data, analyzing and interpreting such data and</p>					1 month

arriving at meaningful conclusions.

Project evaluation

For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.