

BBA COMMON – 1st YEAR - SEM-I – SYLLABUS

Course Name: PRINCIPLES OF MANAGEMENT

Course Code:

Course Objectives: At the end of the semester the students would be able to-

- Explain & understand management, evolution of management thought, social and ethical responsibilities of management, span of control and various functions management in the organization.

Module I: Introduction of Management

- Definition of Management
- Need of Management Principles
- Management Science or Art
- Management as an Art
- Management as Science
- Management as both Science and Art
- Functions of Management
- Needs of Levels of Management
- Levels of Management
- Managerial Skills
- Managerial Roles

Module II: Evolution of Management Thought

- Early Approaches to Management
 - Robert Owen: Human Resource Management Pioneer
 - Charles Babbage
 - Andrew Ure & Charles Dupin
 - Henry Robinson Towne
- Classical Approach
- Scientific Management
 - 4 Steps of Scientific Management
 - Taylor's Approach to Management
 - Limitation of Scientific Management
- Administrative Theory
 - Fayol Outlined 14 Principles of Management
- Bureaucratic Management
 - Mary Parker Follet: Focusing on Group Influences
 - Elton Mayo: Focusing on Human Relations

- Four Parts of Hawthorne Studies / Experiments
- Conclusions of Hawthorne Studies / Experiments
- Criticism of Hawthorne Studies / Experiments
- Abraham Maslow: Focusing on Human Needs
- Douglas McGregor
- Chris Argyris
- Quantitative Approach
 - Management Science
 - Operations Management
- Modern Approaches to Management
 - Systems Theory
 - Contingency Theory

Module III: Social and Ethical Responsibilities of Management

- Social Responsibilities of Management
- Arguments for Social Responsibilities of Business
- Arguments Against Social Responsibilities of Business
- Social Stakeholders
- Measuring Social Responsiveness
 - Social Audits
- Managerial Ethics
 - Factors that Influence Ethical Behavior
 - Stages of Moral Development
 - Ethical Guidelines for Managers
 - Geographic Segmentation

Module IV: Span of Control

- Meaning of Span of Control
- Importance of Span of Control
- Factors Affecting Span of Control
- Graicuna's Formula

Module V: Managerial Decision Making

- Introduction
- Significance of Rational Decision Making
- Limitations of Rational Decision Making
- Managers as Decision Makers
 - The Rational Model
 - Non-Rational Model
- Decision Making Process
- Types of Managerial Decisions
 - Decision Making Under Certainty
 - Decision Making Under Risk
 - Decision Making Under Uncertainty
 - Modern Approaches to Decision-making under Uncertainty
- Management Information System Vs Decision Support System
- The Systems Approach to Decision Making
- Group Decision Making

- List of the advantages of Group Decision Making
- List of the disadvantages of Group Decision Making
- Forms of Group Decision Making
- Decision Making Techniques

Module VI: Fundamentals of Organizing

- Introduction
- Definitions of Organizing
- Modern Organization vs. Traditional Organization
- Closed Systems Vs Open Systems
 - Characteristics of Open Systems
 - Developing an Open System Model
- Formal vs. Informal Organization
- Span of Management
- Factors Determining an Effective Span
- Use of Objective Standards
- Uses of Staff Assistance

Module VII: Strategic Organization Structure

- Introduction
- Strategy or Structure
- Factors Influencing Organization Design
- Major Structural Alternatives
 - Functional Structure
 - Divisional Structure
 - Matrix Structure
 - Hybrid Structure
- Other Bases for Departmentation
 - Departmentation by simple numbers
 - Departmentation by time
 - Departmentation by process or equipment
- Strategic Business Units
- Choosing the Pattern of Departmentation

Module VIII: Group Decision Making

- Introduction
- Developing a Culture for Group Decision Making
- Advantages of Group Decision Making
- Disadvantages of Group Decision Making
- Effective Practices in Group Decision Making
 - Deal with Conflict as it Arises

Module IX: Conflict Negotiation and Intergroup Behavior

- Introduction
- Sources of Conflict
- Classification of Conflict
- The Conflict Process

- Negotiation
 - Distributive Bargaining
 - Integrative Bargaining
- Negotiation Process
- Issues in the Negotiation Process
- Intergroup Relations

- **Reference Books:**
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

Course Name: **PRINCIPLES OF MICRO ECONOMICS**

Course Code:

Course Objectives: To familiarize the students with the basic concept of microeconomics.

To make student understand the demand and supply analysis in business applications. To understand the pricing and output decisions under various market structure.

Module 1: Introduction Micro Economics

- Definition of Micro-Economics
- Difference between Micro and Macro-economics
- Introduction to Micro-Economics
- Circular flow

Module 2: Consumer Equilibrium & Demands

- Law of demand
- Difference between demand and quantity demanded
- Demand curve
- Equilibrium

Module 3: Producer Behavior & Supply

- Law of supply
- Difference between supply and quantity supplied
- Supply curve
- Equilibrium

Module 4: Form of Marketing

- What is market
- Market structure
- Types of market
- Perfect competition and its features
- Monopoly and its features
- Monopolistic competition and its features
- Oligopoly and its features

Module 5: Price Determination

- Price determination under perfect competition
- Price determination under monopoly
- Price determination under oligopoly

Module 6: Economics of Consumer Analysis

- Law of diminishing marginal utility
 - Law of substitution and consumer analysis
 - Price elasticity of demand
 - Income elasticity of demand
 - Gross elasticity of demand
 - Total revenue elasticity of demand
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- **Reference Books:**
 - Microeconomics: For BBAT. R. Jain
 - Principles of Microeconomics, 7th Edition (Mankiw's Principles of Economics) by N. Gregory Mankiw
 - Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) by Campbell McConnell, Stanley Brue, and Sean Flynn

Course Name: BUSINESS ACCOUNTING- I

Course Code:

Course Objectives: To impart to the learners the basic accounting knowledge. To train in the accounting process from entering business transactions to Journal, understand ledger posting, cash book and preparation of trial balance.

Module 1: Introduction –Accounting:

- Accounting & Accountancy
- Advantages of Accounting
- Origin of Accounting
- Distinction between Accounting & Accountancy
- Accounting– An Art or Science

Module 2: Journal:

- Introduction, Features,
- Advantages, Performa
- Journalizing & Journal Entry
- Problems on Journalizing

Module 3: Ledger:

- Introduction, Importance of Ledger
- Distinction Between journal & ledger
- Format of ledger
- Ledger posting and steps involved in posting
- Balancing of ledger accounts

Module 4: Subsidiary Books:

- Introduction, Subsidiary Books & IT features
- Advantages of subsidiary books
- Types of subsidiary books

Module 5: Trial Balance:

- Introduction, features of trial Balance
- Preparation of trial Balance

Module 6: Bank Reconciliation Statement

- Bank Reconciliation statement – Meaning & need
- Need of preparing Bank Reconciliation Statement
- Preparation of Bank Reconciliation statement

- **Reference Books:**
 - Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
 - Khatri, 'Financial Accounting', Tata McGraw Hill
 - Libby, 'Financial Accounting', Tata McGraw Hill
 - S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
 - Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing

Course Name: BUSINESS COMMUNICATION

Course Code:

Course Objectives: To make students knowledgeable of communication skills.

Module 1: Fundamentals of Communication

- The importance of communication
- The basic forms of communication
- The process of communication
- Barriers to communication
- Dealing with communication barriers

Module 2: Group Communication

- Definition of Group Communication
- Advantages of Group Communication
- The Do's and Don'ts of participating in a GD
- Essential Traits & Skills for GD
- Characteristics of GD
- language for Group Discussion

Module 3: Interpersonal Skills

- Building Positive Relationships
- Giving praise
- Dealing with criticism
- Managing conflict

Module 4: Interviewing

- Introduction
- Different Types of Interview
- Planning for the Interview
- Conducting an Interview
- Ethics of an Interview

- Interview Skills

Module 5: Letter Writing

- An Introduction to Letter Writing
- objectives of letters writing
- Types of Letter
- Main Elements of a Letter
- Key Points of Better Letter Writing
- Elements of a Letter at a Glance

Module 6: Presentation Skills

- Definition
- Features of Presentation Skill
- Types of Presentation Skill
- Preparing Slides for Presentation
- How to Improve Your Presentation Skills

Module 7: Negotiation Skills

- Definition
- Types of Negotiation
- BATNA in Negotiation
- Negotiation Techniques
- Body Language for Negotiation
- Negotiation Skills

Module 8: Nonverbal Communication

- Nonverbal Communication Skills
- Nonverbal Communication Forms
- Para Language

➤ **Reference Books:**

- Business Communication Paperback – 1 Dec 2009 by R. C. Bhatia
- Business Communication by Pal Rajendra & Korlahalli : Publication - Sultan Chand & Company
- Business Communication by M.J. Mathew : Publication - RBSA Publications
- Business Communication by Pandey H.S, Neelima Pareek, Avantika Srivastava, Rakhi Gulati, Neha Sharma : Publication - RBD Publications

Course Name: COMPUTER FUNDAMENTAL

Course Code:

Course Objectives: Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyze data for decision making using data of different kinds? To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

Module 1: Computer fundamentals

- Definition of Computers
- Characteristics of Computers
- Evolution of Computers
- Basic Anatomy of the Computers
- Types Of Computers
- Storage Unit (Primary and Secondary)
- Processing Unit
- Input Devices & Output Devices
- Computer Output Microfilm (COM)
- Computer softwares
 - High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP
- Disc operating system
- features of WINDOWS-95
- Unix, Linux
- Data Backup
- Relationship between hardware and software
- Software License

Module 2: Data Communication and Networks

- Data Communication Definition
- Network Definition
- Types of Network – LAN, MAN, SAN, WAN
- Network Structure - Server based network, client server network, Peer to Peer network, Star Network, Bus Network, Mesh Network
- Network Media
- Network Hardware
- Common Terms In Internet World: WWW

- Types of internet connection : Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
- Cyber crime, Cyber terrorism, Cyber extortion
- Social Engineering

Module 3: Office Packages

- What is Microsoft Word 2010?
- Starting Microsoft Word
- **Ribbon Menu system in MS WORD** : Home” Ribbon Menu, Insert” Ribbon Menu, Page Layout” Ribbon Menu, References” Ribbon Menu, Mailings” Ribbon Menu, Review” Ribbon Menu, View” Ribbon Menu
- **Primary Tasks in MS WORD**: Creating a New Document, Opening an Existing Document, Saving a Document for the First Time, Saving a Document, Working With Text, Formatting – Margins, Formatting – Headers and Footers, Formatting – Page Numbers, Closing Documents
- Mail merge, Macros
- Templates in MS-Word
- Presentation using PowerPoint
- MS EXCEL - Understanding the Ribbon in MS EXCEL
- Customization Microsoft Excel Environment
- Settings for formulas MS EXCEL
- Important Excel shortcuts

Module 4: Advance excel and Multimedia

- Functions in Excel – Average, MIN;MAX, COUNT IF, Function arguments
- How to enter a function
- Logical operators in EXCEL
- What are Excel Formulas: SUM, IF, Percentage, Subtraction, Multiplication, Division, COUNT, AVERAGE
- Definition of Multimedia
- Components of Multimedia
- Applications of Multimedia

- **Reference Books:**
- Fundamental of Computers =V. Rajaraman B.P.B. Publications
- Fundamental of Computers = P. K. Sinha
- Fundamental of Computers = ReemaThareja
- Computer Today = Suresh Basandra
- MS- Office 2000 (For Windows) = Steve Sagman

BBA COMMON – 1st YEAR - SEM-II – SYLLABUS

Course Name: ORGANIZATION BEHAVIOR

Course Code:

Course Objectives: After reading this lesson, you should be able to:

- Understand The Nature Of Management
- Identify And Describe The Functions Of Management
- Understand The Social Responsibilities Of Business
- Appreciate The Interests Of Various Stakeholders In The Business.

Module 1: Nature of Management

- Social Responsibility Ties of Business
- Manager and Environment Levels in Management
- Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning –Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation
- Decision Making - Techniques and Processes

Module 2: Organizing

- Organization Structure and Design
- Authority and Responsibility Relationships
- Functional Departmentation
- Delegation of Authority and Decentralization
- Interdepartmental Coordination
- Emerging Trends in Corporate Structure, Strategy and Culture
- Impact of Technology on Organizational design
- Mechanistic vs. Adoptive Structures
- Formal and Informal Organization

Module 3: Perception and Learning

- Perception Definition
- Perception affects learning: Need Patterns
- Factors Influencing Perception - – the perceiver, the perceived and the situation
- Learning Theories - Classical Conditioning, Operant Conditioning
- Individual Differences and Impact on Behaviour
- Locus of Control
- Introversion and Extroversion
- Self – Monitoring
- Motivation and Job Performance - Values, Attitudes and Beliefs
- Importance of Values, Sources of Values, Types of Values
- Sources of Attitudes
- Types of Attitudes: job satisfaction, job involvement, and organizational commitment.
- Stress Management : Managing Work-Related Stress
- Employee Assistance Programmes, Receive Social Support
- Communication- Definition- Types-Process - Barriers - Making Communication Effective

Module 4: Group Dynamics

- Group Dynamics – definition
- Types of Groups : Formal, Informal Group, Command and Task Groups, Interest and Friendship Groups
- Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - The Horizontal Dimension of Organisational Structure , Vertical Dimension of Organisational Structure
- Modern Organisational Structures
- Organizational Climate and Culture - Organizational Change and Development

Module 5: Comparative Management Styles and approaches

- Management Styles – Controlling Style, Supporting Style, Leadership style
- Management by walking around
- Unique Features of Japanese Management
- Techniques of Japanese Management
- Creativity and Innovation : The Creativity Process
- Organizational Creativity and Innovation: Climate for Organizational Creativity.
- Factors Hamper Innovation
- Entrepreneurship
- Entrepreneurship vs. Managership
- Characteristics of Entrepreneurial Managers
- Benchmarking : Types of Benchmarking
- Management of Diversity : Meaning , Reasons for Diversity
- Individual Strategies for Dealing with Diversity

- **Reference:**
- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: MACRO ECONOMICS

Course Code:

Course Objectives: To understand the functioning of economy at the macro level. To understand how the economy is regulated through monetary and fiscal policies. To study the important indicators of the economy and their significance.

On completion of this course, the students will be able to: To explain the concept of macroeconomics. To apply the circular flow of income and expenditure. To analyze the income determination through classical and Keynesian economics. To integrate the role of fiscal and monetary policies in regulating economy.

Module 1: Basic Concepts of Macro Economics

- Definition and Nature of Macro economics
- Issues Addressed by Macroeconomists : Long-Run Economic Growth, Increased Output, Rates of Growth of Output, Business Cycles, Recessions, Unemployment, Inflation , The International Economy, Exports and Imports, Trade Imbalances, Budget Deficits, The Exchange Rate
- Macroeconomic Policy
- Effects of Inflation
- What Macroeconomists Do : Macroeconomic forecasting, Macroeconomic analysis, Macroeconomic research, Data development
- Economic Theory: The Classical Approach, The Keynesian Approach
- Evolution of the Classical Keynesian Debate

Module 2: National Income Accounting

- Scope of Economic Territory
- Related aggregates of national income
- Domestic Aggregates, National Aggregates
- Methods of Estimation of National Income: National Income at Current Price, National Income at Constant Prices, Value of Output, Value added
- Problem of Double Counting in National Income
- Components of Final Expenditure in National Income
- Components of Domestic Income in National Income
- Net Factor Income from Abroad NFIA
- Net National Disposable Income (NNDI)
- Gross National Disposable Income
- Net National Disposable Income
- Concept of Value Added of One Sector or One Firm
- Personal Disposable Income from National Income

Module 3: Money & Banking

- Introduction
- Money: Meaning and Functions : Primary and Secondary Function
- Classification of Money : Full Bodied Money, Credit Money, Fiat Money
- Supply of Money/ Money Supply
- Banking : bank Definition
- Central Bank : Definition, Features, Functions
- Supervision of Central Banks
- Credit Control Measures/Measures of Monetary Policy : Quantitative & Qualitative measures
- Money Creation by the Commercial Bank (Credit Creation)

Module 4: Determination of Income and Employment

- Aggregate Demand: Components of aggregate demand
- Aggregate Supply: Components of Aggregate Supply(AS) or National Income(Y)
- Consumption Function (Propensity to Consume)
- Types of Propensities to consume
- Difference Between APC and MPC
- **Saving Function (Propensity to save):** Average Propensity to Save & Marginal Propensity to consume
- Investment function, Induced Investment & Autonomous investment
- When Aggregate Demand is more than Aggregate Supply, When AD is less than AS
- **Saving and Investment Approach** : When Saving is more than Investment, When Saving is less than Investment
- Full Employment Equilibrium, Underemployment Equilibrium, Over Full Employment Equilibrium
- Multiplier, Working of Multiplier,
- Excess of Demand, Inflationary Gap, Reasons for Excess Demand, Impact of Excess Demand
- Deficient Demand, Deflationary Gap, Reasons for Deficient Demand, Impact of Deficient Demand
- Measures to correct Excess Demand: Quantitative Instrument & Qualitative Instrument
- Measures to correct Deficient Demand: Quantitative Instrument & Qualitative Instrument

Module 5: Balance of payments

- Introduction
- BoP Surplus and Deficit
- THE FOREIGN EXCHANGE MARKET
- Determination of the Exchange Rate
- Flexible Exchange Rates
- Fixed Exchange Rates
- Managed Floating

- Exchange Rate Management: The International Experience
- THE DETERMINATION OF INCOME IN AN OPEN ECONOMY
- TRADE DEFICITS, SAVINGS AND INVESTMENTS

Module 6: Government budget and Economics

- Introduction
- COMPONENTS OF THE GOVERNMENT BUDGET
- Revenue Budget; Capital Budget
- FISCAL POLICY : Changes in Government Expenditure, Changes in Taxes

➤ **Reference Books:**

- Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
- Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi.2002
- Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
- Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- Dr. T. G. Gite& others: “SthulArthshastra”, AtharvPrakashan, Pune. 2005.
- J. Harvey and H. Johnson – Introduction to Macro Economics
- D. N. Dwivedi – Macro Economics – Tata McGrew Hill, New Delhi-2006
- Samuelson, Nordhaus – Economics, Tata McGraw Hill, New Delhi-2007

Course Name: BASIC ACCOUNTING - II

Course Code:

Course Objectives: The objective of the course is to equip the students with the ability to analyze, interpret and apply the basic concepts and theories of accounting in business management. To understand Data Entry system of Book- Keeping, Petty Cash book. Preparing Final and branch Accounts.

Module 1: Depreciation:

- What is Depreciation?
- How to calculate depreciation in small business?
- Types of depreciation
- Straight-line depreciation method
- Unit of Production method
- Double declining method

Module 2: Final Accounts

- Definition of Final Accounts
- Components of Final Accounts : Trading Account, Profit and Loss Account, Balance Sheet
- Trading Account: Study of Debit side of Trading Account, Format of Trading Account
- Profit and Loss Account
- Balance Sheet : Assets & Liabilities

Module 3: ADJUSTMENT TO FINAL ACCOUNTS

- Adjustment Entries in Final Accounts
- Usual adjustments

Module 4: CAPITAL AND REVENUE EXPENDITURE

- Expenditure:
- Capital & Revenue Expenditure

Module 5: INTERNAL AUDITING

- Internal Audit: Meaning,
- Internal Audit: Objectives
- Internal Audit: Advantages

➤ Reference Books:

- Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
- Khatri, 'Financial Accounting', Tata McGraw Hill
- Libby, 'Financial Accounting', Tata McGraw Hill
- S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.

- Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing
- Accounting Made Simple – Accounting Explained in 100 Pages or Less by Mike Piper
- Financial Accounting -P. C. Tulsian
- Advance Accounting -Dr. Shukla&DrGrewal
- Modern Accountancy Volume - AMukherjee&M.Hanif

SEM- III

Course Name: HUMAN RESOURCE MANAGEMENT

Course Code:

Course Objectives: After completing this course, the student should be able to –

- To have an understanding of the basic concepts, functions and processes of human resource management.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, etc.

Module I: Introduction and Scope

- Concept of HRM
- Characteristics of HRM
- Scope of HRM
- Objectives of HRM
- Importance of HRM
- Functions of HRM
- Roles of HRM
- Origin, Evolution and Development of HRM

Module II: Human Resource Planning (HRP)

- Concept of HRP
- Factors affecting HRP
- Process of HRP

Module III: Job Design and its Techniques

- Concept of Job Design
- Approaches to Job Design
- Factors affecting Job Design
- Techniques of Job Design

Module IV: Job Analysis and Description

- Job Analysis
- Significance of Job Analysis
- Process of Job Analysis
- Methods of information collection for Job Analysis
- Job Description
- Components of Job Description
- Job Specification

Module V: Human Resource Procurement

- Concept of Recruitment
- Importance of Recruitment
- Recruitment Process
- Sources of Recruitment
- Meaning of Employee Selection
- Selection Procedure

- Meaning of Employee Placement
- Meaning of Induction
- Induction in Indian companies
- Conducting Effective Induction Programme

- **Reference Book:**
- Human Resource Management by Dr. T. K. Jain, Dr. Preeti Chugh
- Organization Effectiveness and Change Management by V.G. Kondalkar
- O.D. Interventions and Strategies edited by S Ramanarain, T.V. Rao and Kuldeep Singh
- Human Resource Management by Gary Dessler

Course Name: MARKETING MANAGEMENT

Course Code:

Course Objectives: Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices

Module I: Introduction to marketing

- Introduction to marketing
- Marketing concepts
- Marketing process
- Marketing environment
- Buyer Behavior
- Market segmentation, targeting and positioning
- Introduction to marketing mix

Module II: Product Marketing

- Product Decisions
- Concept Of A Product
- Product Mix Decisions
- Brand Decision
- New Product Development Strategies
- Product Life Cycle Strategies

Module III: Pricing

- Pricing Decisions
- Pricing Objectives and Approaches
- Pricing Policies and Constraints
- Pricing Methods

Module IV: Place (Marketing Channels)

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

Module V: Advertising and Promotion

- Promotion Decision
- Promotion Mix
- Advertising Decision
- Objective And Campaign
- Ad Effectiveness
- Sales Promotion And Publicity
- Sales Force Decision

Reference Book:

- Sales and Marketing Management (Mathur Prakash)
- The Practical Guide to Sales & Marketing Management Gene Garofalo

Course Name: LEGAL ASPECTS OF BUSINESS

Course Code:

Course Objectives: The objectives of the course are: To provide a basic understanding of various statutory provisions that confronts business managers while taking decisions.

Module 1: Indian

Contract Act – 1872

- Introduction – Definition of contract – agreement – offer – acceptance – consideration
- Contractual capacity – contingent contract – Quasi contract – performance – Discharge –
- Remedies to breach of contract.

Module 2: Partnership & Sale of Goods Act

- Essentials of partnership,
- Rights and duties of partner
- Types of partners.
- Dissolution of partnership.
- Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees,
- Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller

Module 3: Contract of Agency

- Essentials of Contract of Agency – Creation of Agency
- Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor
- Relationship of Principal and Agent – Duties of an Agent –Rights of an Agent
- Duties and Rights of the Principal – Delegation of authority by an Agent –
- Sub Agent Position of Principal and Agent in relation to third Parties
- Termination of Agency.

Module 4: Company – Formation

- Memorandum – Articles – Prospective Shares – debentures
- Directors – appointment – Powers and duties.
- Meetings – Proceedings – Management
- Accounts – audit – oppression & mismanagement – winding up.

Module 5:

The Consumer Protection Act, 1986

- Object – Rights of Consumers –Important Terms
 - Consumer Complaint - Consumer Protection Councils
 - Redressal Machinery – District Forum – State Commission - National Commission.
 - Cyber Law -Need for Cyber laws
 - Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime –
 - Types of Cyber Crimes – Preventing of Computer Crime
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- **Reference Book:**
 - Law of Business contracts in India by Sairam Bhat, Sage, www.sagepublications.com
 - Company law, Ashok K Bagrial Vikas publishing House.
 - Business Law, chandra Bose, PHI learning India PVT Ltd.

Course Name: COST AND MANAGEMENT ACCOUNTING

Course Code:

Course Objectives

1. To impart basic knowledge of both financial and cost accounting.
2. To understand financial statements and reports to make decisions.

Module I: Overview of Cost Management Accounting and Introduction to cost Terms

- Definition, Scope and functions of Management Accounting
- Difference between Management Accounting and Financial Accounting
- The Management Accountant: Strategic Decisions, Decision making, Planning and control, Cost-Benefit Approach
- The Chief Financial Officer and The Controller
- Costs and Cost Terminology: Direct Costs and Indirect Costs, Cost Allocation, Variable Costs and Fixed Costs, Cost Drivers, Relevant Range, Total Costs and

Unit
Costs, Inventoriable Costs and Period Costs, Prime Cost and Conversion Cost
➤ Relationship Of Types Of Costs

Module II: Cost concepts

- Introduction
- Determination of costs
- Elements of Cost
- Cost classification

Module III: Overheads

- Introduction
- Allocation, Apportionment, Absorption
- Control over Factory
- Administration
- Selling and distribution overheads

Module IV: Marginal costing

- Introduction
- Characteristics/Features of Marginal Costing
- Need for Marginal Costing
- Advantages & Disadvantages of Marginal Costing
- Distinction between absorption costing and marginal costing
- Cost volume profit (CVP) Analysis
- Break Even Analysis
- Margin of safety

Module V: Budget and budgetary control

- Introduction
- Objectives

- Advantages and limitations
- Production budget
- Sales budget
- Cash budget
- Flexible budget

- **Reference Book:**
 - Management Accounting – My Khan & P K Jain. Tata Mcgraw hill.
 - Management Accounting – A. Murthy and S. Gurusamy – By Tata Mcgraw Hill.
 - Management Accounting – Paresh shaw – Oxford University Press.
 - Management Accounting – NM Singhvi and Ruzbeh J. Bodhanwala PHI learning PVT Ltd.
 - Management Accounting, Principles and Applications – HUGH Coombs, David Hobbs and Ellis Jenkuis – By Sage www.sagepublications.com
 - Managerial Accounting – Indian Edition Ronald W.Hicton, G. Ramesh and M. Jayadev by Tata Mcgraw Hill.

Course Name: CONFLICT MANAGEMENT & NEGOTIATION SKILLS

Course Code:

Course Objectives: To enhance and improve the techniques and skills in conflict management; To manage interpersonal disputes among parties; To understand and acquire different negotiation skills.

Module 1: Introduction to Conflict Management

- Meaning and Source of Conflict
- Types of Conflict
- Levels of Conflict

- Traditional and Modern Approaches to Conflict
- Functional and Dysfunctional Conflicts
- Conflict Process
- Management of conflict Resolution & Stimulation Techniques
- Dual Concern Model of Conflict

Module 2: Conflict Handling Styles

- Four Myths about Conflict
- Team Conflict
- Understanding individual styles for handling Inter Personal Conflict
- Cross Cultural differences in Approaches to Conflict
- Importance of Emotional Intelligence

Module 3: Overview of Negotiation

- Elements of Negotiation
- Multiparty Negotiations
- Stages of Negotiation Process
- Issues for Negotiation
- Preparation for Negotiations
- Types of Negotiation
- Strategies and Tactics in Negotiation
- Bargaining & Negotiation- Differences and similarities
- BATNA
- Context of Mediation
- Conciliation
- Arbitration
- Principles of Persuasion
- Persuasion Strategy and its Effectiveness

Module 4: Effective Negotiations Skills

- Need for Developing Negotiation Skills
- Breakdown of Negotiation- Causes and Consequences
- Third Party Intervention
- Impasse and Alternative Dispute Resolution (ADR)
- Intractable Negotiations, Characteristics that make a Negotiation more intractable
- Effective Negotiation- Mutual Trust and Understanding
- Challenges for Effective Negotiators

Module 5: Cultural Dimensions in Negotiation

- Understanding Cultural Differences in Negotiation
- Hofstede's Cultural Dimensions
- Seven Pillars to Negotiation Wisdom
- International Negotiations
- Best Practices in Negotiations

➤ **Reference Book:**

- Booth, A., Crouter, A. C., & Clements, M. (Eds). Couples in Conflict. Mahwah, NJ: Lawrence Erlbaum.
- Casing a Promised Land by Goodall: Carbondale: Southern Illinois University Press.
- Conflict Management & Organization Development by Willem F.G. Mastenbroe: John Wiley & Sons.
- Coser, L. The Functions of Social Conflict. New York: Free Press.
- Cupach, W.R. & Canary, D.J (1997). Competence in Interpersonal Conflict. Prospect Heights, IL: Waveland.
- International Journal of Conflict Management by Jones, T.S., Remland, NonVerbal Communication and Conflict Escalation: An attribution Based Model.
- Leading Through Conflict, How Successful Leaders Transform Differences into Opportunities by Mark Gerzon: Harvard Business School Press.
- Nagy, M. Philosophical Issues in the Psychology of C.G. Jung. Albany: SUNY Press.
"Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts" by Malhotra

SEM- IV

Course Name: ENTREPRENEURSHIP DEVELOPMENT

Course Code:

Course Objectives: The students develop and can systematically apply

an **entrepreneurial** way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully. process; protection of intellectual property involving patents, trademarks, and copyrights.

Module I: Introduction

- Meaning, Definition And Concept Of Entrepreneur
- Entrepreneurship And Entrepreneurship Development
- Factors Affecting Entrepreneurship
- Characteristics And Skills Of An Entrepreneur
- Entrepreneur V/S Manager
- Concepts Of Intrapreneurship
- Types Of Entrepreneurs, Functions Of Entrepreneur
- Advantages Of Becoming An Entrepreneur
- Entrepreneurial Decision-Process, Challenges Faced By Entrepreneurs
- Common Mistakes In Entrepreneurship, And Changing Role Of Entrepreneur
- Women Enterprises
- Social Entrepreneurship
- Rural Entrepreneurship

Module II: Entrepreneurial Finance & Development Agencies

- Estimating Financial Funds Requirement
- Sources of finance – Banks VIEW
- Various Financial institutions (including IFCI, ICICI, IDBI and SIDBI)
- Financing of small scale industries in Developing Countries
- Role of Central Government and State Government in Promoting Entrepreneurship with Various incentives, Subsidies, Grants
- Export Oriented units – Fiscal & Tax Concessions
- Role of Agencies Assisting Entrepreneurship:
- DICs, SSIs
- NSICs, EDII
- NIESBUD, NEDB
- Entrepreneurship Development Institute (EDI)
- New initiatives taken by Government to Promote Entrepreneurship in India at Larger Scale

Module III: Developing Entrepreneurial Mind-set

- Idea Generation-Sources and Methods
- Identification and Classification of ideas
- Individual Creativity: Roles and Process
- idea to Business opportunity
- Entrepreneurial Motivation, Meaning of Entrepreneurial Competencies
- Major Entrepreneurial Competencies
- Developing Entrepreneurial Competencies
- Opportunity Assessment
- Business opportunities in Various Sectors
- Challenges of New Venture Start-Up
- Reasons for failure of New Venture
- How to begin with Low investment

Module IV: Developing a Business Plan

- Environmental Scanning and SWOT analysis
- The Business Plan as an Entrepreneurial Tool
- Business Planning Process:
 - Elements of Business Planning
 - Preparation of Project Plan
- Components of an ideal Business Plan:
 - Market Plan, Financial Plan
 - Operational Plan
 - Feasibility Analysis Aspects
 - Economic Analysis
 - Financial Analysis
 - Market and Technological feasibility

Module V: Launching a New Venture

- Steps involved in launching a business (Process Charts)
- Various Forms of business ownership
- Registration of business units
- Start-up to going IPO
- Revival, exit and end to a Venture

➤ **Reference Book:**

1. “Entrepreneurial Development” by Khanka S S
2. “Entrepreneurial Development and Small Business Management” by Dr P T Vijayashree & M Alagammai
3. “Entrepreneurial Development” by Desai

Course Name: LEADER SKILLS AND MANAGERIAL EFFECTIVENESS

Course Code:

Course Objectives: After completing this course, participants should be able to:

1. Understand the fundamental aspects of managing and leading organizations
2. How to practice effective leadership and management
3. How to create Team giving best output.
4. How to Manage Change, Communication and Action Plan

Module 1: Introduction to Leadership & Management

- Differentiating between Management and Leadership
- Factors of Leadership
- Leadership challenges at work
- Management challenges at work

Module 2: Practicing Effective Leadership

- Recognising Leadership Styles:
- Effective delegation and situational leadership
- The Managerial Grid: Blake and Mouton
- Four development levels of followers
- The four situational leadership styles
- Adapting your leadership style
- Influencing and motivating your team
- The Art of Persuasion and Negotiation
- The Speed of Trust – The Heart of Leadership

Module 3: Practicing Effective Management

- The Essentials of Management: Planning, Organising, Controlling
- The Top Ten Qualities of an Excellent Manager
- Interviewing and Selection Skills
- Running Effective Meetings
- Making Effective and Impactful Presentations
- Managing Performance
- Decision Making and Delegation Skills

Module 4: Creating High Performance Teams

- Teamwork in Action
- Team Learning and Performance
- Team Evolution Stages
- Managing Remote Teams
- Coaching and Mentoring Skills for Managers
- Managing of Challenging Behaviors
- Managing Pressure: Urgency vs Important
- Strategies for Different Quadrants on the Matrix

Module 5: Managing Change, Communication and Action Plans

- Understanding Change and How Teams Respond
 - The content and process dimensions of change
 - Why do Organisations Resist Change?
 - Overcoming Resistance
 - Managing Change Effectively
 - Effective Communication Skills
 - Improving internal communications
 - Getting Things Done: Practical Action Planning
-
- **Reference Book:**
 - Bass, B.M. (1990). Bass and Stogdill's Handbook of Leadership: Theory, Research and Managerial Applications. 3rd Ed. New York: Free Press.
 - Bing, John W. (2004, February).—Hofstede's Consequences: The impact of his work and on consulting and business practices. The Academy of Management Executive. Briarcliff Manor: February 2004. Vol.18, No. 1: pp. 80-87.
 - Black, J. Stewart & Porter, Lyman W. (1991) Managerial Behaviours and Job Performance: A Successful Manager in Los Angeles May Not Succeed in Hong Kong. Journal of International Business Studies, 1991, 22(1): 99-114., Journal of International Business Studies, 22(1), 99-114
 - Bolman, Lee G., and Deal, Terrence E. (2003). Reframing Organisations: Artistry, Choice, and Leadership. San Francisco: Jossey-Bass Publishers.

Course Name: PROJECT MANAGEMENT

Course Code:

Course Objectives: 1. To develop critical thinking and knowledge in project Management's theory and

practice.

- To help students develop the competence of analyzing the feasibility of the project.
- To provide the student with analytical skills for solving problems relating to project management..

Module 1: Introduction to Projects

- Definition of Project Management
- Project Management
- Project Manager and his Responsibilities
- PM as a Profession
- Selection of a Project Manager
- Fitting Projects into Parent Organization
- Project Management Team
- Phases of Project Management
- Project Environment
- The 7S of Project Management

Module 2: The Project Life Cycle

- Concept of Project Management
- Project Life Cycle
- Project Classification Extended and Project Life Cycle

Module 3: Strategic Management and Project Selection

- Selection Process of Project
- Project Selection and Criteria
- Nature of Project Selection Models
- Types of Project Selection Models
- Analysis under Certainty

Module 4: Project Analysis and Selection

- Project Initiation and Resource Allocation
- Why is Resource Allocation needed?
- Market Analysis and Demand Analysis
- Criteria for a Good Forecasting Method
- Technical Analysis
- Material Inputs and Utilities
- Basis of Government Regulatory Framework
- Project Proposal and Project Portfolio Process

Module 5: Functions of a Project Manager

- Functions of a Project Manager
- Roles and Responsibilities of a Project Manager
- Delegation of Authority
- Building Project Team
- Project Organisation
- Matrix Organisation
- Project Team and Human Factors

➤ Reference Books:

- Clements/Gido, Effective Project Management, Thomson
- Clifford F. Gray and Erik W. Larson, Project Management, Tata McGraw Hill
- Dennis Lock, Project Management, Ninth Edition, Gower
- K. Nagarajan, Project Management, Third Edition, New Age International
- P.C.K. Rao, Project Management and Control, Sultan Chand & Sons
- Prasanna Chandra, Projects – Planning, Selection, Financing, Implementation, and Review, Sixth Edition, Tata McGraw Hill
- Vasant Desai, Project Management, Second Revised Edition, Himalaya Publishing House

Course Name: SMALL BUSINESS MANAGEMENT

Course Code:

Course Objectives: To enable the students to know the importance of small scale business in a developing economy like India and motivate the students to start small scale business.

Module 1: Basics of Small Business Enterprise

- Small Business – Definition – Features
- Role of Small Business in Economic Development
- Reasons for Establishing Small Business
- Quality of Small Businessmen
- Advantages and Disadvantages of Small Business
- Reasons for Failures of Small Business
- Characteristics of Successful Small Businessmen
- Different Stages of Small business

- Steps in Setting up a Small Business
- Crisis Management in Business
- Relationships between Small and Large Units
- Small Sector in India
- A note on Family Business.

Module 2: Dynamics of Small Business

- Concepts and Definitions of Small Scale Industries (SSIs)
- Role of SSIs –
- Government Policy and Development of SSIs
- Growth and Performance –SSI
- Reservation of items for SSI
- Problems of SSI
- Sickness of SSI: Causes, Symptoms and Cures

Module 3: Institutions Supporting Small Business

- Central, State and Other Institutional Support for SSI
- Technological Upgradation and Institutional facility for SSI
- Incentives and Subsidies for SSI.

Module 4: Management of Small Business

- Production Management in Small Business Enterprises
- Financial Management in Small Business Enterprises
- Marketing Management in Small Business Enterprises
- Strategic Management in Small Business Enterprises
- Personal Management in Small Business Enterprises
- Office Management in Small Business Enterprises

Module 5: International 1 Small Business

- Preparing to go International
- International Business Plan
- Establishing Business in Another Country
- Exporting & Importing
- Financial Mechanisms for Going International
- The International Challenge

- **Reference Books:**
- Small Business Management Hardcover – 26 September 2013 by Leslie Palich (Author), Frank Hoy (Author), Justin G. Longenecker (Author), J. Petty (Author).

Course Name: DIGITAL MARKETING & E-COMMERCE

Course Code:

Course Objectives: The Course aims to provide an insight into the dynamic and exciting industry that is digital marketing and e-commerce.

Module 1: Introduction to E-commerce

- E-Commerce – Meaning, Features of E-Commerce, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce
- E-Commerce Environmental Factors: Economic, Technological, Legal, Cultural and Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce.
- Impact of E-Commerce on Business, E-Commerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Module 2: 2 E-Business and Applications

- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning.
- Bricks and Clicks Business Models in E-Business: Brick and Mortar, Pure Online,

Bricks and Clicks, Advantages of Bricks and Clicks Business Model, Superiority of Bricks and Clicks, E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading.

- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

Module 3: Payment, Security, Privacy and Legal Issues in E-Commerce

- Issues Relating to Privacy and Security in E-Business.
- Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-Cash, E-Cheque, E-Wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security.
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2000

Module 4: Digital Marketing

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing and Content Influencer Marketing, Campaign Marketing, E-mail Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts.
- Digital Marketing on Various Social Media Platforms.
- Online Advertisement, Online Marketing Research, Online PR.
- Web Analytics.
- Promoting Web Traffic.
- Latest Developments and Strategies in Digital Marketing.

Module 5: Managing your career

- What do Digital Marketers do?
- Where to work in Digital Marketing : Client-side, Vendor, Agency
- Digital Disciplines
- Preparing for Job in Digital Marketing & E-commerce

➤ Reference Books:

- Risk Management for meeting and events by Julia Rutherford silvers
- Event Risk Management and Safety (The Wiley Event Management Series) by Peter. E. Tarlow

Bachelors for Business Administration in Aviation Management

CURRICULUM & COURSE CONTENT FOR AVIATION

MANAGEMENT – THIRD YEAR

SEM-V

Course Name: Communication skills

Course Code:

Course Objectives Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others. Such skills could include communication competencies such as managing conflict, understanding small group processes, active listening, appropriate self-disclosure, etc

Module I: Introduction

- Introduction to communication
- Purpose of communication
- Process of communication
- Importance of communication in business
- Barriers to communication
- Measures to overcome barriers

Module II: Listening and Writing Skills

- Active Listening, language of communication
- General principles of writing, improving writing skills
- Expressions and words to be avoided in communication, grammar and usage
- Scope and types of communication network
- Formal and informal communication work
- Upward, downward, horizontal and digital communication.

Module III: Types of Communication

- Types of Communication
- verbal communication, importance of verbal communication, advantages of verbal communication
- Advantages of written communication
- Significance of non- verbal communication.

Module IV: Email & Oral Communication

- Writing emails, Principles of email writing, email etiquettes, overcoming problems in email
- Oral communication skills, oral business presentations- purpose, audio, local, steps in making presentations, research and planning.
- Structure and style presentation, presentation and developing a presentation.

Module V: Employment Communication

- Resume, contents of good resume, guidelines for good resume
- Different types of resumes
- Reasons for cover letter to apply for a job
- Format of a cover letter, different types of cover letter.

Reference Book:

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
- Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.
- Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
- Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
- Brown, Michele & Gyles Brandreth. How to Interview and be Interviewed. London: Sheldon Press, 1994.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
- Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.
- Fensterheim, Herbert and Jean Baer. Don't Say Yes When You Want To Say No. New York: Dell, 1975.
- Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984.
- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: SouthWestern College Pubg., 2000.

References: Web Links

- <http://networketiquette.net/>
- <https://public.wsu.edu/~brians/errors/>
- http://users3.ev1.net/~pamthompson/body_language.htm
- <http://www.albion.com/netiquette/corerules.html>
- http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/15_35_questionanswer/page15.shtml
- <http://www.colostate.edu/Depts/Speech/rccs/theory44.html>
- <http://www.dailywritingtips.com/>

Course Name: Customer Relationship management

Course Code:

Course Objectives:

To be able to identify and respond to customers & stakeholders needs, expectations & issues that both meet their needs and protects the interests of your organisation. To understand the skills to communicate with and influence customers & stakeholders.

Module 1: Introduction to CRM

- CRM Concepts, acquiring customers
- Customer's loyalty and optimizing customer relationships
- CRM defines, success factors, the three levels of SUC/ Sales and profiling.

Module 2: CRM in Marketing

- One to one relationship marketing

- Cross selling and up selling
- Customer retention
- Behavior prediction- customer profitability and value modelling, channel optimization.
- Event based marketing
- CRM and customer SVC's, the call center, call scripting, customer satisfaction measurement

Module 3: CRM for better operations

- Co-operation, communication, coordination, collaboration
- Take customer feedback, involving staff, enhance safety, increase efficiency, involving staff, improve SVC, improve quality.

Module 4: CRM and databas

- Managing and sharing customer data
- Customer information databases
- Ethics and legality of data usage, data analysis, personalization and collaborative filtering.

Module 5: CRM Implementation

- Defining success factors, preparing a business plan request.
- Justification and process, choosing CRM tools,
- Home grown versus out sources approaches, managing customer's relationship, conflicts
- CRM development team measurements

Reference Book:

- "Customer Relationship Management: Concepts and Cases" by Rai A K.
- "Customer Relationship Management" by G Shainesh and Jagdish N Sheth
- "Customer Relationship Management (CRM)" by Dr K Govinda Bhat
- "Customer Relationship Management: A Strategic Approach to Marketing" by Mukerjee K

Course Name: Aviation and Travel Terminology

Course Code:

Course Objectives: Gain knowledge of the aviation and travel related terminologies and get familiar with their usage.

Module 1: Terminologies

- Terminologies used in aviation
- Airport and airport counters, its usages.

Module 2: Travel Terms

- Usage of travel related terms in tour packages, Tickets and ground handling, its usage and advantages.

Module 3: Baggage Handling and itinerary Terms

- Explain terms used for passenger baggage handling process
- Itinerary planning terms, hotel industry terms.

Module 4: Cruise and Visa Terms

- Cruise Industry terms, explanations, usage
- Visa processing terms, different visas and its terminologies
- Passenger perceptions and how it differs from actual usages

Module 5: IATA terms

- IATA terms, airport code, how they are different from city codes/ terms
- Currency related terms, country code and usages.

Reference Books

- A Dictionary of Travel and Tourism Terminology by Allan Beaver
- Aeronautical Abbreviations and Acronyms: Your complete guide to aviation terminology 1st Edition by Jorge L. Algara (Author)

Course Name: Understanding Baggage Handling

Course Code:

Course Objectives: After completing this course you should be able to:

- Identify the systems that are applied by the airlines for carriage of baggage
- Understand the rules and procedures for checked and unchecked baggage, excess and unaccompanied baggage
- Gain knowledge about compensation for damaged / lost / misrouted baggage
- Be familiar with the procedures of carriage of pets and dangerous goods
- Understand the Baggage handling operations
- Understand Baggage security precautions & operations
- Know how baggage is traced using various systems.

Module 1: Introduction to Baggage Handling System

- Functions of baggage handling systems
- Definition of baggage
- Check-in and hand baggage, unchecked baggage,
- Different forms to be completed
- Pool baggage, weight concept, rush baggage, heavy baggage, oversize baggage.

Module 2: Check-in Process

- Baggage tagging, baggage stickers of different types, dimensions, restrictions
- PiR, mishandled baggage and formalities
- Detection of baggage, its tracing and tracking of baggage.

Module 3: Flight Manifest

- Baggage reporting
- Airlines responsibility towards lost baggage
- Warsaw convention, explaining the clauses of Warsaw convention

Module 4: Baggage claims

- Baggage claims, size of baggage
- Restricted items, dangerous goods, not permitted on board.

Module 5: Problems in baggage handling

- Problems in baggage handling;
- Analyse the impact of mishandled baggage,
- Improve the baggage handling system, solution based on best practices
- Using IATA experience with industry wide

Reference Book:

- <https://www.iata.org/en/publications/store/baggage-reference-manual/>

Course Name: Understanding World Time Zone

Course Code:

Course Objectives:

- Students will understand the concept of time zones and become familiar with the following key terms: Prime Meridian, Longitude, Time Zone.
- Students will learn how to calculate the time at different longitudes in relation to the Prime Meridian.
- Students will appreciate the need for telescopes at different longitudes.

Module 1: Introduction

- Longitude divides world time zones/ north to south.
- World clock, travel east gain time, travel west loose time.
- World divides in 24 time zones
- GMT – Greenwich Mean Time also known as UTC – explain Why world divided into time zones.
- Explain jetlag.

Module 2: Day Light Saving

- Day light saving time (DST), Introduction and explain.
- PRO for DST - longer evening, less artificial light, more sleep, better health, lighter and safer.
- Cons for DST- does not save energy, can make people sick, costs money, lack of sleep, triggers depression

Module 3: Time Conversion

- How to convert time – plus or minus, calculate different times.
- How to find flying time of an aircraft.
- Local time of flights and local times at destination, arrival times both are local.

Module 4: Time Zones

- Different time zones in USA/Canada/ Australia (eastern/pacific/ western/ central etc). Examples of cities and zones.
- Big countries like china and India one time zones examples

Module 5: Time zone

- Explain 24 hours timing- writing of AM and PM.
- Explain writing of dates like 08/Mar/ 2019 and 08/3/19. How it differs in USA and Europe. USA writes month first + date later and Europe vice a versa.
- International date line (IDL) introduction and explain.
- Over Pacific Ocean at 180 degree longitude. Loose day and Win day- cross Pacific Ocean
- Explain northern and southern hemisphere have different weather – December is summer in Australia whereas it is winter in Europe.

Reference links

- <https://www.timeanddate.com/worldclock/>
- <https://www.w3.org/TR/timezone/#contents>

Course Name: Understanding airports

Course Code:

Course Objectives:

- On completion of this course participants will be able to:
- Describe the major business dynamics of the airport industry
- Explain how the airport business has evolved including different operating models and describe some of the contemporary challenges faced by airport managers
- Describe some of the important skills and knowledge that airport leaders will need to successfully manage airport businesses effectively in the 21st century
- Describe key aspects of airport financial management and explain the economic impact of airports on their communities
- Understand the history of regulation in the aviation industry, why certain regulations were established and the importance of having an international aviation framework in place
- Describe the various airport ownership and management models that have evolved and the increasing involvement of the private sector in airport development
- Understand the strategic planning process including its purpose, key elements and the relationship between the strategic plan and other airport plans

- Explain the purpose, key elements and processes involved in developing an airport master plan
- Describe the various operating plans that are developed to establish and maintain consistent operations at airports

Module 1: Introduction

- What is airport? Airport early days, How they work
- Rules for airport.
- Types of airport – Small regional and ridiculously big airports, hub airports.

Module 2: Airport Environment

- Airport sites, altitude
- Topography, environmental impacts, airport runways.

Module 3: Airport Facilities

- Airport buildings, air bridges
- Check in area, tarmac area, Duty free area
- Lounges, Transit hotels, different facilities at airports.

Module 4: Other Facilities

- Airport locations
- Surrounding facilities, shuttle services, car park, car rentals, train services.

Module 5: Safety of Airports

- 20 world's busiest airports, their names, location and codes.
- Increasing using of airport, safety of airports, Health issues due to busy airports like flu, epidemics, SARS – Severe acute respiratory syndrome.
- Emergency support at airports like Fires, police.
- Future of airports, better facilities, more usage of technologies etc.

Reference links

- Airport Operations, Third Edition Hardcover – 16 December 2012 by Norman Ashford (Author), Pierre Coutu (Author), John Beasley (Author)
- Airport Systems: Planning, Design, and Management (Aviation Week Book) Hardcover – 16 November 2002

SEM-VI

Course Name: Understanding Civil Aircraft

Course Code:

Course Objectives: The main objective of the Course is to understand how civil aircraft works, their structure and types

Module I: ICAO

- ICAO – International Civil Aviation Organization.
- Explain the role of ICAO in civil aviation.
- Scheduled air transport including pax and cargo flights
- General aviation – civil, private and commercial flights.

Module II: Commercial Aviation

- Commercial aviation- flying for hire
- Names of 50 successful airlines with two letter codes of the airlines.

Module III: Passenger Aircraft

- Passenger aircraft types- helicopter, turboprop, light jets, mid-size jets, heavy jets, narrow body jets, regional jets.

Module IV: Aircraft Structure

- Aircraft structure- wings, fuselage, speed, tail, cockpit, engines, interior of aircraft, cabin, flight envelope, controls.

Module V: International Manufacturers

- International aircraft manufacturers – airbus, Boeing, Bombardier, aerospace, Fokker 100, McDonnell Douglas MD-80 and MD-90

Reference Books:

- The Pocket Guide to Commercial Aircraft and Airline Markings (Hamlyn Guide) Paperback – October 28, 2002 by Christopher Chant (Author)
- The Vital Guide to Commercial Aircraft and Airlines: The World's Current Major Civil Aircraft Revised Edition by Robert Hewson (Author)

Course Name: International Airlines and Travel Management

Course Code:

Course Objectives:

To get familiar with International Travel Regulations & Conventions. Also to understand required documentation and reservation procedures

Module 1: Global Geography

- World travel geography (Political and continent wise)
- IATA geography, sub areas of IATA
- 60 countries and their currencies
- Major cities and their airports – their codes.

Module 2: Travel Documentation

- Travel documentation – Passport, visa, health documents
- Use of travel information manual (TIM)
- TIMATIC, foreign exchange, regulations.

Module 3: Airline reservation

- How to make a reservation (RSVN), RSVN CODES, PNR (Passenger name record creation), essentials.
- How to read airlines time table, Global distribution system (GDS), (Abacus/SABRE/Galileo/world span).

Module 4: Ticketing

- E-ticketing
- Satellite ticketing and printing
- Online ticketing, issues with tickets.

Module 5: Travel Agent

- Functions of travel agent
- Various departments of travel agency.
- Operations and functions
- Incentives, sources of income for travel agent
- IATA recognition of travel agent.

Reference Book

- International Air Law and ICAO By Michael Milde

Course Name: Air and Cargo

Course Code:

Course Objectives:

- Identify air cargo industry terms and expressions
- Understand specific country and carrier regulations and the use of IATA's TACT manual
- Accept cargo consignment and utilize the procedures involved in handling special cargo
- Gain knowledge of the condition of carriage

Module 1: Introduction

- The cargo industry and its stake holders, marketing and sales for cargo.
- Pricing, revenue management, trends and technology.
- IATA's e- cargo initiatives
- Optimizing use of internet and intranet within organizations.
- Operation and management
- Cargo trends and forecasts
- Cargo industry regulations and their impacts.

Module 2: Introduction to cargo, aviation and airline terminology

- IATA's areas, country currency, airlines, airport codes.
- Aircraft layout for cargo, different types of aircrafts- cargo/combi.
- ULD (Unit load device), pallet and its need, recent limitation of weight and special loads.

Module 3: Air Freight

- Air freight import and export
- Consignee controlled cargo.
- Available facilities for cargo at airports like storage and forklifts etc.

Module 4: Advice on cargo from airport

- Advice on cargo from airport, booking cargo.
- SLI (Shippers letter of instruction), labelling, volume-weight ratio.
- Shipment planning.
- TACT - The air cargo tariff + rules.
- Air cargo rates and charges, cargo operations. Customer clearance.

Module 5: Air freight forwarding

- Air freight forwarding, special cargo consolidation. Documentation, AWB airway bill communication Handling COD shipment (cash on delivery)
- POD – Proof of delivery Conditions of contract
- DGR- Dangerous or hazardous goods.

➤ *Reference links*

<https://airportsCouncil.org/wp-content/uploads/2018/08/Air-Cargo-Guide.pdf>
<https://www.nap.edu/read/22094/chapter/14>

Course Name: Logistic Management

Course Code:

Course Objectives: The objective of this course is to enable students understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.

Module 1: Introduction to Logistic

- Concept of logistics, introduction, objectives, evolution Logistic management, role of logistic in economy
- Difference between logistic and supply chain management.
- Logistic in organized retail industry in India.

Module 2: Supply chain management

- Introduction, objectives, defining value chain
- Concept of supply chain management, supply chain effectiveness in Indian infrastructure
- Framework for supply chain solutions, supply chain relationship.

Module 3: Inventory and E-Logistic

- Concept of inventory, types, importance of inventory management, objective of inventory management, different types of inventory costs, inventory performance measures.
- Evolution of e. commerce logistics, introduction, concept and objectives of e-commerce, requirement of logistics in e-commerce, e-logistics structure and operations.
- Logistic resource management (LRM).

Module 4: Material Handling

- Introduction, objectives and concept.
- Principal material handling.
- Equipment used for material handling, points to be considered for material handling.
- Role of material handling logistics, logistics out sourcing.

Module 5: Warehousing and Freight Management

- Warehousing – introduction, objectives, concepts. Need for warehousing management, evolution of warehousing, functions and types of warehousing, strategies of warehouse, significance of warehousing logistics.
- Freight management, factors effecting cost.
- Logistics information system- introduction, objectives, concept, principles, importance of designing (LIS).
- Catalyst for logistics outsourcing.
- **Reference Book:**
 - Logistics Management by S. K. Bhattachary, Publications - S. Chand
 - Logistics Management by Shardul Chaubey Discovery Publishing House
 - Logistics Management by S C Ailawadi, Publications R P Singh
 - Physical Distribution Management: Logistical Approach by Khanna, K. K. Publications Himalaya
 - Logistics Management by Seema Gupta, Kumar Krishnan, Publications - Knowledge Books Distributor

Course Name: courier management

Course Code:

Course Objectives: . The Main objective of this course is to get familiar with courier industry and its operation.

Module 1: Introduction

- Understanding courier industry and its opportunities
- Define job roles and responsibilities
- Understand activities in it, importance of courier SVC Employment opportunities in courier industry
- Identify difference between traditional and modern courier system
- Understand role of courier executive and functions involved in it.

Module 2: Elements of Courier Industry

- Understand the run sheet, identify stationary requirements
- Discover route plan, distinguish the loading procedure
- List out steps for shipment delivery
- Explain system preparation of daily scheduling, understand to identify damages.

Module 3: Procedures

- Identify as how to reach customer destination, discover the delivery customer
- Describe COD- cash on delivery process
- Identify action when customer is not available
- Understand steps for delivery performance
- Narrate cash collection and other charge handling to supervisor accounts.
- Explain all terms and conditions to customer payments.

Module 4: Avoiding Unpleasant Experience

- Identify the process with undelivered packages that are given to supervisor Under reports and bill preparations
- Understand tracking process and risk of handling loss and damages Steps involved in post-delivery activities
- Describe overall inspection process of packages.

Module 5: Safety Procedure

- Identify safety procedure- understand safety requirement in the work environment
 - Gain knowledge on vehicle parking
 - Evaluate safety of parcels and documents.
 - Understand skills that are to be developed for safe operations.
 - Discover importance of road signs during operations and delivery.
- **Reference Book:**
- Starting & Managing a Courier Service: A Step by Step Approach to Starting and Managing a Courier Service: Volume 1 Paperback – 28 March 2012 by Johnny Carrasquillo (Author)

Course Name: Sustainable, Responsible, Ecological and Green Tourism

Course Code:

Course Objectives: This course aims to provide students with a broad understanding of environmental issues and their impact upon the tourism industry, therefore subject areas such as pollution, waste management and biodiversity will be a primary focus. The natural and cultural environments of communities and global destinations will be explored to enable students to critically interpret tourism dependency, and the changes and development of domestic and international tourism policy.

Module 1: Introduction

- Introduction to eco-tourism and responsible tourism, concept and definition.
- Evolution and characteristics of ecotourism.
- Future trends in ecotourism. Dimension of sustainability- social, economic, environmental.
- Stockholm conference 1972, Brundtland commission 1987, Rio declaration 1992. Global warming and sustainable development, sustainability and climate changing issues in tourism.

Module 2: Sustainable Tourism

- Sustainable Tourism meaning, definition.
- Global significance of sustainable tourism agenda 21 for travel and tourism industry.
- World conference of sustainable Tourism 1995, benefit and issues of sustainable tourism development.
- Millennium development goals and sustainability in tourism.
- Role and significance of millennium development goals in tourism development.

Module 3: Sustainable Tourism planning

- Basic concepts in sustainable design, climate analysis.
- Design for environment, socio-economic conditions, culture + experimental values.
- Case studies of sustainable tourism planning – Raghurajpur - Orissa, KNP-South Africa, Kruger National park.

Module 4: Tourism legislation and ecotourism guidelines

- Tourism legislation, national and state guidelines, various acts and laws.
- Tourism bills of rights and code for responsibility.
- Tourism summit standardization and certification for tourism sustainability. ISO-1400- role of WTTC, UNWTO, PATA in sustainable tourism development. Need and importance of tourism sustainability.

Module 5: Prospects and problems

- Threats and obstacles to responsible tourism, concept of global responses.
 - Community based and Pro and poor tourism development.
 - Reduce the negative impacts to the environment of a destination due to tourism development.
 - Impacts of over tourism at tourist destinations.
 - Application of sustainable principles to the different sectors of tourism.
- **Reference Book:**
- Sustainable Tourism on a Finite Planet By Megan Epler Wood (Earthscan from Routledge, 2017)

- International Cases in Sustainable Travel & Tourism Edited by Dagmar Lund-Durlacher and Pierre Benckendorff