

# DEPARTMENT OF BUSINESS ADMINISTRATION

## COURSE STRUCTURE & SYLLABI (For the students admitted from year 2023-2024 onwards)

Programme : B.B.A. Aviation Management



**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)  
**TIRUCHIRAPPALLI – 620 020**

## B.B.A. Aviation Management

Sem	Course Code	Part	Course	Course Title	Ins. Hrs /Week	Credit	Marks		Total
							CIA	ESE	
I	23U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100
	23UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100
	23UAM1CC1	III	Core - I	Principles of Management	4	4	25	75	100
	23UAM1CC2		Core - II	Financial Accounting	4	4	25	75	100
	23UAM1AC1		Allied - I	Business Economics	4	3	25	75	100
	23UAM1AC2		Allied - II	Introduction to Airline Industry	4	3	25	75	100
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
<b>Total</b>					<b>30</b>	<b>22</b>			<b>700</b>
II	23U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100
	23UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100
	23UAM2CC3	III	Core - III	Marketing Management	5	5	25	75	100
	23UAM2CC4		Core - IV	Aviation Security and Safety Management	4	4	25	75	100
	23UAM2AC3		Allied - III	Maths & Statistics for Managers	4	4	25	75	100
	23UAM2AC4P		Allied - IV	Information Technology for Business - Practical	3	2	20	80	100
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
	23U2BT1 / 23U2AT1		Basic Tamil - I / Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 #	-
<b>Total</b>					<b>30</b>	<b>23</b>			<b>700</b>
<b>@Only grades will be given</b>									
III	23U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	23UAM3CC5	III	Core - V	Operations Research	4	4	25	75	100
	23UAM3CC6		Core - VI	Business Laws	3	3	25	75	100
	23UAM3AC5		Allied - V	Airline Marketing Management	4	4	25	75	100
	23UAM3AC6		Allied - VI	Human Factors in Aviation	3	2	25	75	100
	23UAM3GE1	IV	Generic Elective - I		2	2	-	100	100
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
<b>Total</b>					<b>30</b>	<b>23</b>			<b>800</b>
IV	23U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	23UAM4CC7	III	Core - VII	Cost Accounting	4	4	25	75	100
	23UAM4CC8		Core - VIII	Airport Operations	4	4	25	75	100
	23UAM4AC7		Allied - VII	Managing Green Airports	4	3	25	75	100
	23UAM4AC8		Allied - VIII	Flight Operations Manual	4	3	25	75	100
	23UAM4GE2	IV	Generic Elective - II		2	2	-	100	100
	23UCN4EL		Experimental Learning	Industrial Visit	-	2	-	100	100
	23UCN4EA		V	Extension Activities	NCC, NSS, etc.	-	1	-	-
23U4BT2 / 23U4AT2		Basic Tamil - II / Advanced Tamil - II	எழுத்தும் இலக்கியமும் அறிமுகம் - II தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 #	-	
<b>Total</b>					<b>30</b>	<b>25</b>			<b>800</b>
V	23UAM5CC9	III	Core - IX	Management Accounting	6	6	25	75	100
	23UAM5CC10		Core - X	Entrepreneurial Development	5	5	25	75	100
	23UAM5CC11		Core - XI	Aviation resource Management	5	5	25	75	100
	23UAM5CC12		Core - XII	Passenger Ground Service	5	5	25	75	100
	23UAM5DE1A/B		Discipline Specific Elective - I		5	4	25	75	100
	23UAM5SE1	IV	Skill Enhancement Course - I	Skills for Competitive Examinations	2	1	-	100	100
	23UAM5SE2		Skill Enhancement Course - II	Public Speaking Skills	2	1	-	100	100
	23UAM5EC1		Extra Credit Course - I*	Online Course	-	*	-	-	-
<b>Total</b>					<b>30</b>	<b>27</b>			<b>700</b>
VI	23UAM6CC13	III	Core - XIII	Financial Management	6	6	25	75	100
	23UAM6CC14		Core - XIV	Personnel Management	5	5	25	75	100
	23UAM6CC15		Core - XV	Aviation Law & Regulations	6	6	25	75	100
	23UAM6PW		Project Work	Project Work	3	2	25	75	100
	23UAM6DE2A/B		Discipline Specific Elective - II		5	4	25	75	100
	23UAM6DE3A/B		Discipline Specific Elective - III		4	4	25	75	100
	23UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100
	23UAM6EC2		Extra Credit Course - II*	Online Course	-	*	-	-	-
23UAMECA		Extra Credit Course for all**	Online Course	-	**	-	-	-	
<b>Total</b>					<b>30</b>	<b>28</b>			<b>700</b>
* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills									
<b>Grand Total</b>						<b>148</b>			<b>4400</b>

**GENERIC ELECTIVE COURSES**

Semester	Course Code	Course Title
III	23UAM3GE1	Management Concepts
IV	23UAM4GE2	Salesmanship

**# Self-Study Course – Basic and Advanced Tamil**

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Semester	Course Code	Course Title
II	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

**Mandatory**

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

**DISCIPLINE SPECIFIC ELECTIVE**

Semester	Course Code	Course Title
V	23UAM5DE1A	Basic Ramp Safety
	23UAM5DE1B	Airline Social Media Strategy
VI	23UAM6DE2A	Travel Agents & Tour Operations
	23UAM6DE2B	Aviation Grooming Standards
	23UAM6DE3A	Low Cost Carriers (LCC) Business Models
	23UAM6DE3A	Principles of Airline Retailing: Key Trends in Airline Distribution Changes

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UAM1CC1	Core – I	4	4	25	75	100
<b>Course Title</b>		<b>PRINCIPLES OF MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>BASIC MANAGEMENT CONCEPTS:</b> Concept of Management – Importance – Nature of Management – Arts or Science – Management as Profession – Functions of Management - Management Thought - F. W Taylors Scientific Management – Fayol’s Administrative Management – *Applying Management theory in Practice*.	12
II	<b>PLANNING:</b> Meaning – Definition – Characteristics – Nature - Importance – Steps in Planning Process – Types of Planning – Barriers to Effective Planning – *Features of a Good Plan* – Mission –Formulation of Mission – Comparison of Vision & Mission – Objectives – Features of Objectives - Management By Objective (MBO) – Features – Problems and Limitations.	12
III	<b>ORGANIZING:</b> Meaning - Principles –Design of Organization Structure – Formal and Informal – Difference – Need for Formal Organization – Forms of Organization Structure – Line – Line & Staff – Divisional – Project – Matrix - Departmentation - *Centralization and Decentralization*.	12
IV	<b>STAFFING:</b> Concept – Factors Affecting Staffing – Human Resource Planning – Process –Job Analysis –Recruitment – Meaning – Sources of Recruitment – Selection – Selection process – *Placement* - Training and Development –Role of training and Development.	12
V	<b>DIRECTING AND CONTROLLING:</b> Concept –Importance – Principles – Techniques – Models – Motivation – Meaning – Nature – Theories of Motivation – Maslow’s Hierarchy Need Theory – Herzberg’s Motivation: Hygiene Theory –McGregor’s X Theory and Y Theory - *Motivational Pattern in Indian Organization* – Controlling – Meaning – Importance – Steps in Effective Control System - Co-Ordination: Meaning – Needs	12
VI	<b>Current Trends (For CIA only)</b> – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

\*.....\* Self Study

<b>Text Book:</b>
1. Principles and Practice of Management – L.M. PRASAD, Sultan Chand & Sons, 2020 Edition. 2.Management Principles – T.RAMASAMY, Himalaya Publishing House, 2019 Edition
<b>Reference Book(s):</b>
1. Business Management – DINKAR PAGARE, Sultan Chand & Sons, 2018 Edition 2. Principles of Management – P.C TRIPATHI AND P.N REDDY, Tata Mcgraw Hill EducationPrivate Limited,2021 Edition 3. Principles of Management – J.JAYASANKAR, Margham Publications,2018 Edition
<b>Web Resource(s):</b>
1. <a href="https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/">https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/</a> 2. <a href="https://www.lucidchart.com/blog/types-of-organizational-structures">https://www.lucidchart.com/blog/types-of-organizational-structures</a> 3. <a href="https://theinvestorsbook.com/techniques-of-controlling.html">https://theinvestorsbook.com/techniques-of-controlling.html</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concept of Business Management.	<b>K1</b>
<b>CO2</b>	Prepare a plan with reference to Mission, Vision and Objective of company/ institution.	<b>K2</b>
<b>CO3</b>	Apply effective recruitment system in staffing.	<b>K3</b>
<b>CO4</b>	Analyse the challenges in the managing the modern business Management	<b>K4</b>
<b>CO5</b>	Find the solution for the effective management systems	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. I. Abbas Khan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UAM1CC2	Core – II	4	4	25	75	100
<b>Course Title</b>		<b>FINANCIAL ACCOUNTING</b>					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>BASICS OF ACCOUNTING:</b> Definition of Accounting - *Need for Accounting* - Attributes and Steps of Accounting – Objectives of Accounting- Methods of Accounting – Double Entry System – Accounting Rules – Bases of Accounting – Accounting Concepts and Conventions.	<b>12</b>
<b>II</b>	<b>BOOKS OF PRIME ENTRY:</b> Journal – Meanings – Journal Entries - Posting of Journal Entries to Ledger- Balancing of Ledger Accounts – Subsidiary Books –Preparation of Subsidiary Books – Purchase Book – Sales Books – *Purchase Return* – Sales Return – Cash Book.	<b>12</b>
<b>III</b>	<b>TRIAL BALANCE AND RECTIFICATION OF ERRORS:</b> Meaning – Objectives – Methods of Preparation — Rectification of Errors – *Classification of Errors* –Error disclosed by Trial Balance - Suspense Account.	<b>12</b>
<b>IV</b>	<b>PREPARATION OF FINAL ACCOUNTS:</b> Meaning – Manufacturing Account – Trading Account – Profit and Loss Account – Balance sheet with adjustments.	<b>12</b>
<b>V</b>	<b>ACCOUNTS FOR NON-PROFIT ORGANISATION:</b> Meaning – Receipts and Payment Account – Income and Expenditure Account – Balance sheet.	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Acquaint students with the accounting concepts, tools and techniques influencing business organizations	

\*.....\* Self Study

<b>Text Books:</b>
1. Advanced Accountancy Vol. 1 Principles of Accounting (Including GST) – S.P.Jain, K.L.Narang, Simmi Agrawal, Monika Sehgal Kalyani Publishers. 2021 Edition. 2. Advanced Accountancy – M.C. Shukla, T.S. Grewal & S.C. Gupta Sultan Chand & Sons. 2018 Edition
<b>Reference Book(s):</b>
1. Advanced Accountancy – R.L.G upta & Radhasamy. Sultan Chand & Sons, 2022 Edition. 2. Financial Accounting - S Thothadri and S. Nafeesa, McGraw Hill, 2018 Edition. 3. Financial Accounting - Hanif M, Mukharjee, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, 2015 Edition.
<b>Web Resource(s):</b>
1. <a href="https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm">https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm</a> 2. <a href="https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf">https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf</a> 3. <a href="http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf">http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Understand the fundamental concepts of Accounting systems.	<b>K1</b>
<b>CO2</b>	Know the cash and non-cash transactions and their Purposes	<b>K2</b>
<b>CO3</b>	Estimate capital and revenue items of business transactions and Preparing final account with adjustments.	<b>K3</b>
<b>CO4</b>	Prepare non-profit organizations accounting process	<b>K4</b>
<b>CO5</b>	Find out the financial performance of a business entity.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO2</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO3</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO4</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO5</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>Mean Overall Score</b>											<b>2.3</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. J. Maheswaran**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UAM1AC1	Allied - I	4	3	25	75	100
<b>Course Title</b>		<b>BUSINESS ECONOMICS</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>CONCEPTS OF MANAGERIAL ECONOMICS:</b> Definition – Scope and Application of Managerial Economics – Fundamental Concepts – Basic economic problems common to all economies - Relationship of Business Economics with other Discipline – *Role of managerial economist*.	12
II	<b>DEMAND AND FORECASTING:</b> Demand Analysis - Law of demand - Exceptions to the law - Elasticity of Demand - Types of Elasticity - Degrees of elasticity with diagrams - Factors determining elasticity of demand - *Demand forecasting* - Methods.	12
III	<b>MARKET STRUCTURE AND THEIR PRICE DISTRIBUTION:</b> Market Structure – Classifications – Perfect Competition – Monopolistic Competition – Oligopoly – pricing under monopoly - *Perfect Competition* - Oligopoly and Monopolistic Competition - Price and Output Determination - Role of time element in market price determination – Economies of scale - Internal Economies – External Economies.	12
IV	<b>COST CONCEPTS:</b> Short run and long run cost analysis (traditional theory) Modern theory of cost - Long run and short run - Pricing techniques – Cost related pricing techniques - Demand related pricing techniques - *Competition oriented pricing* – Break Even Analysis.	12
V	<b>MACRO -ECONOMICS FOR MANAGEMENT:</b> Economic planning - Trade Cycle – *features* - phases and control - National Income – concepts - problems and importance – Calculation of National Income.	12

\*.....\* Self Study

<b>Text Book:</b>
1. Dominick Salvatore - Managerial Economics, Oxford Publishers, 2016 Edition. 2. Geethika, Ghosh & Choudhury - Managerial Economics, McGraw Hill, 2011 Edition.
<b>Reference Book(s):</b>
1. R. Panneerselvam, P. Sivasankaran & P. Senthilkumar - Managerial Economics, Cengage 2015 Edition 2. H.L Ahuja Samuelson & Marks - Managerial Economics - S.Chand 2014 Edition. 3. L.Varshney and K.L. Maheshwari - Managerial Economics ,Sultan Chand and Sons.2014 Edition
<b>Web Resource(s):</b>
1. <a href="https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp">https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp</a> 2. <a href="https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/">https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/</a> 3. <a href="https://www.researchgate.net/publication/327882739_Management_Economics_Concepts_and_Tools">https://www.researchgate.net/publication/327882739_Management_Economics_Concepts_and_Tools</a> 4. <a href="https://online.aurora.edu/types-of-market-structures/">https://online.aurora.edu/types-of-market-structures/</a>



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concept of Managerial Economics.	<b>K1</b>
<b>CO2</b>	Understand the challenges of modern managers in the decision making process	<b>K2</b>
<b>CO3</b>	Develop skills relating to the students' application of this subject knowledge in the practical situations	<b>K3</b>
<b>CO4</b>	Apply fundamental economic principles, theories and concepts useful to the business	<b>K3</b>
<b>CO5</b>	Find the various microeconomic variables that determine business decisions and consumers' purchase decisions	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>Mean Overall Score</b>											<b>3.0</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. T. Jayakumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UAM1AC2	Allied-II	4	3	25	75	100
<b>Course Title</b>		<b>INTRODUCTION TO AIRLINE INDUSTRY</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>GENERAL INTRODUCTION OF AVIATION:</b> Aviation – Introduction - Meaning & Genesis of Aviation - Aviation Terminology – Regulatory Bodies – DGCA, BCAS, ICAO, IATA - IATA Phonetics - Airport and Airline Codes – World Time Zone - Land side and Airside – Areas –*Terminal Building* – Apron – Runway.	12
II	<b>INTRODUCTION TO AIRCRAFT SCIENCE:</b> History of Aircraft-Difference between Aircraft and Airplane-*List of Civil Aircraft* - Manufacturing Companies – Classification of Airplanes-Physical Description of an Aircraft Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.	12
III	<b>PASSENGER SERVICES AT TERMINAL BUILDING:</b> Reservation – Meaning – Procedures – Check in – Meaning – Seating Procedures of an Airline– Exit Row Seating Procedures -X-Ray Screening of Baggage Procedure – Types of Passengers and Handling Procedure – Expectant Mother Handling Procedures – Handling Procedure for Infant, Minor, Physically Incapacitated Person – Ambulatory Passenger – Non-Ambulatory Passenger – Wheel Chair Passenger – *Types of Wheel Chair Passengers* – Disruptive Passenger - Handling Procedure – Mentally Disabled Passenger Handling Procedure -Handling of CIP, VIP& VVIP-Co- ordination of Supporting Agencies /Departments. Boarding Gate – Procedure –Arrival Terminal Procedure – Property Irregularity Report (PIR) – Meaning.	12
IV	<b>PASSENGER SERVICES AT RAMP:</b> Ramp Handling Procedure, –Baggage Make up Area – Meaning – Procedure – *Passenger Reconciliation – Meaning*, Baggage Reconciliation - Meaning, Gate Know Show (GNS)- Procedure, Flight Cancellation and Denied Boarding Compensation Procedures – Death During Flight – Handling Procedure – Handling Procedure for Blind Passenger – Annexure for Passenger Handling Arrival Ramp Procedure- Meaning.	12
V	<b>RAMP SAFETY AND HANDLING PROCEDURES &amp; CIVIL AVIATION REQUIREMENT (CAR):</b> Introduction – Meaning – Operating Service Doors and Panels – Securing the Aircraft - Ramp Officer Check sheet – Ramp Safety – Meaning – Handling Procedures - Types of Accidents at Ramp -Accident to Passengers – Accident to Personnel – Damage to Aircraft – Damage to Ground Equipment and Vehicle – (Beacon – Cones)- Personnel Protection on the Ramp – Propeller Safety – Thrust Reversers – Aerial and other Protrusions – Driving on the RAMP – *Foreign Object Debris (FOD)* – Ramp Markings – Service Roads – No Parking Areas – Equipment Parking Areas – Safety DO’s and DON’T’s – Aircraft Guiding Procedures – Baggage/Cargo Loading and Offloading Procedures – Catering Uplift Procedure – Aircraft Arrival Procedure – Aircraft Departure Procedure – Fuelling General Procedures and Precautions – Pushing and Towing of Aircraft – CAR – Meaning- Regulatory Authority– Compliance Requirement	12

\*.....\* Self Study

<b>Text Books:</b>
1. FlySky Aviation, “Airport and Airline Management”, Latest Edition, 2020. 2. International Air Transport Association (IATA); 1st Edition (14 April 2011) 3. B.Young, “Airport planning and management” McGraw-Hill Education, 6th Edition, 2011.
<b>Reference Book(s):</b>
1. IATA books on airline customer service – 2020 edition.
<b>Web Resource(s):</b>
1.1. <a href="https://www.slideshare.net/vivianmeril/introduction-to-airline-industry">https://www.slideshare.net/vivianmeril/introduction-to-airline-industry</a> . 2. <a href="https://www.iata.org/en/training/courses/airline-industryintroduction/talg50hlm/en/">https://www.iata.org/en/training/courses/airline-industryintroduction/talg50hlm/en/</a> .

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Analyze and evaluate the functions and responsibilities of aviation regulatory bodies.	<b>K4</b>
CO2	Compare and contrast different types of aircraft in terms of their design and operational capabilities.	<b>K4</b>
CO3	Design and implement procedures for managing passenger traffic in airport terminals.	<b>K5</b>
CO4	Reflect on and understand the cultural aspects of work in the ramp.	<b>K4</b>
CO5	Evaluate and implement safety protocols and procedures in ramp operations.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	2	2	2	2	3	3	3	<b>2.4</b>
<b>CO2</b>	3	2	2	2	2	2	2	3	3	3	<b>2.4</b>
<b>CO3</b>	2	3	3	2	2	2	2	3	3	3	<b>2.5</b>
<b>CO4</b>	2	1	3	3	2	2	2	3	3	3	<b>2.4</b>
<b>CO5</b>	1	1	1	3	2	2	2	3	2	3	<b>2.0</b>
<b>Mean Overall Score</b>											<b>2.3</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. Srikanth Chandrasekaran**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Men					

SYLLABUS		
Unit	Contents	Hours
I	<b>VALUES IN LIFE:</b> Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	<b>PERSONAL WELLBEING:</b> Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	<b>ROLE OF MEN IN FAMILY:</b> As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	<b>MAN A SOCIAL BEING:</b> A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	<b>PROFESSIONAL VALUES:</b> More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

**Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours**

<b>Textbook(s):</b>
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
<b>Web References:</b>
1. <a href="https://www.slideshare.net/humandakakayilongranger/values-education-35866000">https://www.slideshare.net/humandakakayilongranger/values-education-35866000</a> 2. <a href="https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/">https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/</a> 3. <a href="https://www.un.org/esa/socdev/family/docs/men-in-families">https://www.un.org/esa/socdev/family/docs/men-in-families</a>

**Activity:**

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

**EVALUATION COMPONENT: TOTAL: 100 MARKS****Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

**Component II:**

Quiz (or) Multiple choice questions Test - 25 marks

**Component III:**

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

**Component IV:**

Assignment (or) Essay Writing (or) Debating - 25 marks

**Course Coordinator: Dr. M. Purushothaman**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UAM2CC3	Core – III	5	5	25	75	100
<b>Course Title</b>		<b>MARKETING MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>MODERN MARKETING:</b> Meaning – Definition – Classification of Market – Marketing – Meaning – Features – *Objectives of Marketing* – Marketing Functions – Marketing Management – Concepts – Functions of Marketing Management – Modern Marketing Strategies.	15
II	<b>MARKETING MIX AND CONSUMER BEHAVIOUR:</b> Meaning – Elements – Factors affecting Marketing Mix – Marketing Environment – Market Segmentation – Concept – *Bases for Market Segmentation* - Consumer Behaviour – Factors influencing Consumer Behaviour – Consumer Motivation.	15
III	<b>PRODUCT AND PRICING:</b> Meaning – Definition - Characteristics – Classification of Product – Product - New Product Development – Product Mix - Product Life Cycle - Product Diversification - Pricing – Meaning – Definition – *Importance* – Objectives - #Methods of pricing strategies# – Factor influencing pricing – Types of Pricing.	15
IV	<b>PROMOTION:</b> Meaning – Definition – Methods – Advertisement – #Significance# – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Physical Distribution – Meaning – Definition – Channels of Distribution - Wholesaler – *Functions* – Services – Retailer – #Functions# – Services – Marketing intermediaries and their function.	15
V	<b>DIGITAL MARKETING:</b> Meaning - Features – Traditional vs. Modern Marketing – Content Marketing – Types of Content Creation – *Online Content Marketing* – Concepts of Social Media marketing – Network Advertising – Affiliation Marketing.	15
VI	<b>Current Trends (For CIA only) – To sell the goods in their area</b>	

\*.....\* Self Study

<b>Text Book:</b>
1. Ramaswamy and Namakumari, Marketing Management 4 <sup>th</sup> Edition MacMillan Education
2. Puneet Bhatia, Fundamentals of Digital Marketing, Pearson Education, New Delhi, 2019
<b>Reference Book(s):</b>
1. Jeremy Kagan, Digital Marketing: Strategy and Tactics, Wiley Publishers, New Delhi, 2020.
2. Seema Gupta, Digital Marketing, McGraw Hill Education, New Delhi, 2019
<b>Web Resource(s):</b>
1. <a href="https://smallbusiness.chron.com/seven-functions-marketing-56980.html">https://smallbusiness.chron.com/seven-functions-marketing-56980.html</a>
2. <a href="https://www.economicdiscussion.net/advertising/types-of-advertising-media/31785">https://www.economicdiscussion.net/advertising/types-of-advertising-media/31785</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Learn the fundamental knowledge of marketing and its function, environment and marketing segment.	<b>K1</b>
<b>CO2</b>	Understand the influencing of consumer behaviour and observe the latest trends in marketing.	<b>K2</b>
<b>CO3</b>	Outline the product mix concepts, product life cycle strategies and construct a new product development	<b>K2</b>
<b>CO4</b>	Gain the Practical Knowledge to sell the goods.	<b>K4</b>
<b>CO5</b>	Find out appropriate price for fixation for the new product and proper channel of distribution	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO3</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO4</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO5</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. K. Mohamed Anwar**

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UAM2CC4	Core – IV	4	4	25	75	100
<b>Course Title</b>		<b>AVIATION SECURITY AND SAFETY MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
I	<p><b>INTRODUCTION TO SAFETY MANAGEMENT SYSTEM: Safety Management Systems (SMS):</b>  Meaning and Definition - A National security asset: importance of Air transportation – Airways – Deregulation – Consequences of 9/11 to the industry – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Aviation regulations – Airport security – New Carrier rules – New Airport Operator rules – Public Law 93 – 366 – threat warnings – *Aviation Security Improvement Act of 1990* – Civil Aviation Security – Crimes against Humanity – Convention – Tokyo – Hijacking , Montreal- Bonn Agreement– Diplomatic Conference on Air Law – Annex 14-ICAO.</p>	12
II	<p><b>SAFETY MANAGEMENT SYSTEM REGULATORY AUTHORITY: Safety</b>  -Meaning – Safety policy of Airlines in India – Regulatory Authority – DGCA ,Role of DGCA in (Safety Management System) SMS- Distribution list of Safety Management System Manual – Scope of Safety Management System – Acceptable level of safety – Target Audience – Purpose – Safety Performance Indicators – Safety Performance Targets – Regulatory Compliance DGCA CAR Section 1, Series C, Part I &amp; ICAO Safety Management System Manual - Safety policy and Objectives – Safety Accountability and Responsibilities – SMS Organizational Arrangements – *Safety Responsibilities of Accountable Manager* – Safety Manager – HOD – All Managers – Employees – Safety Review Committee – Safety Action Group – Coordination of Emergency Response Planning – SMS Documentation Control Procedures – SMS Library – SMS Manual Requirement – SMS Implementation Plan – GAP analysis.</p>	12
III	<p><b>WEIGHT AND BALANCE / LOAD AND TRIM:</b>  Introduction – Meaning – Importance of Load and Trim Sheet – Regulatory Requirement – Weight, Balance , Centre Of Gravity, Centre of Pressure – Meaning - General Description of Aircraft – *Phases of Flight* – Preparation of Weight Schedule – Approval of Weight Schedule - Standard Weight of Flight Crew and Passengers – Instructions for Safe Loading – Procedure for Preparing Load and Trim Sheet – Important Features of Load and Trim Sheet – Qualification , Duties and Responsibilities of Load and Trim Officer – Aircraft Handling Personnel – Responsibilities and Qualifications – Safety Precautions During Aircraft Fuelling – Action During Fuel Spillage.</p>	12
IV	<p><b>NATIONAL CIVIL AVIATION SECURITY PROGRAMME (NCASP) &amp; SECURITY SCREENING PROCEDURES (CAR):</b>  Meaning - Aircraft Rules 2011 – International Legislations – Hijacking- Anti Hijacking Measures – Measures against Terrorist – Terrorism- Hijacking incidents in the world – Access Control – Staff – Passenger – Purpose – Points – *Access Control of Vehicles* – Landside Security – Landside Security Measures – Convention 1991 – Personal Security Officer of VVIP &amp; VIP or high-risk Category – SPG (Special Protection Groups) of President, Vice President, Prime Minister – Sports Person. GX-Ray Baggage Inspection System (X-BIS) – Introduction – Types of X-BIS– Top Down Beamer – Down top Beamer –Side Beamer-- Methods of Screening – Hand Held Metal Detector (HHMD) and Door Frame Metal Detector(DFMD) – Meaning – Screening Procedure – Detection Requirement –</p>	12



	Method of Search – Advantages and Disadvantages – Procedure for Carriage of Prisoner – Catering Screening – Behaviour Detection and Profiling – Meaning – Suspicious Signs – Tools for Behaviour Detection – Explosive Vapour Detector(EVD) and Explosive Trace Detector (ETD) – Meaning – testing procedure – specifications advantages and disadvantages.	
V	<b>DANGEROUS GOODS:</b> Introduction – Meaning – definition – Scope – Regulation for Safe Transportation – Categories – Classification of Dangerous Goods – *Hidden Dangerous Goods* – Storing and Loading of Dangerous Goods – Loading Restrictions for Dangerous Goods on Passenger Aircraft – Different types of Dangerous Goods Carried by Passengers – Handling Loading and Unloading Dangerous Goods – Radio Active Material – Magnetised Material – Dry Ice – Wheel Chair – Notification to Pilot In Command (NOTOC) – Safety Procedures – Emergency Procedures – Accident and Incident Reporting Procedures – IMP Codes for Dangerous Goods.	12

\*.....\* Self Study

<b>Text Book:</b>
1. Fly Sky Aviation, “Ground handling Services Management”, FlySky Aviation, Latest Edition 2020. 2. Daniel J. Benny, “General Aviation Security”, CRC Press, 1st Edition, 2016. 3. Andrew R. Thomas, “Aviation Security Management”, Praeger Publishers Inc, 2008.
<b>Reference Book(s):</b>
1. Kathleen Sweet, “Aviation and Airport Security: Terrorism and Safety Concerns”, CRC Press, 2nd Edition, 2009. 2. Abeyratne Ruwantissa, “Aviation Security: Legal and Regulatory Aspects”, Routledge, 1st Edition, 2020.
<b>Web Resource(s):</b>
1. <a href="https://www.icao.int/safety/safetymanagement/Pages/default.aspx">https://www.icao.int/safety/safetymanagement/Pages/default.aspx</a> 2. <a href="https://www.faa.gov/regulations_policies/handbooks_manuals/aviation/media/aa-h-8083-19a.pdf">https://www.faa.gov/regulations_policies/handbooks_manuals/aviation/media/aa-h-8083-19a.pdf</a> 3. <a href="https://www.iata.org/en/youandiata/travelers/aviation-safety/">https://www.iata.org/en/youandiata/travelers/aviation-safety/</a> 4. <a href="https://aci.aero/">https://aci.aero/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Analyse the concept and principles of Safety Management Systems (SMS) and their significance in aviation.	<b>K4</b>
CO2	Evaluate the regulatory framework and its role in implementing and monitoring aviation safety measures.	<b>K5</b>
CO3	Apply knowledge of Weight and Balance/ Load and Trim in aircraft operational procedures.	<b>K3</b>
CO4	Examine the implementation and effectiveness of the National Civil Aviation Security Programme (NCASP) and evaluate security screening procedures as outlined in the Civil Aviation Regulations (CAR).	<b>K4</b>
CO5	Demonstrate proficiency in the assessment, handling, and management of Dangerous Goods during aircraft loading and unloading processes.	<b>K2</b>

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	2	3	3	3	2.4
CO2	3	3	2	2	2	2	2	3	3	3	2.5
CO3	3	3	2	2	2	2	2	3	3	3	2.5
CO4	3	2	3	3	2	2	2	3	3	3	2.6
CO5	3	2	2	3	2	2	2	3	2	3	2.4
<b>Mean Overall Score</b>											<b>2.5</b>
<b>Correlation</b>											<b>High</b>

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. Srikanth Chandrasekaran**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UAM2AC3	Allied - III	4	4	25	75	100
<b>Course Title</b>		<b>MATHS &amp; STATISTICS FOR MANAGERS</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>MATHEMATICS FOR FINANCE:</b> Interest – Concepts – Types of Interest – Simple and Compound Interest – Matrices – Meaning – Definition – *Basic rule for Matrices* - Addition – Subtraction and Multiplication – Inverse of Matrix – Cramer’s rule.	12
II	<b>STATISTICS:</b> Meaning – Growth of Statistics – Functions of Statistics – *Limitations* – Data – Sources of Data – Primary and Secondary Data – Sampling – Methods of Sampling – Tabulation – Types of Tabulation – Diagrammatic Graphic Presentation.	12
III	<b>MEASURES OF CENTRAL TENDENCY:</b> Meaning – Averages – Types of Averages – Arithmetic mean – Median – Mode – Geometric Mean – Harmonic Mean.	12
IV	<b>MEASURES OF DISPERSION:</b> Meaning – *Objectives* – Methods of Variation – Range – Mean Deviation – Standard Deviation – Coefficient of Variation.	12
V	<b>CORRELATION AND REGRESSION:</b> Meaning – *Uses of Correlation* – Types of Correlation – Graphic Method – Karl Pearson’s coefficient of Correlation – Rank Correlation – Concurrent Deviation Method – Regression Analysis – Meaning – Regression Equations.	12

\*.....\* Self Study

<b>Text Books:</b>
1. P.R. Vital Business Mathematics and Statistics, Margham Publications, Chennai, 2018
2. Dr. S. P. Gupta, Elementary of Statistical Methods, Sultan Chand & Sons, New Delhi, 2022
<b>Reference Book(s):</b>
1. K. Alagar, Business Statistics, The MC Graw- Hill Companies- New Delhi
<b>Web Resource(s):</b>
1. <a href="https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e">https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e</a>
2. <a href="https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf">https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf</a>
3. <a href="https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode- median.php">https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode- median.php</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the basic mathematical tools and statistical techniques used in business.	K1
CO2	Identify the objectives and uses of central tendency	K2
CO3	Apply the concepts of measures of central tendency and variations.	K3
CO4	Apply the concepts of correlations and regressions in the business.	K3
CO5	Evaluate the application of statistics in Business forecasting	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	3	2	2	3	3	3	2.6
CO2	3	2	2	3	3	2	2	3	3	3	2.6
CO3	3	2	2	3	3	2	2	3	3	3	2.6
CO4	3	2	2	3	3	2	2	3	3	3	2.6
CO5	3	2	2	3	3	2	2	3	3	3	2.6
<b>Mean Overall Score</b>											<b>2.6</b>
<b>Correlation</b>											<b>High</b>

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. R. Deepa**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UAM2AC4P	Allied - IV	3	2	20	80	100
<b>Course Title</b>		<b>INFORMATION TECHNOLOGY FOR BUSINESS - PRACTICAL</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>MS – WORD INTRODUCTION:</b> File Ribbon – Home Ribbon – Tables – Illustrations – Links – Header & Footer – Document Formatting – Page Background – Page & Paragraph Setup - References Ribbon: Table of Contents – *Footnotes* – Citations & Bibliography – Using Captions – Create an Index – Mail Merge Operations – Review Ribbon – View Ribbon	9
II	<b>MS-WORD PRACTICAL:</b> Create and Design a Business Letters - Create Invoices -Design E-book Preparations - Formatting word document	9
III	<b>MS – EXCEL INTRODUCTION:</b> Create a Workbook - Enter Data in a Worksheet - Create Tables - Basic Formula - *Create Charts and Objects* - Filter & Sort data by using an Auto Filter - Print a Worksheet by using Print Preview.	9
IV	<b>MS-EXCEL PRACTICAL:</b> Inventory Preparation - Invoice Preparation with various templates - Pay Roll - Student Attendance.	9
V	<b>MS – POWERPOINT INTRODUCTION:</b> Business Presentations - *Preparation of Organization Charts* - Insert and Format Text, Shapes, and Images - Insert Tables, Charts, SmartArt, and Media	9

\*.....\* Self Study

<b>Text Book:</b>
1. S. V. Srinivasa Vallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.
<b>Reference Book(s):</b>
1. K. Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
<b>Web Resource(s):</b>
1. <a href="https://support.microsoft.com/en-us/training">https://support.microsoft.com/en-us/training</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Indicate the names and functions of the Ms –Word interface components in Official	K1
CO2	Specialize in all types of official documents in MS Word such as Business letters, Invoices, E-Book Preparation	K2
CO3	Examine the worksheet concepts and explore the MS – Excel environment	K3
CO4	Learn the Inventory Preparation, Pay Roll, Invoice Preparation and Student Attendance	K4
CO5	Create simple Business Presentation with outlines	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	1	2	1	2.4
CO2	3	3	3	3	2	3	3	1	2	1	2.4
CO3	3	3	3	3	2	3	3	1	2	1	2.4
CO4	3	3	3	3	2	3	3	1	2	1	2.4
CO5	3	3	3	3	2	3	3	1	2	1	2.4
<b>Mean Overall Score</b>											<b>2.4</b>
<b>Correlation</b>											<b>Medium</b>

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Dr. A. Sengottuvel**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UCN2SS	Soft Skills Development	2	2	-	100	100
<b>Course Title</b>   <b>Soft Skills Development</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>Communication Skills:</b> Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	<b>Emotional Skills:</b> Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	<b>Functional Skills:</b> Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	<b>Interpersonal Skills:</b> Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	<b>Personality Skills:</b> Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

**Hours of Teaching : 5 hours and Hours of Activity: 25 hours**

<b>Textbook(s):</b>
<ol style="list-style-type: none"> <li>1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006.</li> <li>2. Body Language in the workplace - Allan and Barbara Pease; 2011.</li> <li>3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.</li> </ol>
<b>Web References:</b>
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/109105110">https://nptel.ac.in/courses/109105110</a></li> </ol>

## EVALUATION CRITERIA

<b>Work Book (Each unit carries 10 marks)</b>	-	<b>50 Marks</b>
<b>Examination</b>	-	<b>50 Marks</b>

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:
  - Self-Introduction - 20 Marks
  - Resume - 10 Marks
  - Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

### **Mock Interview Marks Distribution**

**(20-Marks)**

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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**Course Coordinator:**  
**Dr. M. Syed Ali Padusha**



Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UAM3CC5	Core - V	4	4	25	75	100
<b>Course Title</b>		<b>OPERATIONS RESEARCH</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO OPERATION RESEARCH:</b> Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.	12
II	<b>TRANSPORTATION PROBLEM:</b> Transportation Problem: Formulation – Solution - Unbalanced Transportation problem - Initial basic feasible solutions - North West Corner Rule - Least Cost Method - Vogel's Approximation Method and Modi method.	12
III	<b>ASSIGNMENT PROBLEM:</b> Assignment model : Hungarian method for optimal solution - Solving unbalanced problem - Traveling salesman problem and assignment problem.	12
IV	<b>GAME THEORY:</b> Game theory: Concept of Pure and Mixed strategies – Solving 2 x 2 matrices with and without saddle point. Graphical solution – m x 2 and 2 x n games - Solving games by Dominance Property - Replacement – Introduction - Replacement models.	12
V	<b>NETWORK MODEL:</b> CPM – Principles – Construction of network - Critical path – Forward pass – Backward pass computations – PERT – Time scale analysis - Probability of completion of project – Types of floats.	12
VI	<b>CURRENT TRENDS (For CIA only):</b> Contemporary Developments Related to the Course during the Semester concerned. Practical: Conduct of Employee survey and reporting- Review and evaluation of Inventory control.	

(Marks: Theory 20% and Problems 80%)

<b>Text Book:</b>
1. Operations Research - KANTI SWARUP, P.K. GUPTA AND MAN MOHAN, Sultan Chand & Sons Co. Ltd., 14th Edition, 2008.
2. Operations Research - S. KALAVATHY, Vikas Publishing House Private Limited, 4th Edition, August 2002
<b>Reference Book(s):</b>
1. Quantitative Techniques - C.R. KOTHARI, Vikas Publishing House Private Limited, 15th Edition, January 2013.
2. Quantitative Techniques for Decision Making - ANAND SHARMA, Himalaya Publishing House, 3rd Edition 2021 E – RESOURCES:
<b>Web Resource(s):</b>
1. <a href="http://www.snavita.org/pdf/Introduction%20to%20Operations%20Research.pdf">http://www.snavita.org/pdf/Introduction%20to%20Operations%20Research.pdf</a>
2. <a href="https://towardsdatascience.com/operations-research-in-r-transportation-problem">https://towardsdatascience.com/operations-research-in-r-transportation-problem</a>
3. <a href="https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf">https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Formulate and obtain the optimal solution for Linear Programming problems.	K1
CO2	Determine the optimal solution for Transportation problems.	K2
CO3	Determine the optimal solution for Assignment problems.	K3
CO4	Understand the need of inventory control and Management	K4
CO5	Decide an optimal replacement decision for given equipment.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	2	2.9
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	3	3	2	2.9
CO5	3	3	3	3	3	3	3	3	3	2	2.9
<b>Mean Overall Score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. S. KUMAR**

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UAM3CC6	Core - VI	3	3	25	75	100
<b>Course Title</b>		<b>BUSINESS LAWS</b>					

<b>SYLLABUS</b>		
<b>Unit</b>	<b>Contents</b>	<b>Hours</b>
<b>I</b>	<b>GENERAL CONTRACT:</b> Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object..	<b>9</b>
<b>II</b>	<b>PERFORMANCE OF CONTRACT:</b> Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract. Performance of Contract of Sale – Rights of an Unpaid Seller.	<b>9</b>
<b>III</b>	<b>AGENCY OF CONTRACT:</b> Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent Termination of Agency.	<b>9</b>
<b>IV</b>	<b>SALE OF GOODS ACT:</b> Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property	<b>9</b>
<b>V</b>	<b>PARTNERSHIP ACT:</b> Partnership – Definition - Essentials - Rights, duties and Liabilities of partners - Types of partnership - Dissolution of partnership.	<b>9</b>
<b>VI</b>	<b>CURRENT TRENDS (for Continuous Internal Assessment only)</b> Course content shall be discussed in the light of relevant case laws through Expert Talk, Group Discussion, Role Play and Power Point Presentation.	
(100% Theory)		
<b>Text Book:</b>		
1. Elements of Mercantile Law - N.D. KAPOOR, Sultan Chand & Sons, 2019 Edition. 2. Business Law – PILLAI & BHAGAVATHI, S Chand & Company Limited, 2007 Edition		
<b>Reference Book(s):</b>		
1. Principles of Mercantile Law – B.N. TANDON. 2. Business Law including Company Law- S.S. GULCHAN & G.K. KAPOOR, New Age International Publishers, 2009 Edition.		
<b>Web Resource(s):</b>		
1. <a href="https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf">https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf</a> 2. <a href="https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf">https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf</a>		

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
<b>CO1</b>	Learn the basics of laws governing commercial contracts and nuances of competency to contract, rules of consideration, free concern and object of contract with case laws and illustrations.	<b>K1</b>
<b>CO2</b>	Have an insight on the provisions related to Sale of Goods Act 1930	<b>K2</b>
<b>CO3</b>	Understand the consequences of applicability of various laws on business situations.	<b>K3</b>
<b>CO4</b>	Know the rights and duties under various legal acts.	<b>K4</b>
<b>CO5</b>	Develop critical thinking through the use of law cases.	<b>K5</b>

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	2	3	3	3	3	3	2	3	3	<b>2.8</b>
<b>CO2</b>	3	3	3	2	3	3	3	3	2	3	<b>2.8</b>
<b>CO3</b>	3	2	3	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO4</b>	2	3	3	3	2	3	2	3	3	3	<b>2.8</b>
<b>CO5</b>	3	3	3	2	3	2	2	3	3	3	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. SADAM HUSSAIN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UAM3AC5	Allied – V	4	4	25	75	100
<b>Course Title</b>		<b>AIRLINE MARKETING MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO MARKETING AND AVIATION TRENDS AND PERFORMANCE:</b> Principles – Definitions – Maslow - Airline Models - Emerging markets – Top Airlines.	12
II	<b>MARKETING PLANNING:</b> External Factors – Internal Factors – PESTLE – SWOT – Vision and Mission – Goals and Objectives	12
III	<b>MARKETING STRATEGIES AND THE MARKETING MIX:</b> Segmentation – Targeting – Positioning – product and brand management	12
IV	<b>PRICING, AIRLINE COSTS AND REVENUE MANAGEMENT:</b> Capacity Management – Unbundling – Buckets – Advertising and Direct Marketing – Selling and Sales Promotion – PR.	12
V	<b>CHANNELS OF DISTRIBUTION AND SOCIAL MEDIA:</b> Online Portals – GDS – Agents – As a promotion and distribution tool – Latest Records – Examples of Best Campaigns	12
VI	<b>Current Trends (For CIA only)</b> A growing demand for air travel in emerging markets, a continued shift towards low-cost carriers and hybrid business models, and an increasing use of technology to improve operational efficiency, passenger experience, and safety.	
<b>Text Book (s):</b>		
1.Stephen Shaw, "Airline Marketing and Management" Ashgate Sixth Edition, 2007. 2.Phlip Kotler, "Marketing management (Millennium edition)", prentice hall of India P (ltd), 1st edition, 2001. 3.Boyd Walker, "Marketing Management", McGraw Hill, 1st edition, 2002.		
<b>Reference Book (s):</b>		
1.Keith Flether, "Marketing Management and Information Technology", Prentice Hall, 1st edition ,2001. 2.Kotler and Armstrong, "Principles of Marketing", Pearson, 12th edition. 2008.		
<b>Web Resource (s):</b>		
1. <a href="https://www.iata.org/en/training/courses/marketing-essentials/talh10/en/">https://www.iata.org/en/training/courses/marketing-essentials/talh10/en/</a> 2. <a href="https://hbr.org/">https://hbr.org/</a> 3. <a href="https://www.khanacademy.org/economics-finance-domain">https://www.khanacademy.org/economics-finance-domain</a>		

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Analyse the principles, definitions, and models of marketing in the aviation industry, including emerging markets and top airlines.	<b>K1</b>
<b>CO2</b>	Evaluate the external and internal factors affecting marketing planning, and develop a marketing plan that includes a vision, mission, goals, and objectives.	<b>K2</b>
<b>CO3</b>	Develop and implement marketing strategies, including market segmentation, targeting, and positioning, and effectively manage product and brand.	<b>K3</b>
<b>CO4</b>	Evaluate the impact of pricing, airline costs, and revenue management on the aviation industry, and demonstrate knowledge of capacity management, unbundling, and advertising and promotion strategies.	<b>K4</b>
<b>CO5</b>	Evaluate the effectiveness of different channels of distribution in the aviation industry, including online portals, GDS, and agents, and demonstrate knowledge of using social media as a promotion and distribution tool.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	2	2	--	--	3	3	3	<b>2.5</b>
<b>CO2</b>	3	3	2	3	2	2	--	3	3	3	<b>2.7</b>
<b>CO3</b>	3	3	2	2	2	--	--	3	3	3	<b>2.6</b>
<b>CO4</b>	3	2	3	2	2	1	--	3	3	3	<b>2.4</b>
<b>CO5</b>	3	2	2	3	2	--	2	3	2	3	<b>2.4</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. SRIKANTH CHANDRASEKARAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UAM3AC6	Allied - VI	3	2	25	75	100
<b>Course Title</b>		<b>HUMAN FACTORS IN AVIATION</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO HUMAN FACTORS AND HUMAN FACTORS, MANAGEMENT AND ORGANISATIONS:</b> The difference between human factors and human performance – the history and disciplines of human factors – the SHELL model of applied Human Factors – accident causation in complex systems – the Organisational accident - Concept of defences explained in depth – the reason model – the importance of organisational culture in employee safety reporting.	9
II	<b>HUMAN PERFORMANCE IN AVIATION OPERATIONS AND FATIGUE AND STRESS:</b> Workload in aviation operations and the importance of its management – difference between workload and task load – workload management – specific human performance issues related to aviation operations. Causes, symptoms and effect of fatigue – fatigue risk management systems (FRMS) – stress and its effects on operational performance.	9
III	<b>HUMAN INFORMATION PROCESSING AND OPERATIONAL DECISION MAKING:</b> Information processing in plain language – information processing and safety – influences on perception – short-term and long-term memory – types of decision making – the importance of cues – Bias in operational decision making.	9
IV	<b>HUMAN ERROR AND THREATS AND ERROR MANAGEMENT (TEM)</b> A frequent dilemma – the traditional view of error management – The contemporary view of error management – the components of the TEM model –TEM in flight operations – TEM in air traffic control – TEM in cabin operations – Group Exercises.	9
V	<b>RESOURCE MANAGEMENT TRAINING IN THE FLIGHT DECK AND AIR TRAFFIC CONTROL AND AUTOMATION, STANDARD OPERATING PROCEDURES (SPOs) AND CHECKLISTS:</b> The objective of resource management training in aviation- historical perspective – CRM training, purpose and typical contents – TRM training, purpose and typical contents – Implications of automation in aviation – automation in the flight deck – automation in air traffic management (ATM) – the importance of SOPs – design of SPO – factors in procedural deviations – checklists: importance, objectives and concepts.	9
VI	<b>Current Trends (For CIA only)</b> – Acquaint students with the recent trends in banking like Neo Banking etc.,	

Text Book (s):
1.Eduardo Salas, Dan Maurino, Human Factors in Aviation, Academic Press; 2nd edition (30 January 2010) 2.Christopher D. Wickens, John D. Lee, Yili Liu, and Sallie Gordon-Becker, "An Introduction to Human Factors Engineering", Pearson, 2012. 3.Ernest J. McCormick, Human Factors in Aviation, Academic Press, 2003.

<b>Reference Book (s):</b>
1.Mark W. Scerbo and Mark R. Young, Human Factors in Aviation, 2012. 2.Jose Sanchez-Alarcos, Aviation and Human Factors How to Incorporate Human Factors Into the Field, CRC Press, 19 June 2019. 3.David C. Nagel, Earl L. Wiener, Human Factors in Aviation, Elsevier Science, 28 June 2014.
<b>Web Resource (s):</b>
1. <a href="https://www.youtube.com/watch?v=RSuztJUlgOM">https://www.youtube.com/watch?v=RSuztJUlgOM</a> 2. <a href="https://onlinecourses.swayam2.ac.in/aic20_ed03/preview">https://onlinecourses.swayam2.ac.in/aic20_ed03/preview</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Analyse the relationship between human factors and safety in complex systems, including the role of organizational culture and the importance of the SHELL model of applied Human Factors.	<b>K1</b>
CO2	Evaluate the impact of workload, fatigue, and stress on human performance in aviation operations, including the importance of managing workload and implementing fatigue risk management systems.	<b>K2</b>
CO3	Evaluate the process of human information processing and its effect on safety, including the influence of biases in operational decision making.	<b>K3</b>
CO4	Evaluate the contemporary view of error management and apply the TEM model to specific operations in aviation, including flight operations, air traffic control, and cabin operations.	<b>K4</b>
CO5	Evaluate the implications of automation in aviation, including the design of standard operating procedures and checklists, and apply resource management techniques to improve safety in the flight deck and air traffic control.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	2	2	--	2	3	3	3	<b>2.44</b>
<b>CO2</b>	3	3	2	2	2	2	2	3	2	3	<b>2.40</b>
<b>CO3</b>	3	3	--	--	1	--	2	3	3	3	<b>2.57</b>
<b>CO4</b>	3	3	2	2	2	2	--	3	3	3	<b>2.56</b>
<b>CO5</b>	3	3	3	2	2	--	2	3	2	3	<b>2.56</b>
<b>Mean Overall Score</b>											<b>2.51</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. SRIKANTH CHANDRASEKARAN**



Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UAM3GE1	GENERIC ELECTIVE - I	2	2	-	100	100
<b>Course Title</b>		<b>MANAGEMENT CONCEPTS</b>					

SYLLABUS		
UNIT	Contents	No. of Hours
I	<b>MANAGEMENT:</b> Meaning - Definitions – Importance – Functions - Levels of Management – Henry Fayol’s Principles of Management.	6
II	<b>PLANNING:</b> Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning.	6
III	<b>ORGANIZING:</b> Meaning - Definitions - Characteristics – Importance – Types - Organization Chart – Organization Structure - *Factors affecting Organizational Design and Structure*.	6
IV	<b>STAFFING:</b> Introduction - Concept of Staffing - Staffing Process – Recruitment – Sources of Recruitment - Selection Procedure – Direction – Meaning – Importance - Principles of Direction.	6
V	<b>CO-ORDINATION:</b> Meaning - Techniques of Co-ordination – Steps - Control - *Stages in the Control Process*- Types of Control.	6

\*.....\* Self study

<b>Text Book(s):</b>
1. Principles of Management - L.M. Prasad, S.Chand & Sons Co. Ltd, New Delhi, 2021 2. Principles of Management text and cases - Pravin Durai, Pearson Publication, 2019 3. Principles of Management - P.C. Tripathi & P.N Reddy, Tata McGraw, Hill, Noida, 2017
<b>References Book(s)</b>
1. Principles of Management - J. Jayasankar, Margham Publications, New Delhi. 2018 2. Essentials of Management - Harold Koontz, Heinz Weirich, McGraw Hill, Sultan Chand and Sons, New Delhi. 2012 3. Management principles and applications - Griffin, Cengage learning, India. 2012
<b>Web Resource(s)</b>
1. <a href="http://www.universityofcalicut.info/syl/management">http://www.universityofcalicut.info/syl/management</a> 2. <a href="https://www.managementstudyguide.com/manpower-planning.htm">https://www.managementstudyguide.com/manpower-planning.htm</a> 3. <a href="https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392">https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Formulate and obtain the optimal solution for Linear Programming problems.	<b>K1</b>
<b>CO2</b>	Determine the optimal solution for Transportation problems.	<b>K2</b>
<b>CO3</b>	Determine the optimal solution for Assignment problems.	<b>K3</b>
<b>CO4</b>	Understand the need of inventory control and Management	<b>K4</b>
<b>CO5</b>	Decide an optimal replacement decision for given equipment.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	2	2	2	2	2	3	3	3	3	3	<b>2.5</b>
<b>Mean overall score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean overall score</b>	<b>Correlation</b>
<1.5	Low
≥1.5 and < 2.5	Medium
≥2.5	High

**Course Coordinator: Dr. S. SANATH KUMAR**

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UCN3AE2	AECC - II	2	2	-	100	100
<b>Course Title</b>		<b>Environmental Studies</b>					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	<b>Ecosystems:</b> Definition, structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	<b>Natural Resources:</b> Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. renewable energy resources significance of wind, solar, hydal, tidal, waves, ocean thermal energy and geothermal energy.	6
IV	<b>Biodiversity and Conservation:</b> Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns biodiversity hot spots. mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: <i>In situ</i> and <i>Ex situ</i> conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	6
V	<b>Environmental Pollution &amp; Conservation:</b> Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution Waste to wealth - Energy from waste, value added products from waste, fly ash utilization and disposal of garbage, solid waste management in urban and rural areas, Swachh Bharat Abhiyan, recent advances in solid waste management, modern techniques in rain water harvesting and utilization.	6

#### Text books:

1. Asthana DK and Meera A, Environmental studies, 2<sup>nd</sup> Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.
2. Arumugam N and Kumaresan V, Environmental studies, 4<sup>th</sup> Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.

#### Activity – I:

1. Assignments – Titles on Environmental awareness to be identified by teachers from the following (scripts not less than 20 pages)
2. Elocution – (Speech on “Environment beauty is the fundamental duty” of citizen of the country for 3 to 5 minutes)
3. Environment issues – TV, Newspaper, Radio and Medias messages – Discussion ∞ Case Studies/Field Visit/Highlighting Day today environmental issues seen or heard
4. Debating/Report Submission – Regarding environment issues in the study period Activity II
5. Environmental awareness through charts, displays, models and video documentation.

**Celebrating Nationally Important Environmental Days**National Science Day – 28<sup>th</sup> FebruaryWorld wild life Day – 3<sup>rd</sup> MarchInternational forest Day – 21<sup>st</sup> MarchWorld Water Day – 22<sup>nd</sup> MarchWorld Meteorological Day – 23<sup>rd</sup> MarchWorld Health Day – 7<sup>th</sup> AprilWorld Heritage Day – 18<sup>th</sup> AprilEarth / Planet Day – 22<sup>nd</sup> AprilPlants Day – 26<sup>th</sup> MayEnvironment Day – 5<sup>th</sup> June Activity III Discipline specific activities**EVALUATION COMPONENT:**

Component I: (25 Marks) Document (or) Poster presentation or Elocution

Component II: (25 Marks) Album making (or) case study on a topic (or) field visit

Component III: (25 Marks) Essay writing (or) Assignment submission

Component IV: (25 Marks) Quiz (or) multiple choice question test

**Course Outcomes****Course Outcomes:** Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-level)
CO1	To understand the multi-disciplinary nature of environmental studies and its importance	K1
CO2	To obtain knowledge on different types of ecosystem	K2
CO3	To acquire knowledge on Renewable and non-renewable resources, energy conservation	K3
CO4	To understand biodiversity conservation	K4
CO5	To analysis impact of pollution and conversion waste to products	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	02	02	02	02	02	03	03	03	03	03	2.5
CO2	02	03	03	02	03	03	03	03	03	03	2.8
CO3	02	03	03	03	03	03	03	03	03	03	2.9
CO4	02	02	03	03	03	03	03	03	03	03	2.8
CO5	02	03	03	03	03	03	03	02	03	03	2.8
<b>Mean Overall Score</b>											2.7
<b>Correlation</b>											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. B. Balaguru**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UAM4CC7	Core – VII	4	4	25	75	100
<b>Course Title</b>		<b>COST ACCOUNTING</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO COST ACCOUNTING AND COST SHEET:</b> Cost Accounting – Meaning – Objectives and Scope of Cost Accounting – Cost concepts - Advantages and Limitations - Cost accounting Vs financial accounting and management accounting – *Classification of cost* - Elements of Costs – Preparation of Cost Sheet.	12
II	<b>MATERIALS:</b> Materials – Meaning - *Objectives of Material Control methods* - Store records - Bin card, Stores ledger, Levels of stock – Economic Order Quantity – ABC Analysis – Perpetual inventory system, Methods of valuing material issues – FIFO, LIFO, Simple Average and Weighted Average method.	12
III	<b>LABOUR:</b> Labour cost – Types – Labour turnover – Methods of measuring Labour turnover – Idle time - *Methods of Wage Payments*– Time Rate, Piece Rate – Incentive Plans: Rowan’s Plan, Halsey plan, Halsey Weir plan - Taylor’s Differential Piece Rate System.	12
IV	<b>OVERHEADS:</b> Overheads – *Classification* - Allocation and Apportionment of Overheads – primary and secondary apportionment of overheads – Step ladder methods – Reciprocal methods – Machine hour rate.	12
V	<b>METHODS OF COSTING:</b> Job Costing – Contract Costing – Process Costing : Normal Loss, Abnormal Loss and Abnormal Gains – Excluding Equivalent Production Concepts.	12
VI	<b>Current Trends (For CIA only)</b> – Acquaint students with the Cost accounting concepts, tools and techniques influencing business organizations. Contemporary development related to apply the methods of costing adopted by different types of industries.	

\*.....\* Self Study

**(80% Problems & 20% Theory)**

<b>Text Book (s):</b>
1. Cost Accounting - S.P. Jain and K.L. Narang, Kalyani Publishers, Eighth edition, 2019, Reprint 2020 2. Cost Accounting - S.P. Iyengar - Sultan Chand & Sons, Tenth Edition 2018. 3. Principles of Cost Accounting - S .N. Maheshwari, Sultan Chand & Sons, 2019.
<b>Reference Book (s):</b>
1. Cost Accounting - R.S.N. Pillai and V. Bagavathi, S. Chand & Company Ltd, Fourteenth Revised Edition 2018. 2. Cost Accounting - Dr.R. Ramachandran & Dr.R. Srinivasan - Sriram Publications, Sixth Revised Edition 2018, Reprint 2019. 3. Cost Accounting - T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications, Fourth Revised Edition 2018, Re-print 2020.
<b>Web Resource (s):</b>
1. <a href="https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true">https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true</a> 2. <a href="https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm">https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm</a> 3. <a href="https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/">https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/</a>
<b>MOOCS (Online Course)</b>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Define the Cost concepts and Elements of Cost	<b>K1</b>
<b>CO2</b>	Classify the various types of cost and describe the Methods of costing.	<b>K2</b>
<b>CO3</b>	Understand the cost accounting concepts and apply in the industries.	<b>K3</b>
<b>CO4</b>	Acquire the Knowledge of various methods of cost Accounting and compute the cost of the product.	<b>K4</b>
<b>CO5</b>	Identify the Method of costing, Prepare a statement of cost and Estimate the Profit of the Product/Service.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	1	3	2	3	2	3	1	2.3
<b>CO2</b>	3	2	1	3	2	3	3	1	2	3	2.3
<b>CO3</b>	3	1	2	3	2	3	3	2	3	2	2.4
<b>CO4</b>	3	2	3	2	3	3	2	2	2	3	2.5
<b>CO5</b>	3	2	2	3	2	2	3	2	3	2	2.4
<b>Mean Overall Score</b>											<b>2.38</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. T. JAYAKUMAR**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UAM4CC8	Core – VIII	4	4	25	75	100
<b>Course Title</b>		<b>AIRPORT OPERATIONS</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>UNDERSTANDING THE AIRPORT:</b> Understanding the airport – airport definition, function, customers and partners – airport management and operation – ownership and operation – the need for standardisation – the airport business and its economic impact – airport master planning.	12
II	<b>THE AIRPORT AS AN OPERATIONAL SYSTEM:</b> The airport as an operational system – the airside – the terminal side – the landside – airport certification – the overall airport operation security – civil aviation security – airport security – aircraft operator’s security program – testing, inspection and Audit.	12
III	<b>SUPPORT SERVICES:</b> Airport issues and challenges – security threats – economics – new aircraft types – sustainable development.	12
IV	<b>AIRPORT ISSUES AND CHALLENGES:</b> Airport issues and challenges – security threats – economics – new aircraft types – sustainable development.	12
V	<b>THE FUTURE OF AIRPORTS:</b> The future of airports – future technology – ownership and operation – coping with uncertainty.	12
VI	<b>Current Trends (For CIA only)</b> Adoption of digital technologies, such as artificial intelligence and Internet of Things, to improve airport efficiency and passenger experience. Increased emphasis on sustainability, including reducing carbon footprint, adopting green technologies, and enhancing environmental responsibility.	

<b>Text Book (s):</b>
<ol style="list-style-type: none"> <li>1. IATA book of Airport Operations</li> <li>2. Norman J. Ashford and Pierre Coutu, Airport Operations, McGraw-Hill Education; 3rd edition (16 December 2012).</li> <li>3. Graham. a “Managing airports - an International Perspective” butterworth-heinemann, oxford 2001.</li> <li>4. Wells. a. “Airport Planning and Management, McGraw-Hill, London, 4th Edition, 2000.</li> </ol>
<b>Reference Book (s):</b>
<ol style="list-style-type: none"> <li>1 Alexander t. wells, Seth young, “Principles of Airport management”, McGraw-Hill 2003.</li> <li>2. Richard de nubile, “Airport systems: Planning, Design &amp; Management”, McGraw-Hill London 20073. Cost Accounting - T.S. Reddy &amp; Y. Hari Prasad Reddy, Margham Publications, Fourth Revised Edition 2011, Reprint 2020. Edition 2018, Reprint 2019.</li> </ol>
<b>Web Resource (s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.iata.org/en/training/courses/airport-operations-advanced/tapp09/en/">https://www.iata.org/en/training/courses/airport-operations-advanced/tapp09/en/</a></li> <li>2. <a href="https://sdm.mit.edu/a-systems-approach-to-airport-planning-design-and-management/">https://sdm.mit.edu/a-systems-approach-to-airport-planning-design-and-management/</a></li> <li>3. <a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_Lecture_Notes_0.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_Lecture_Notes_0.pdf</a></li> </ol>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Analyse the historical significance and economic impact of airports on society.	<b>K1</b>
<b>CO2</b>	Identify, evaluate, and prioritize the needs of various airport customers and partners.	<b>K2</b>
<b>CO3</b>	Synthesize their understanding of the diverse operational and business functions of airports, including passenger handling, cargo handling, security, and maintenance.	<b>K3</b>
<b>CO4</b>	Apply their knowledge of the airport environment and its various components to navigate the airport system effectively and make informed decisions.	<b>K4</b>
<b>CO5</b>	Evaluate and predict the future developments in airport technology and projects, including trends in aviation technology, sustainability, and safety.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	2	2	2	2	2	2	3	3	3	<b>2.30</b>
<b>CO2</b>	2	3	2	2	3	1	--	3	3	3	<b>2.44</b>
<b>CO3</b>	2	3	2	--	2	2	3	3	3	3	<b>2.56</b>
<b>CO4</b>	2	2	--	3	3	--	--	3	3	3	<b>2.71</b>
<b>CO5</b>	2	3	2	2	3	--	2	3	3	3	<b>2.56</b>
<b>Mean Overall Score</b>											<b>2.51</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. SRIKANTH CHANDRASEKARAN**



Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UAM4AC7	Allied – VII	4	3	25	75	100
<b>Course Title</b>							
<b>MANAGING GREEN AIRPORTS</b>							

<b>SYLLABUS</b>		
Unit	Contents	Hours
I	<b>INTRODUCTION:</b> State of the industry and key facts – environmental aspects and impacts of airport operations – business, social and environmental rational for action – environmental management systems for airports.	12
II	<b>NOISE MANAGEMENT AND CLIMATE CHANGE:</b> Definition and impacts – noise metrics, standards and guidance, noise studies: modelling and action plans – the balanced approach – additional management practices – noise monitoring – community engagement – ground-based sources – climate change science and facts – the role of aviation – international response to climate change – the role of international associations – drivers for greenhouse gas (GHG) management – inventory – airport GHG management – airport carbon accreditation – ACERT	12
III	<b>LOCAL AIR QUALITY AND WASTE MANAGEMENT:</b> Local air quality (LAQ) science and facts – the role of aviation – key elements in LAQ management – monitoring, inventory, modelling, managing – waste classification and special types of waste – waste management plan – waste collection and waste transportation – recycling and disposal – special initiatives – the role of third parties – awareness and outreach – monitoring and evaluation	12
IV	<b>WATER MANAGEMENT AND WILDLIFE MANAGEMENT:</b> Wastewater management – storm water management - ground water management – de-icing and anti-icing management – the role of third parties – wildlife management history, data and statistics – key stakeholders – international requirements – the wildlife management plan – wildlife trafficking.	12
V	<b>COMMUNITY ENGAGEMENT AND COMMUNICATIONS AND PROJECT MANAGEMENT, REPORTING AND KEY LESSONS:</b> Definition of community and stakeholders – benefits of community engagement and communications – methods of engagement – the importance of community projects – community engagement plans – project team setup and project management – decision making tools – key performance indicators – reporting.	12
VI	<b>Current Trends (For CIA only)</b> Adoption of sustainable design and construction practices to reduce environmental impact and increase energy efficiency. Implementation of green technologies, such as solar power, geothermal heating and cooling, and rainwater harvesting to reduce carbon emissions and conserve resources	

<b>Text Book (s):</b>
1 Ian J. Meredith, Airport Environmental Management, Ash gate Publishing Ltd, 2007. 2. Airport Noise and Climate Change: The Role of Airports in Addressing Climate Change" by International Civil Aviation Organization, 2011. 3. Airport Air Quality and Noise Management" by International Civil Aviation Organization, 2018. 4. Airport Water Management" by International Civil Aviation Organization, 2019. 5. Airport Community Relations" by International Civil Aviation Organization, 2018.

<b>Reference Book (s):</b>
1. John G. Stewart, Airport Environmental Management: A Guide to Best Practice, 2016 2. Seth Young, Airport Planning and Management, Seventh Edition, 2019. 3. Norman J. Ashford and Pierre Coutu, Airport Operations, Third Edition, 2012.
<b>Web Resource (s):</b>
1. <a href="https://www.iata.org/en/training/courses/green-airports/tcvg80/en/">https://www.iata.org/en/training/courses/green-airports/tcvg80/en/</a> 2. <a href="https://www.youtube.com/watch?v=ta62M_Zj6Vw">https://www.youtube.com/watch?v=ta62M_Zj6Vw</a> 3. <a href="https://www.sciencedirect.com/science/article/pii/S2210670720301475">https://www.sciencedirect.com/science/article/pii/S2210670720301475</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Analyse the current state of the airport operations industry, including key facts and environmental impacts.	<b>K1</b>
<b>CO2</b>	Evaluate and implement strategies to manage the noise and climate change impacts of airport operations through the application of noise metrics, standards, and guidance.	<b>K2</b>
<b>CO3</b>	Investigate and analyse local air quality, including the key elements of air quality management such as monitoring, inventory, modelling, and management.	<b>K3</b>
<b>CO4</b>	Assess and implement effective water and wildlife management practices in airport operations, including the management of wastewater, storm water, ground water, de-icing and anti-icing, and wildlife trafficking.	<b>K4</b>
<b>CO5</b>	Plan and execute effective community engagement initiatives, including community engagement projects and reporting on progress and impact.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	--	2	2	3	3	3	3	<b>2.56</b>
<b>CO2</b>	3	3	2	2	--	1	3	3	3	3	<b>2.56</b>
<b>CO3</b>	3	3	2	--	1	2	3	3	3	3	<b>2.56</b>
<b>CO4</b>	3	2	--	--	3	2	3	3	3	3	<b>2.75</b>
<b>CO5</b>	3	3	1	--	3	2	3	3	3	3	<b>2.67</b>
<b>Mean Overall Score</b>											<b>2.62</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. SRIKANTH CHANDRASEKARAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UAM4AC8	Allied – VIII	4	3	25	75	100
<b>Course Title</b>		<b>FLIGHT OPERATIONS MANUAL</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>REGULATORY AND INDUSTRY FRAME WORK:</b> ICAO, State regulatory agents, regional regulatory agents – IATA and IOSA.	12
II	<b>ORGANISATION AND MANAGEMENT:</b> Airline operator’s certificate – flight operation department – management composition and organisation – management responsibilities – management selection – flight ops department documentation – operations control – management system s- IT solutions – efficiency and sustainability.	12
III	<b>SAFETY MANAGEMENT SYSTEM:</b> SMS key definitions and requirements – accidental causation motion – SMS components – safety risk management – strategies for safety management – safety targets.	12
IV	<b>QUALITY MANAGEMENT SYSTEM:</b> EU operations rules – quality assurance and control mechanisms – quality management systems – quality management in flight operations.	12
V	<b>HUMAN FACTORS IN FLIGHT OPERATIONS:</b> Fundamentals of human factors – human factors management..	12
VI	<b>Current Trends (For CIA only)</b> Transition from paper-based manuals to electronic Flight Operations Manuals (eFOM), which provide greater accessibility and ease of use. Integration of Safety Management Systems (SMS) into Flight Operations Manuals to promote a proactive approach to safety and risk management.	

**Text Book (s):**

1. IATA book of Flight Operations Manual
2. International Flight Operations Manual – By James Albright

**Reference Book (s):**

1. Cook, Gerald N. and Bruce Billing, "Airline Operations and Management: A Management Textbook," Ashgate Publishing, 2011.
2. Cook, Gerald N. and Bruce Billing, "Airline Management: Strategies for the 21st Century," Routledge, 2012.

**Web Resource (s):**

1. <https://www.icao.int/training/Documents/ICAO-TPOM-3rdED-REV2-low.pdf>
2. <http://164.100.60.133/manuals/FOI%20Manual.pdf>
3. <https://nbaa.org/flight-department-administration/policies-utilization/lba-flight-operations-manual-template/>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Analyse and evaluate complex regulatory requirements in aviation to identify and apply the most relevant and appropriate regulations to ensure compliance and promote safe and efficient flight operations.	<b>K1</b>
<b>CO2</b>	Synthesize information on flight operations department organization, management, and responsibilities to develop effective strategies for optimizing departmental performance and promoting safe and efficient flight operations.	<b>K2</b>
<b>CO3</b>	Evaluate operations efficiency and sustainability strategies in aviation to propose innovative and effective solutions that promote the economic, environmental, and social sustainability of flight operations.	<b>K3</b>
<b>CO4</b>	Critically analyse the principles and components of Safety Management Systems (SMS) to design and implement effective SMS that promote a proactive safety culture and continuous improvement in flight operations.	<b>K4</b>
<b>CO5</b>	Apply advanced knowledge and critical thinking skills in human factors to develop effective strategies for managing human error, enhancing human performance, and promoting a positive safety culture in flight operations.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	2	2	2	2	2	2	3	3	3	<b>2.30</b>
<b>CO2</b>	2	3	2	2	3	1	--	3	3	3	<b>2.44</b>
<b>CO3</b>	2	3	2	--	2	2	3	3	3	3	<b>2.56</b>
<b>CO4</b>	2	2	--	3	3	--	--	3	3	3	<b>2.71</b>
<b>CO5</b>	2	3	2	2	3	--	2	3	3	3	<b>2.56</b>
<b>Mean Overall Score</b>											<b>2.51</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Capt. SRIKANTH CHANDRASEKARAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UAM4GE2	Generic Elective - II	2	2	-	100	100
<b>Course Title</b>		<b>SALESMANSHIP</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>SALESMANSHIP:</b> Meaning – Definitions – characteristics – concepts – kinds – Advertisement versus Salesmanship – nature Evolution – *Development Psychology in selling* – Scope – Limitation and Development.	6
II	<b>SALES MANAGEMENT:</b> Meaning and Definition characteristics – importance – objectives – principles– Functions – *Difference Between Sales Management and Marketing Management.*	6
III	<b>SALES MANAGER:</b> Meaning –Types- Significances- Qualities- Functions responsibilities.– principles- Advertising: Meaning – definition – characteristics origin – growth – objectives – natures scope – functions- *techniques of handling customers.*	6
IV	<b>RECRUITMENT AND SELECTION OF SALESMAN:</b> Types of recruitment - *Internal and External sources* – Principles of Selection – selection Procedure.	6
V	<b>TRAINING OF SALESMAN:</b> Need for Training – objectives of training - advantage of good training Programme - *Evaluation of sales training programme*.	6
VI	<b>Current trend (for CIA only)</b> Training for Salesman, Rewards for Salesman	

\* .....\* Self- study portion

<b>Text Book(s):</b>
1. Salesmanship and Adverstising R.C. Agarwal Lakshmi Narain Agarwal – Edition 2007. 2. Advertising and Salesmanship; P. Saravanavel & s. Sumathi – Margham Publications: Reprint 2019
<b>Reference Book(s):</b>
1. Sales Promotion and Advertising Management– Himalaya Publishing House Edition 2002.
<b>Web Resource(s):</b>
1. <a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e004%20Core%2012%20-%20Salesmanship%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e004%20Core%2012%20-%20Salesmanship%20-%20IV%20Sem.pdf</a> 2. <a href="https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988">https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Understand the basic concepts of Salesmanship expertise knowledge in various roles and types of Salesmanship	<b>K1</b>
<b>CO2</b>	To get familiarized with concepts – approaches and the practical aspects of the key decision - making variables in sales management and distribution channel management	<b>K2</b>
<b>CO3</b>	Understand the role and the nature of selling as a tool – as well as an important function – in the advertising of products and services;	<b>K3</b>
<b>CO4</b>	The objective is to familiarize the students with concepts and principles – procedure of Recruitment and Selection in an organization.	<b>K4</b>
<b>CO5</b>	Evaluate the knowledge imparted by the student's and create strategies to promote the significant of Advertising & Salesmanship	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	2	2	2	2	2	3	3	3	3	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. S. JAINAB BEE**