

# **Bachelors for Business Administration in Aviation**

## **CURRICULUM & COURSE CONTENT FOR BBA AVIATION**

### **– FIRST YEAR**

#### **COMMUNICATION SKILLS**

##### **01-BBA-AVI-CS**

#### **Unit 1.**

Introduction to communication, Purpose of communication, process of communication, importance of communication in business, barriers to communication, measures to overcome barriers.

#### **Unit 2.**

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.

#### **Unit 3.**

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

#### **Unit 4.**

Email 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.

#### **Unit 5.**

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.

## **CUSTOMER RELATIONSHIP MANAGEMENT**

**01-BBA-AVI-CRM**

### **Unit 1.**

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

### **Unit 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.

### **Unit 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.

### **Unit 4.**

CRM and database, managing and sharing customer data, customer information databases, ethics and legality of data usage, data analysis, personalization and collaborative filtering.

### **Unit 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.

## **AVIATION & TRAVEL TERNINOLOGY**

**01-BBA-AVI-ATT**

### **Unit 1.**

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

### **Unit 2.**

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

### **Unit 3.**

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

### **Unit 4.**

Cruise Industry terms, explanations, usage, visa processing terms, different visas and its terminologies, passenger perceptions and how it differs from actual usages

### **Unit 5.**

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

## **UNDERSTANDING BAGGAGE HANDLING**

**01-BBA-AVI-UBH**

### **Unit 1.**

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.

### **Unit 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.

### **Unit 3.**

Flight Manifest, baggage reporting, airlines responsibility towards lost baggage, Warsaw convention, explaining the clauses of Warsaw convention.

### **Unit 4.**

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

### **Unit 5.**

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 --.

**CURRICULUM & COURSE CONTENT FOR BBA AVIATION –**  
**SECOND YEAR**

**UNDERSTANDING CIVIL AIRCRAFT**

**02-BBA-AVI-UCA**

**Unit 1.**

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.

**Unit 2.**

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

**Unit 3.**

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

**Unit 4.**

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

**Unit 5.**

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

## **UNDERSTANDING AIRPORTS**

**02-BBA-AVI-UA**

### **Unit 1.**

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

### **Unit 2.**

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

### **Unit 3.**

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

### **Unit 4.**

Airport locations, surrounding facilities, shuttle services, car park, car rentals, train services.

### **Unit 5.**

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.

## **INTERNATIONAL AIRLINES AND TRAVEL MANAGEMENT**

**02-BBA-AVI-IA&TM**

### **Unit 1.**

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.

### **Unit 2.**

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

### **Unit 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).

### **Unit 4.**

E-ticketing, satellite ticketing and printing, online ticketing, issues with tickets.

### **Unit 5**

Functions of travel agent, various departments of travel agency.

Operations and functions, incentives, sources of income for travel agent, IATA recognition of travel

## UNDERSTANDING WORLD TIME ZONES

02-BBA-AVI-UWTZ

### **Unit 1.**

Longitude divides world time zones/ north to south. World clock, travel east gain time, travel west lose time. World divides in 24 time zones

GMT – Greenwich Mean Time also known as UTC – explain Why world divided into time zones. Explain jetlag.

### **Unit 2.**

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.

### **Unit 3.**

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.

### **Unit 4.**

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.

### **Unit 5.**

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 versa. International date line (IDL) introduction and explain.

Over Pacific Ocean at 180 degree longitude. Lose 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



# CURRICULUM & COURSE CONTENT FOR BBA AVIATION – THIRD YEAR

## COURIER MANAGEMENT

03-BBA-AVI-CM

### **Unit 1.**

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.

### **Unit 2.**

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.

### **Unit 3.**

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.

### **Unit 4.**

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.

### **Unit 5.**

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.

**Unit 1.**

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.

**Unit 2.**

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.

**Unit 3.**

Sustainable Tourism planning, basic concepts in sustainable design, climate analysis. Design for environment, socio-economic conditions, culture + experiential values.

Case studies of sustainable tourism planning – Raghurajpur - Orissa, KNP-South Africa, Kruger National park.

**Unit 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.

**Unit 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.

## **AIR CARGO**

## **03-BBA-AVI-AC**

### **Unit 1.**

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.

### **Unit 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.

### **Unit 3.**

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

### **Unit 4.**

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.

### **Unit 5.**

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.

## **LOGISTIC MANAGEMENT**

**03-BBA-AVI-LM**

### **Unit 1.**

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.

### **Unit 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.

### **Unit 3.**

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).

### **Unit 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.

### **Unit 5.**

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.