

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 (4th 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	
	Total				30	22			700	
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 #	-	
	Total				30	23			700	
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	
	Total				30	23			800	
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		Experiential 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 #	-	
	Total				30	25			800	
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	IV	Discipline Specific Elective - I		5	4	25	75	100	
	23UAM5SE1		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	-	*	-	-	-	
	Total				30	27			700	
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	-	**	-	-	-	
	23UCN6ECA1		Extra Credit Course for all†	Entrepreneurship Development	-	†	-	-	-	
	* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills † Course for Enhancing Entrepreneurial Skills				Total	30	28			700
Grand Total						148			4400	

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 ELECTIVES

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
	23UAM6DE3B	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
Course Title		PRINCIPLES OF MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	BASIC MANAGEMENT CONCEPTS: 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	PLANNING: 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	ORGANIZING: 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	STAFFING: 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	DIRECTING AND CONTROLLING: 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	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of Business Management.	K1
CO2	Prepare a plan with reference to Mission, Vision and Objective of company/ institution.	K2
CO3	Apply effective recruitment system in staffing.	K3
CO4	Analyse the challenges in the managing the modern business Management	K4
CO5	Find the solution for the effective management systems	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	2	2	2.8
CO2	3	3	3	3	3	3	3	3	2	2	2.8
CO3	3	3	3	3	3	3	3	3	2	2	2.8
CO4	3	3	3	3	3	3	3	3	2	2	2.8
CO5	3	3	3	3	3	3	3	3	2	2	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 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
Course Title FINANCIAL ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	BASICS OF ACCOUNTING: 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.	12
II	BOOKS OF PRIME ENTRY: 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.	12
III	TRIAL BALANCE AND RECTIFICATION OF ERRORS: Meaning – Objectives – Methods of Preparation — Rectification of Errors – *Classification of Errors* –Error disclosed by Trial Balance - Suspense Account.	12
IV	PREPARATION OF FINAL ACCOUNTS: Meaning – Manufacturing Account – Trading Account – Profit and Loss Account – Balance sheet with adjustments.	12
V	ACCOUNTS FOR NON-PROFIT ORGANISATION: Meaning – Receipts and Payment Account – Income and Expenditure Account – Balance sheet.	12
VI	Current Trends (For CIA only) – Acquaint students with the accounting concepts, tools and techniques influencing business organizations	

..... Self Study

Text Books:
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
Reference Book(s):
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.
Web Resource(s):
1. https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm
2. https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf
3. http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf

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 fundamental concepts of Accounting systems.	K1
CO2	Know the cash and non-cash transactions and their Purposes	K2
CO3	Estimate capital and revenue items of business transactions and Preparing final account with adjustments.	K3
CO4	Prepare non-profit organizations accounting process	K4
CO5	Find out the financial performance of a business entity.	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	2	2	3	3	2	2	2	2.3
CO2	3	2	2	2	2	3	3	2	2	2	2.3
CO3	3	2	2	2	2	3	3	2	2	2	2.3
CO4	3	2	2	2	2	3	3	2	2	2	2.3
CO5	3	2	2	2	2	3	3	2	2	2	2.3
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 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
Course Title BUSINESS ECONOMICS							

SYLLABUS		
Unit	Contents	Hours
I	CONCEPTS OF MANAGERIAL ECONOMICS: 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	DEMAND AND FORECASTING: 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	MARKET STRUCTURE AND THEIR PRICE DISTRIBUTION: 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	COST CONCEPTS: 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	MACRO -ECONOMICS FOR MANAGEMENT: Economic planning - Trade Cycle – *features* - phases and control - National Income – concepts - problems and importance – Calculation of National Income.	12

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Text Book:
1. Dominick Salvatore - Managerial Economics, Oxford Publishers, 2016 Edition. 2. Geethika, Ghosh & Choudhury - Managerial Economics, McGraw Hill, 2011 Edition.
Reference Book(s):
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
Web Resource(s):
1. https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp 2. https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/ 3. https://www.researchgate.net/publication/327882739_Managerial_Economics_Concepts_and_Tools 4. https://online.aurora.edu/types-of-market-structures/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of Managerial Economics.	K1
CO2	Understand the challenges of modern managers in the decision making process	K2
CO3	Develop skills relating to the students' application of this subject knowledge in the practical situations	K3
CO4	Apply fundamental economic principles, theories and concepts useful to the business	K3
CO5	Find the various microeconomic variables that determine business decisions and consumers' purchase decisions	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	3	3.0
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	3	3.0
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											3.0
Correlation											High

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

Course Coordinator: Mr. T. Jayakumar

Reference Book(s):
1. IATA books on airline customer service – 2020 edition.
Web Resource(s):
1.1. https://www.slideshare.net/vivianmeril/introduction-to-airline-industry .
2. https://www.iata.org/en/training/courses/airline-industryintroduction/talg50hlm/en/ .

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze and evaluate the functions and responsibilities of aviation regulatory bodies.	K4
CO2	Compare and contrast different types of aircraft in terms of their design and operational capabilities.	K4
CO3	Design and implement procedures for managing passenger traffic in airport terminals.	K5
CO4	Reflect on and understand the cultural aspects of work in the ramp.	K4
CO5	Evaluate and implement safety protocols and procedures in ramp operations.	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	2	2	2	2	3	3	3	2.4
CO2	3	2	2	2	2	2	2	3	3	3	2.4
CO3	2	3	3	2	2	2	2	3	3	3	2.5
CO4	2	1	3	3	2	2	2	3	3	3	2.4
CO5	1	1	1	3	2	2	2	3	2	3	2.0
Mean Overall Score											2.3
Correlation											Medium

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
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Men					

SYLLABUS		
Unit	Contents	Hours
I	VALUES IN LIFE: 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	PERSONAL WELLBEING: 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	ROLE OF MEN IN FAMILY: As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	MAN A SOCIAL BEING: 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	PROFESSIONAL VALUES: 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

Textbook(s):
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.
Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000 2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/ 3. https://www.un.org/esa/socdev/family/docs/men-in-families

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
Course Title		MARKETING MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	MODERN MARKETING: 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	MARKETING MIX AND CONSUMER BEHAVIOUR: 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	PRODUCT AND PRICING: 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	PROMOTION: 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	DIGITAL MARKETING: 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	Current Trends (For CIA only) – To sell the goods in their area	

..... Self Study

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Learn the fundamental knowledge of marketing and its function, environment and marketing segment.	K1
CO2	Understand the influencing of consumer behaviour and observe the latest trends in marketing.	K2
CO3	Outline the product mix concepts, product life cycle strategies and construct a new product development	K2
CO4	Gain the Practical Knowledge to sell the goods.	K4
CO5	Find out appropriate price for fixation for the new product and proper channel of distribution	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	2	3	2	3	3	2.8
CO2	3	3	3	3	3	2	3	2	3	3	2.8
CO3	3	3	3	3	3	2	3	2	3	3	2.8
CO4	3	3	3	3	3	2	3	2	3	3	2.8
CO5	3	3	3	3	3	2	3	2	3	3	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 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
Course Title AVIATION SECURITY AND SAFETY MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO SAFETY MANAGEMENT SYSTEM: Safety Management Systems (SMS): 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.	12
II	SAFETY MANAGEMENT SYSTEM REGULATORY AUTHORITY: Safety - 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 & 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.	12
III	WEIGHT AND BALANCE / LOAD AND TRIM: 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.	12
IV	NATIONAL CIVIL AVIATION SECURITY PROGRAMME (NCASP) & SECURITY SCREENING PROCEDURES (CAR): 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 & 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 – 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.	12

V	DANGEROUS GOODS: 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
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..... Self Study

Text Book:
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.
Reference Book(s):
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.
Web Resource(s):
1. https://www.icao.int/safety/safetymanagement/Pages/default.aspx 2. https://www.faa.gov/regulations_policies/handbooks_manuals/aviation/media/faa-h-8083-19a.pdf 3. https://www.iata.org/en/youandiata/travelers/aviation-safety/ 4. https://aci.aero/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyse the concept and principles of Safety Management Systems (SMS) and their significance in aviation.	K4
CO2	Evaluate the regulatory framework and its role in implementing and monitoring aviation safety measures.	K5
CO3	Apply knowledge of Weight and Balance/ Load and Trim in aircraft operational procedures.	K3
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).	K4
CO5	Demonstrate proficiency in the assessment, handling, and management of Dangerous Goods during aircraft loading and unloading processes.	K2

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
Mean Overall Score											2.5
Correlation											High

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
Course Title MATHS & STATISTICS FOR MANAGERS							

SYLLABUS		
Unit	Contents	Hours
I	MATHEMATICS FOR FINANCE: 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	STATISTICS: 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	MEASURES OF CENTRAL TENDENCY: Meaning – Averages – Types of Averages – Arithmetic mean – Median – Mode – Geometric Mean – Harmonic Mean.	12
IV	MEASURES OF DISPERSION: Meaning – *Objectives* – Methods of Variation – Range – Mean Deviation – Standard Deviation – Coefficient of Variation.	12
V	CORRELATION AND REGRESSION: 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

Text Books:
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
Reference Book(s):
1. K. Alagar, Business Statistics, The MC Graw- Hill Companies- New Delhi
Web Resource(s):
1. https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e 2. https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf 3. https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode- median.php

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
Mean Overall Score											2.6
Correlation											High

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
Course Title INFORMATION TECHNOLOGY FOR BUSINESS - PRACTICAL							

SYLLABUS		
Unit	Contents	Hours
I	MS – WORD INTRODUCTION: 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	MS-WORD PRACTICAL: Create and Design a Business Letters - Create Invoices -Design E-book Preparations - Formatting word document	9
III	MS – EXCEL INTRODUCTION: 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	MS-EXCEL PRACTICAL: Inventory Preparation - Invoice Preparation with various templates - Pay Roll - Student Attendance.	9
V	MS – POWERPOINT INTRODUCTION: Business Presentations - *Preparation of Organization Charts* - Insert and Format Text, Shapes, and Images - Insert Tables, Charts, SmartArt, and Media	9

..... Self Study

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

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
Mean Overall Score											2.4
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 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
Course Title		Soft Skills Development					

SYLLABUS		
Unit	Contents	Hours
I	Communication Skills: Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	Emotional Skills: Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	Functional Skills: 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	Interpersonal Skills: Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	Personality Skills: 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

Textbook(s):
1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006. 2. Body Language in the workplace - Allan and Barbara Pease; 2011. 3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
Web References:
1. https://nptel.ac.in/courses/109105110

EVALUATION CRITERIA

Work Book (Each unit carries 10 marks)	-	50 Marks
Examination	-	50 Marks

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
Course Title		OPERATIONS RESEARCH					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO OPERATION RESEARCH: Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.	12
II	TRANSPORTATION PROBLEM: 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	ASSIGNMENT PROBLEM: Assignment model : Hungarian method for optimal solution - Solving unbalanced problem - Traveling salesman problem and assignment problem.	12
IV	GAME THEORY: 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	NETWORK MODEL: 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	CURRENT TRENDS (For CIA only): 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%)

Text Book:
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
Reference Book(s):
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:
Web Resource(s):
1. http://www.snvanita.org/pdf/Introduction%20to%20Operations%20Research.pdf
2. https://towardsdatascience.com/operations-research-in-r-transportation-problem
3. https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf

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
Mean Overall Score											2.9
Correlation											High

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
Course Title		BUSINESS LAWS					

SYLLABUS		
Unit	Contents	Hours
I	GENERAL CONTRACT: Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object..	9
II	PERFORMANCE OF CONTRACT: Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract. Performance of Contract of Sale – Rights of an Unpaid Seller.	9
III	AGENCY OF CONTRACT: Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent Termination of Agency.	9
IV	SALE OF GOODS ACT: Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property	9
V	PARTNERSHIP ACT: Partnership – Definition - Essentials - Rights, duties and Liabilities of partners - Types of partnership - Dissolution of partnership.	9
VI	CURRENT TRENDS (for Continuous Internal Assessment only) 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)		
Text Book:		
1. Elements of Mercantile Law - N.D. KAPOOR, Sultan Chand & Sons, 2019 Edition. 2. Business Law – PILLAI & BHAGAVATHI, S Chand & Company Limited, 2007 Edition		
Reference Book(s):		
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.		
Web Resource(s):		
1. https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf 2. https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf		

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	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.	K1
CO2	Have an insight on the provisions related to Sale of Goods Act 1930	K2
CO3	Understand the consequences of applicability of various laws on business situations.	K3
CO4	Know the rights and duties under various legal acts.	K4
CO5	Develop critical thinking through the use of law cases.	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	3	3	3	3	3	2	3	3	2.8
CO2	3	3	3	2	3	3	3	3	2	3	2.8
CO3	3	2	3	3	3	3	3	3	3	2	2.8
CO4	2	3	3	3	2	3	2	3	3	3	2.8
CO5	3	3	3	2	3	2	2	3	3	3	2.8
Mean Overall Score											2.8
Correlation											High

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
Course Title		AIRLINE MARKETING MANAGEMENT					

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

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyse the principles, definitions, and models of marketing in the aviation industry, including emerging markets and top airlines.	K1
CO2	Evaluate the external and internal factors affecting marketing planning, and develop a marketing plan that includes a vision, mission, goals, and objectives.	K2
CO3	Develop and implement marketing strategies, including market segmentation, targeting, and positioning, and effectively manage product and brand.	K3
CO4	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.	K4
CO5	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.	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	2	2	--	--	3	3	3	2.5
CO2	3	3	2	3	2	2	--	3	3	3	2.7
CO3	3	3	2	2	2	--	--	3	3	3	2.6
CO4	3	2	3	2	2	1	--	3	3	3	2.4
CO5	3	2	2	3	2	--	2	3	2	3	2.4
Mean Overall Score											2.54
Correlation											High

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
III	23UAM3AC6	Allied - VI	3	2	25	75	100
Course Title		HUMAN FACTORS IN AVIATION					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO HUMAN FACTORS AND HUMAN FACTORS, MANAGEMENT AND ORGANISATIONS: 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	HUMAN PERFORMANCE IN AVIATION OPERATIONS AND FATIGUE AND STRESS: 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	HUMAN INFORMATION PROCESSING AND OPERATIONAL DECISION MAKING: 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	HUMAN ERROR AND THREATS AND ERROR MANAGEMENT (TEM) 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	RESOURCE MANAGEMENT TRAINING IN THE FLIGHT DECK AND AIR TRAFFIC CONTROL AND AUTOMATION, STANDARD OPERATING PROCEDURES (SPOs) AND CHECKLISTS: 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	Current Trends (For CIA only) – 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.
Reference Book (s):
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.
Web Resource (s):
1https://www.youtube.com/watch?v=RSuZtJUlGOM 2.https://onlinecourses.swayam2.ac.in/aic20_ed03/preview

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
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.	K1
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.	K2
CO3	Evaluate the process of human information processing and its effect on safety, including the influence of biases in operational decision making.	K3
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.	K4
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.	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	2	2	--	2	3	3	3	2.44
CO2	3	3	2	2	2	2	2	3	2	3	2.40
CO3	3	3	--	--	1	--	2	3	3	3	2.57
CO4	3	3	2	2	2	2	--	3	3	3	2.56
CO5	3	3	3	2	2	--	2	3	2	3	2.56
Mean Overall Score											2.51
Correlation											High

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
III	23UAM3GE1	GENERIC ELECTIVE - I	2	2	-	100	100
Course Title		MANAGEMENT CONCEPTS					

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

..... Self study

Text Book(s):
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
References Book(s)
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
Web Resource(s)
1. http://www.universityofcalicut.info/syl/management 2. https://www.managementstudyguide.com/manpower-planning.htm 3. https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392

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	3	3.0
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	3	3.0
CO5	2	2	2	2	2	3	3	3	3	3	2.5
Mean overall score											2.9
Correlation											High

Mean overall score	Correlation
<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
Course Title		Environmental Studies					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	Ecosystems: 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	Natural Resources: 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	Biodiversity and Conservation: 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	Environmental Pollution & Conservation: 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 nd Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.
2. Arumugam N and Kumaresan V, Environmental studies, 4 th 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 DaysNational Science Day – 28th FebruaryWorld wild life Day – 3rd MarchInternational forest Day – 21st MarchWorld Water Day – 22nd MarchWorld Meteorological Day – 23rd MarchWorld Health Day – 7th AprilWorld Heritage Day – 18th AprilEarth / Planet Day – 22nd AprilPlants Day – 26th MayEnvironment Day – 5th 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
Mean Overall Score											2.7
Correlation											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
Course Title COST ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO COST ACCOUNTING AND COST SHEET: 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	MATERIALS: 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	LABOUR: 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	OVERHEADS: Overheads – *Classification* - Allocation and Apportionment of Overheads – primary and secondary apportionment of overheads – Step ladder methods – Reciprocal methods – Machine hour rate.	12
V	METHODS OF COSTING: Job Costing – Contract Costing – Process Costing : Normal Loss, Abnormal Loss and Abnormal Gains – Excluding Equivalent Production Concepts.	12
VI	Current Trends (For CIA only) – 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)

Text Book (s):
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.
Reference Book (s):
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.
Web Resource (s):
1. https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true 2. https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm 3. https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/
MOOCS (Online Course)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the Cost concepts and Elements of Cost	K1
CO2	Classify the various types of cost and describe the Methods of costing.	K2
CO3	Understand the cost accounting concepts and apply in the industries.	K3
CO4	Acquire the Knowledge of various methods of cost Accounting and compute the cost of the product.	K4
CO5	Identify the Method of costing, Prepare a statement of cost and Estimate the Profit of the Product/Service.	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	3	1	3	2	3	2	3	1	2.3
CO2	3	2	1	3	2	3	3	1	2	3	2.3
CO3	3	1	2	3	2	3	3	2	3	2	2.4
CO4	3	2	3	2	3	3	2	2	2	3	2.5
CO5	3	2	2	3	2	2	3	2	3	2	2.4
Mean Overall Score											2.38
Correlation											Medium

Mean Overall Score	Correlation
< 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
Course Title		AIRPORT OPERATIONS					

SYLLABUS		
Unit	Contents	Hours
I	UNDERSTANDING THE AIRPORT: 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	THE AIRPORT AS AN OPERATIONAL SYSTEM: 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	SUPPORT SERVICES: Ground Handling – Air Traffic Control (ATC) – Airport Security – Maintenance and Technical Support – Fueling and Utility Services – Customer Services and Hospitality – Emergency Services – Cargo and Freight.	12
IV	AIRPORT ISSUES AND CHALLENGES: Airport issues and challenges – security threats – economics – new aircraft types – sustainable development.	12
V	THE FUTURE OF AIRPORTS: The future of airports – future technology – ownership and operation – coping with uncertainty.	12
VI	Current Trends (For CIA only) 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.	

Text Book (s):
1. IATA book of Airport Operations 2. Norman J. Ashford and Pierre Coutu, Airport Operations, McGraw-Hill Education; 3rd edition (16 December 2012). 3. Graham. a “Managing airports - an International Perspective” butterworth-heinemann, oxford 2001. 4. Wells. a. “Airport Planning and Management, McGraw-Hill, London, 4th Edition, 2000.
Reference Book (s):
1 Alexander t. wells, Seth young, “Principles of Airport management”, McGraw-Hill 2003. 2. Richard de nubile, “Airport systems: Planning, Design & Management”, McGraw-Hill London 20073. Cost Accounting - T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications, Fourth Revised Edition 2011, Reprint 2020. Edition 2018, Reprint 2019.
Web Resource (s):
1. https://www.iata.org/en/training/courses/airport-operations-advanced/tapp09/en/ 2. https://sdm.mit.edu/a-systems-approach-to-airport-planning-design-and-management/ 3. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_APO_Lecture_NOTES_0.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyse the historical significance and economic impact of airports on society.	K1
CO2	Identify, evaluate, and prioritize the needs of various airport customers and partners.	K2
CO3	Synthesize their understanding of the diverse operational and business functions of airports, including passenger handling, cargo handling, security, and maintenance.	K3
CO4	Apply their knowledge of the airport environment and its various components to navigate the airport system effectively and make informed decisions.	K4
CO5	Evaluate and predict the future developments in airport technology and projects, including trends in aviation technology, sustainability, and safety.	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	2	2	2	2	2	2	2	3	3	3	2.30
CO2	2	3	2	2	3	1	--	3	3	3	2.44
CO3	2	3	2	--	2	2	3	3	3	3	2.56
CO4	2	2	--	3	3	--	--	3	3	3	2.71
CO5	2	3	2	2	3	--	2	3	3	3	2.56
Mean Overall Score											2.51
Correlation											High

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
IV	23UAM4AC7	Allied – VII	4	3	25	75	100
Course Title		MANAGING GREEN AIRPORTS					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION: 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	NOISE MANAGEMENT AND CLIMATE CHANGE: 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	LOCAL AIR QUALITY AND WASTE MANAGEMENT: 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	WATER MANAGEMENT AND WILDLIFE MANAGEMENT: 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	COMMUNITY ENGAGEMENT AND COMMUNICATIONS AND PROJECT MANAGEMENT, REPORTING AND KEY LESSONS: 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	Current Trends (For CIA only) 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	

Text Book (s):
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.

Reference Book (s):
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.
Web Resource (s):
1. https://www.iata.org/en/training/courses/green-airports/tcvg80/en/ 2. https://www.youtube.com/watch?v=ta62M_Zj6Vw 3. https://www.sciencedirect.com/science/article/pii/S2210670720301475

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyse the current state of the airport operations industry, including key facts and environmental impacts.	K1
CO2	Evaluate and implement strategies to manage the noise and climate change impacts of airport operations through the application of noise metrics, standards, and guidance.	K2
CO3	Investigate and analyse local air quality, including the key elements of air quality management such as monitoring, inventory, modelling, and management.	K3
CO4	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.	K4
CO5	Plan and execute effective community engagement initiatives, including community engagement projects and reporting on progress and impact.	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	--	2	2	3	3	3	3	2.56
CO2	3	3	2	2	--	1	3	3	3	3	2.56
CO3	3	3	2	--	1	2	3	3	3	3	2.56
CO4	3	2	--	--	3	2	3	3	3	3	2.75
CO5	3	3	1	--	3	2	3	3	3	3	2.67
Mean Overall Score											2.62
Correlation											High

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
IV	23UAM4AC8	Allied – VIII	4	3	25	75	100
Course Title		FLIGHT OPERATIONS MANUAL					

SYLLABUS		
Unit	Contents	Hours
I	REGULATORY AND INDUSTRY FRAME WORK: ICAO, State regulatory agents, regional regulatory agents – IATA and IOSA.	12
II	ORGANISATION AND MANAGEMENT: 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	SAFETY MANAGEMENT SYSTEM: SMS key definitions and requirements – accidental causation motion – SMS components – safety risk management – strategies for safety management – safety targets.	12
IV	QUALITY MANAGEMENT SYSTEM: EU operations rules – quality assurance and control mechanisms – quality management systems – quality management in flight operations.	12
V	HUMAN FACTORS IN FLIGHT OPERATIONS: Fundamentals of human factors – human factors management..	12
VI	Current Trends (For CIA only) 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/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	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.	K1
CO2	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.	K2
CO3	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.	K3
CO4	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.	K4
CO5	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.	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	2	2	2	2	2	2	2	3	3	3	2.30
CO2	2	3	2	2	3	1	--	3	3	3	2.44
CO3	2	3	2	--	2	2	3	3	3	3	2.56
CO4	2	2	--	3	3	--	--	3	3	3	2.71
CO5	2	3	2	2	3	--	2	3	3	3	2.56
Mean Overall Score											2.51
Correlation											High

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
IV	23UAM4GE2	Generic Elective - II	2	2	-	100	100
Course Title		SALESMANSHIP					

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

** Self- study portion

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

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 concepts of Salesmanship expertise knowledge in various roles and types of Salesmanship	K1
CO2	To get familiarized with concepts – approaches and the practical aspects of the key decision - making variables in sales management and distribution channel management	K2
CO3	Understand the role and the nature of selling as a tool – as well as an important function – in the advertising of products and services;	K3
CO4	The objective is to familiarize the students with concepts and principles – procedure of Recruitment and Selection in an organization.	K4
CO5	Evaluate the knowledge imparted by the student's and create strategies to promote the significant of Advertising & Salesmanship	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	3	3.0
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	3	3.0
CO5	2	2	2	2	2	3	3	3	3	3	2.5
Mean Overall Score											2.9
Correlation											High

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

Course Coordinator: Dr. S. JAINAB BEE

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5CC9	Core - IX	6	6	25	75	100
Course Title MANAGEMENT ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning – Definition - Objectives – Advantages – *Limitations* – Functions - Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.	18
II	FUND FLOW AND CASH FLOW ANALYSIS Fund Flow Analysis – Meaning - Preparation of Schedule of Changes in Working Capital and Fund Flow Statement - Difference between Funds flow statement and Cash flow statement. Cash Flow Analysis - Meaning – Preparation of Cash Flow Statement under AS3 – Operating, Financing, Investment activities.	18
III	FINANCIAL STATEMENT ANALYSIS Meaning - Comparative, Common size and Trend Analysis – Accounting ratios – Meaning – Uses and limitations of ratio Analysis - Liquidity ratios - Solvency ratios - Profitability ratios – Activity or Turnover ratios – Capital structure ratio.	18
IV	MARGINAL COSTING Meaning – Definition - Cost Volume Profit Analysis – *Break Even Analysis* - Computation of P/V Ratio – Break Even Point - Margin of Safety.	18
V	BUDGET AND BUDGETARY CONTROL Meaning – Definition - Characteristics and Limitations - *Types of Budgets*- Preparation of Budgets – Production Budget, Sales Budget, Flexible Budget, Cash Budget, Master Budget and Zero Base Budgeting.	18
VI	Current Trends (For CIA only) – To develop skills in tools & techniques and critically evaluate decision making in business.	

*.... * Self Study

(80% Problem & 20% Theory)

Text Book:
1. A. Murthy, S. Gurusamy, Management Accounting, Tata McGraw - Hill Publishing Company, Chennai, 4 th Edition 2023.
2. Maheswari S. N, Principles of Management Accounting – Sultan Chand & Sons, 2021.
Reference Book(s):
1. R. S.N. Pillai & Bhagavathi, Management Accounting – Sultan Chand & Sons, 4 th Edition 2006.
2. Man Mohan & Goyal, Principles of Management Accounting – S.M. Sathiya Publications, Volume 2, 2014
3. Anthony A. Atkinson, Robert S. Kaplan and Ella Mae Matsumura “Management Accounting” Pearson Publication - England 5 th Edition- 2007
4. Peter Schuster, Mareike Heinemann, Peter Cleary “Management Accounting” 5 th Edition Springer, 2021
5. Dr Ramachandran, Dr Srinivasan, Management Accounting, Sriram Publications 2022
Web Resource(s):
1. https://nptel.ac.in/courses/110/107/110107127/
2. https://www.accounting.com
3. https://corporatefinanceinstitute.com
4. https://www.topper.com

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 Accounting and techniques of Management Accounting.	K1
CO2	Apply Fund Flow and cash flow Analysis techniques and interpret the results thereof.	K2
CO3	To enable the students to know about financial statement analysis and calculate ratio analysis and applying for Decision making.	K3
CO4	To trace and construct the marginal costing, estimate cost volume profit analysis and Break even analysis	K4
CO5	Classify and formulate the various types of Budgets and predict the future.	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
Mean Overall Score											2.6
Correlation											HIGH

Mean Overall Score	Correlation
< 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
V	23UAM5CC10	CORE-X	5	5	25	75	100
Course Title		ENTREPRENEURIAL DEVELOPMENT					
SYLLABUS							
Unit	Contents						Hours
I	INTRODUCTION Entrepreneur - Meaning – Definition – Need - Role - Importance - Functions – Scope - Characteristics of an Entrepreneur - Factors influencing Entrepreneur – Internal factors – External factors - Types of Entrepreneur – Difference between an entrepreneur and a Manager – * Entrepreneur Vs Intrapreneurs *.						15
II	ENTREPRENEURIAL MOTIVATION Motivating factors– Entrepreneurial Growth – Entrepreneurial Development Programs (EDPs) - Entrepreneurial Training – Functions of NIESBUD – EDII – Role of TIIC –DIC – KVIC Schemes – Tamil Nadu Backward Class & Minorities Economic Development Corporation Limited (TABCEDCO) - PMEGP – NEEDS – Functions of SIDCO						15
III	BUSINESS IDEA AND PROJECT PREPARATION Selection of Idea - Idea Processing - Concept of Project – Classification –Project Identification – Preparation of Project Proposal – Project Report – #Project Appraisal#.						15
IV	SOURCES OF FINANCE AND MSME Short Term & Long Term Finance – Mudra Scheme - Micro, Small and Medium Enterprises - Meaning - Steps for starting MSME – National Institute for Micro, Small and Medium Enterprises (NIMSME) – Functions – Industrial Estate.						15
V	WOMEN ENTREPRENEUR AND RURAL ENTREPRENEUR Definition – Problems – Steps to encourage Women Entrepreneurs – Support to Training and Employment Programme for Women (STEP) - Incentives and Subsidies for Entrepreneur – Rural Entrepreneur – Meaning - Need for Rural Entrepreneur – *Problems of Rural Entrepreneur* .						15
VI	Current Trends (For CIA only) – Expert Talk, Webinar ,workshop and Seminar						

** Self Study

Text Book:
1. Dr. C.B Gupta &Srinivasan – Entrepreneurial Development, Sultan Chand sons, 2020 2. Mr. Gorden & Natarajan - Entrepreneurial Development, Himalayas Publishers, Sixth revised edition,2020
Reference Book(s):
1. Barringer,B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011. 2. Donald, F.K., Entrepreneurship-Theory, Process and Practice, 9th Edition, Cengage Learning,2014. 3. Dr. Suresh Jayashree - Entrepreneurial Developments, Margham Publications, 2016
Web Resource(s):
1. https://msme.gov.in/sites/default/files/MSME_Schemes_English_0.pdf 2. https://www.indiafilings.com/learn/step-scheme/ 3. https://www.yourarticlelibrary.com/entrepreneurship/entrepreneur-and-ntrepreneurshipdevelopment

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	The learners acquire the Knowledge about the importance and needs of entrepreneurs.	K1
CO2	Motivate students to become entrepreneurs and acquire knowledge of various schemes of the Government.	K2
CO3	The learners understood how to make business ideas and prepare project proposals.	K3
CO4	The learners acquire knowledge of various sources of finance.	K4
CO5	Enable the learners to understand the training and employment programme for women	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	3	3	2	2	2	2.6
CO2	2	2	2	3	2	3	2	2	2	2	2.3
CO3	3	2	2	3	2	2	3	2	3	2	2.4
CO4	3	2	3	2	2	2	3	2	2	3	2.5
CO5	2	3	2	3	2	3	2	3	2	2	2.4
Mean Overall Score											2.44
Correlation											Medium

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

Course Coordinator: Dr. H. JAGIR HUSSAIN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5CC11	Core–XI	5	5	25	75	100
Course Title		AVIATION RESOURCE MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	CREW RESOURCES MANAGEMENT: The role of crew resources management – The trouble with culture – Creating and implementing human factors - Safety culture – Human assessment – Traditional flight crew and CRM training in general aviation - Crew concepts in the air ambulance services.	15
II	SAFETY ISSUES IN CAPITAL: Introduction – Cabin crew communication – Service, Teamwork and flight safety – Flight attendants job performances and job satisfaction.	15
III	FATIGUE MANAGEMENT IN AVIATION: Description – Fatigue in air activity – Stress management – The physiological factor.	15
IV	JOB REQUIREMENTS OF AIRLINE PILOTS: Job requirements – Pilot selection process – Personality test for traffic controllers – Training of pilots and crew members – The link between human factors and organizational learning.	15
V	STRUCTURE OF AVIATION OPERATIONAL INFORMATION: Operational information, Management – User innovation – Future of Aviation operational information.	15
VI	Current Trends *(For CIA only) – Increased use of data analytics and advanced technologies for more efficient resource management in aviation, including optimizing fleet utilization and maintenance schedules. Focus on workforce planning and development, including the use of competency-based training and career development programs to enhance employee skills and retention.	

Text Book:
1. Earl L Wiener, Barbara G Kanki and Robert L Helmreich, "Crew Resource Management", 3rd Edition, Academic Press, 2022.
2. Neil Johnston, Nick McDonald and Ray Fuller, "Aviation Resource Management: Proceedings of the Fourth Symposium on Aviation Psychology", Latest Edition, Routledge, 2021.
3. Eduardo Salas and Maurino Diego, "Human Factors in Aviation", 3rd Edition, Academic Press, 2020.
Reference Book(s):
1. Claire Mann, "Pilot Mental Health and Resource Management", Latest Edition, Springer, 2022.
2. Frank H Hawkins, "Human Factors in Flight", Routledge, 2nd Edition, 2017.
3. Harry W Orlady and Linda M Orlady, "Human Factors in Multi Crew Flight Operation" Ashgate, 2016.
Web Resource(s):
1. https://slideplayer.com/slide/7599646/
2. https://www.slideshare.net/pimom/crew-resource-management
3. https://www.youtube.com/watch?v=c8rLmxAyH0&ab_channel=TutorialsPoint%28India%29Ltd

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze the roles and responsibilities of various types of crew members in the airline and general aviation industry, and evaluate the challenges they face.	K4
CO2	Evaluate various safety issues faced by cabin crew and assess the significance of teamwork in ensuring safe operations.	K5
CO3	Develop strategies for managing stress, fatigue, and anxiety in both air and ground environments.	K6
CO4	Examine the hierarchy of pilots in an organization, and assess the criteria for recruitment and promotions.	K4
CO5	Synthesize an understanding of the daily operations environment in the aviation industry and the information required for day-to-day functions.	K6

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	1	3	3	3	3	2	2	2.5
CO3	3	3	2	2	1	2	2	3	3	3	2.4
CO4	2	3	2	3	3	2	2	3	3	3	2.6
CO5	3	3	2	2	3	3	2	3	3	3	2.7
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5CC12	Core–XII	5	5	25	75	100
Course Title		PASSENGER GROUND SERVICE					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO GROUND SERVICE: Airport as a system – Service requirements.	15
II	DCS FUNCTIONS: Link to DCS – System procedures for departure.	15
III	PROCESSING OF PASSENGERS AND BAGGAGE & PROCEDURES: Travel and health documentation – Passenger and baggage acceptance – Categories of service – Arrival and transfer services.	15
IV	CONDITIONS FOR DGR AWARENESS & MANAGING PASSENGER INTERACTIONS: Restrictions – Procedures – Customer services – Communication.	15
V	AVIATION SECURITY AND PASSENGER FACILITATION: Conditions – Procedures – Reconciliation - Systems and technology – New trends and improvement projects.	15
VI	Current Trends *(For CIA only) – Adoption of self-service technologies, such as automated check-in and bag drop, to enhance passenger experience and reduce waiting times. Implementation of advanced security measures, including biometric screening and contactless security checkpoints, to improve safety and security while minimizing passenger inconvenience.	

Text Book:

1. Rick L Wilfred, "Passenger Ground Services: Airline and Airport Services", 2nd Edition, Routledge, 2022.
2. Peter F von Nahmen, "Airport Ground Handling: Understanding Passenger Services and Baggage Handling", Latest Edition, Kogan Page, 2021.
3. David Smith, " Passenger and Airport Services Management", Latest Edition, McGraw Hill, 2021.

Reference Book(s):

1. E. H. Jansen, " Airline Passenger Services: Ground and In-Flight", Latest Edition, Oxford Aviation Academy, 2020.
2. IATA handbook of passenger ground service.
3. Sara Field Rikard, "Airline Operations and Scheduling", CRC Press, 2009.

Web Resource(s):

1. <https://www.iata.org/en/training/courses/passenger-ground-services/talp51/en/>
2. <https://www.youtube.com/watch?v=EvcoYJtoQVw>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze the relationships between airlines and airports in the provision of passenger services.	K4
CO2	Evaluate passenger and baggage check-in and boarding procedures, including special needs considerations.	K5
CO3	Assess the regulatory requirements related to passenger and baggage transport.	K4
CO4	Synthesize their knowledge of computer reservations and departure control systems.	K4
CO5	Examine the latest technological innovations in passenger services.	K4

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	3	2	3	3	3	2.5
CO2	3	3	1	2	3	3	3	3	2	3	2.6
CO3	3	3	2	2	1	3	2	3	2	3	2.4
CO4	3	2	2	3	3	3	1	3	3	3	2.6
CO5	3	3	2	2	3	3	2	3	3	3	2.7
Mean Overall Score											2.56
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5DE1A	DSE-I	5	4	25	75	100
Course Title		BASIC RAMP SAFETY					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION: Airport - The airport environment, Communication, Hand signals.	15
II	SECURITY OF GROUND SUPPORT: Aircraft ground support equipment - Security and safety - Aircraft danger zones.	15
III	WEATHER CONDITIONS: Health and safety - Severe weather conditions.	15
IV	TRAFFIC RULES: Traffic rules at the ramp - Accident and incident reporting - First aid.	15
V	FIRE: Fire prevention, Fire protection and fire action - First aid.	15
VI	Current Trends *(For CIA only) – Growing emphasis on proactive safety management to prevent accidents and incidents on the ramp. Adoption of new technologies and best practices, including the use of visual aids, enhanced communication, and standardized operating procedures to improve ramp safety.	

Text Book:
1. Brian Ellis, "Ramp Safety Practices and Procedures", Routledge, 2023. 2. John A King, "Airport Ramp Safety and Ground Operations", Latest Edition, McGraw Hill, 2022. 3. Peter Fusaro, "Aviation Ground Operations and Ramp Safety", 3rd Edition, Academic Press, 2021.
Reference Book(s):
1. Norman J Ashford, Alexander T Wells and Frank H Morring Jr, "Airport Operations", Fourth Edition, Aviation Supplies & Academics, Inc., 2020. 2. John F Jablonski, "Introduction to Ground Operations and Safety", Aviation Supplies & Academics, Inc., 2020. 3. Frank Cardillo, "Safety on the Ramp: A Practical Guide to Ground Handling and Operations", Elsevier, 2020.
Web Resource(s):
1. https://www.slideshare.net/mahchu12/ramp-safety-49059192 2. https://sassofia.com/course/aircraft-ramp-safety-and-ramp-human-factors-training-initial-training-2-days/ 3. https://www.icao.int/APAC/Meetings/2012_FAOSD_Training/EE%20-%20ICAO%20Ramp%20Inspection%20Guidance%20Part%20II%202009-07%20r2.ppt

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze the airport environment and effectively communicate and execute standard hand signals in ground support operations.	K4
CO2	Evaluate and implement effective security measures for aircraft ground support equipment and comprehend aircraft danger zones.	K5
CO3	Assess the significance of health and safety in relation to weather conditions and formulate preparedness plans for severe weather.	K4
CO4	Synthesize traffic rules and procedures at the ramp, including accurately reporting accidents and incidents, and demonstrate proficiency in fire and first aid response.	K6
CO5	Apply the principles of fire prevention, protection, and action, and exhibit competency in basic first aid techniques.	K3

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	3	2	3	3	3	2.5
CO2	2	3	3	2	3	1	2	3	2	3	2.4
CO3	3	3	2	2	1	2	2	3	3	3	2.4
CO4	3	2	3	3	3	3	3	3	2	2	2.7
CO5	2	3	2	2	3	3	2	3	3	3	2.6
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5DE1B	DSE-I	5	4	25	75	100
Course Title		AIRLINE SOCIAL MEDIA STRATEGY					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION AND OVERVIEW: Digital media overview and landscape – Best practices and skill sets for publishers and non-publishers.	15
II	CONTENT, DATA AND AUDIENCES: Innovating around content, Data and audiences – The content feedback loop mechanisms – Build lasting audience relationships.	15
III	THE VALUE OF AUDIENCE: Measuring impact and prescribing value – The role of artificial and human intelligence – Understanding markets - Developing audience strategies and goals.	15
IV	SHAPING A CONTENT EXPERIENCE: Review content and audience trends and needs – The storytelling – Key attributes – Video production and distribution – Optimizing content for search.	15
V	SOCIAL MEDIA AND CAMPAIGN STRATEGY: Social media best practices – Voice, Tone, Style and Platforms – Developing and understanding metrics of success – Defining your message and brand identity – Building and executing a multi-platform content strategy – Challenges and considerations.	15
VI	Current Trends *(For CIA only) – Growing emphasis on social media as a key platform for customer engagement and brand promotion by airlines, including the use of social media influencers and user-generated content. Use of advanced social media analytics to track customer sentiment and preferences, and to inform marketing and customer service strategies.	

Text Book:
1. Paul Jones, "Social Media Strategy for Airlines: Connecting with the Digital Traveler", Routledge, 2023.
2. Tracy L Tuten, "Digital Marketing Strategies for Airlines: Insights from Social Media", Latest Edition, SAGE Publications, 2022.
3. Chris A Smith, "Aviation Social Media: Best Practices and Case Studies", Palgrave Macmillan, 2021.
Reference Book(s):
1. Sebastian Pilarski, "Airline Marketing and Social Media: Techniques for the Digital Age", Latest Edition, Emerald Group Publishing, 2023.
2. Jonah Berger and David Meerman Scott, "Contagious: How to Build Word of Mouth in the Digital Age", Simon & Schuster, 2013.
3. Rebecca Lieb, "Content Marketing: The Definitive Guide", Koehler, 2014.
Web Resource(s):
1. https://academy.hubspot.com/courses/digital-marketing
2. https://www.iata.org/en/training/courses/airline-social-media-virtual/talm46/en/
3. https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze audience behavior and evaluate which travel-related content resonates with them	K4
CO2	Evaluate the impact of creative content strategies on building brand value and enhancing audience engagement	K5
CO3	Design and implement effective and data-driven content-based digital campaigns	K6
CO4	Evaluate the impact of innovation, use of data, changing skillsets, content and revenue strategies on the digital media industry	K5
CO5	Assess the modern digital outlets and strategies for engaging with and monetizing audiences.	K4

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	3	1	3	3	3	2.4
CO2	2	3	2	2	3	3	2	3	2	3	2.5
CO3	2	3	2	3	2	2	2	3	2	3	2.4
CO4	3	2	2	3	3	3	2	3	3	3	2.7
CO5	3	3	2	2	3	3	2	3	2	3	2.6
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5SE1	Skill Enhancement Course - I	2	1	-	100	100
Course Title SKILLS FOR COMPETITIVE EXAMINATIONS							

SYLLABUS		
Unit	Contents	Hours
I	VERBAL REASONING ABILITY Number Series - Alphabet Series- Problem on Age Calculation - *Blood Relations* - Decision Making etc.	6
II	NON-VERBAL REASONING ABILITY Mirror Images - *Cubes and Dice* - Grouping Identical Figures – Embedded Figures etc.	6
III	NUMERICAL ABILITY Percentage - Time and Distance, *Time and Work* - Average - Mensuration (2D and 3D)– Algebra	6
IV	VERBAL ABILITY Verb – Adverb, *Subject Verb Agreement*, Error Correction – Tenses, Sentence Rearrangement - *Prepositions - Articles*	6
V	GENERAL KNOWLEDGE Current Affairs (National and International) - *Awards and Honors* - Science – International and National Organizations	6
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Reference Book(s):
1. Disha Experts, Banking Awareness for SBI/IBPS Bank Clerk/PO/SO/RRB & RBI exams , Disha Publication, 2020. 2. RPH Editorial Board, Guide to Banking General Awareness & Banking Aptitude Test: For All Banking Related Recruitment Exams, Publisher: RPH, 2020. 3. Arihant Experts, Banking Awareness, Publisher: Arihant, 2020. 4. R.S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S Chand Publications, 2020. 5. Manorama year book (Current year edition). 6. Competitive Success Review (CSR) – Monthly Edition.
Web Resource(s):
1. http://questionpaper.org/quantitative-aptitude 2. http://www.faceprep.in/deloitte/deloitte-aptitude-test-syllabus

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To acquire a knowledge for a candidate's abilities and problem solving	K1
CO2	It demonstrates an ability to reason and provide systematic solution to a given problem	K2
CO3	To assess individual performance in different work related tasks or situations	K3
CO4	It can assess a person's ability to spell words correctly, use correct grammar and understand the word meaning	K4
CO5	To equip the knowledge about pop culture, history and really know about the world around you	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	2	3	2	3	2.7
CO2	3	3	2	3	3	3	3	3	3	2	2.8
CO3	3	3	3	2	3	3	2	3	3	2	2.7
CO4	3	3	3	3	3	3	3	2	3	3	2.9
CO5	3	2	2	3	2	3	3	3	2	3	2.6
Mean Overall Score											2.7
Correlation											High

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

Course Coordinator: Dr. K. DEVARAJU

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UAM5SE2	Skill Enhancement Course - II	2	1	-	100	100
Course Title		PUBLIC SPEAKING SKILLS					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO PUBLIC SPEAKING Introduction to Public Speaking - Benefits of public speaking - Communication processes - Ethical speaking and categories of speeches - Analyzing Your Audience - Adapting to audiences, evaluation techniques and listener needs - Listening and feedback- Improving listening and note-taking skills - Stages of listening - *Types of listening*.	6
II	ORGANIZING THE SPEECH Selecting the Topic - Purpose and thesis of your speech - General and specific purpose speeches - Developing a thesis and timed speeches - Researching the Speech - Research strategies – Types - Organizing the Speech - Organizational patterns for informative and persuasive speeches- Outlining the Speech - Introduction - Body - Conclusion of a speech.	6
III	LANGUAGE, STYLE AND SPEECH DELIVERY Language and style-- Inclusive and vivid language - Diction and speaking styles - Speech Delivery-- Categories of speech delivery - Nonverbal communication - Pronunciation - Speech rehearsal	6
IV	SELECTING AND INCORPORATING VISUAL SUPPORTS Selecting and incorporating visual Supports - Advantages and disadvantages of PowerPoint - Copyright and fair use issues and preparing visual aids - Reasoning and Rhetorical Proof - Significance of ethos, logos and pathos - Persuasive speech - *Types of reasoning*	6
V	SPEECH EVALUATION Speech evaluation - Why evaluating speeches is important, assessing yourself as a speaker and assessing the speaking abilities of others - Preparing for your impromptu Speech - *Developing, preparing and making an impromptu speech on short notice*.	6
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. Michael J. Gelb - Mastering the Art of Public Speaking, Jaico Publishers, India – 2022. 2.A.P. Prashar – Art of Public Speaking –V& S publisher – Delhi -2021 3. Lucas, Stephen E. - The Art of Public Speaking, McGraw-Hill, New York - 2015
Reference Book (s):
1. Brydon, S. R., & Scott, M. D,Between one and many: The art and science of public speaking, Boston:McGraw Hill (5th ed) - 2016 2. Davidson, Jeff, The Complete Guide to Public Speaking, Breathing Space Institute, 2020 3. O'Hair, D., Rubenstein, H., & Stewart, R, A pocket guide to public speaking (2nd ed.). Boston, MA: Bedford/St. Martin's, 2017
Web Resource (s):
1. https://ielts-up.com/listening/ielts-listening-practice.html 2. https://www.bestmytest.com/ielts/speaking 3. https://ielts-up.com/speaking/ielts-speaking-practice.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Demonstrate basic oral communication skills necessary for functioning effectively in the classroom and workplace	K1
CO2	Gain technology experience presentation with PowerPoint.	K2
CO3	Develop strategies to address speech anxiety, organization, persuasion, audience analysis and credibility.	K3
CO4	Enhance critical thinking skills and active listening skills by learning to listen to others .	K4
CO5	Evaluate speeches based on a variety of verbal and nonverbal criteria.	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	2	3	2	1	3	1	2	2.1
CO2	3	2	2	2	3	2	2	2	2	2	2.2
CO3	3	2	2	1	2	3	1	2	2	2	2.0
CO4	3	3	2	1	3	2	2	2	2	3	2.3
CO5	2	3	3	2	3	2	2	2	3	3	2.5
Mean Overall Score											2.22
Correlation											Medium

Mean Overall Score	Correlation
< 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
VI	23UAM6CC13	CORE-XIII	6	6	25	75	100
Course Title							
FINANCIAL MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning - Objectives - Profit Maximisation - Wealth Maximisation - Nature - Scope - Importance – Financial decisions - Functions of Financial Management.	18
II	COST OF CAPITAL Meaning - Cost of Debt - Cost of Preference Share Capital - Cost of equity –Cost of retained Earnings - Weighted Average Cost of Capital	18
III	CAPITAL STRUCTURE AND LEVERAGES Capital structure - EBIT and EPS -*Theories of capital structure* - Leverage - Meaning - Significance – Types – Operating Leverage - Financial Leverage - Combined leverage	18
IV	DIVIDEND POLICY AND MODEL Dividend policy – Determinants of dividend Policy – Theories - Walter’s model, Gordon model and MM Model - Forms of Dividend - Stock Dividend - Bonus Issue - Stable dividend	18
V	WORKING CAPITAL MANAGEMENT Working capital Management -*Determinants of Working Capital* - Forecasting of Working capital requirements - Cash Management - Motives of Holding cash - Stages in cash Management.	18
VI	Current Trends (For CIA only) – Case studies – Budget Analysis – Group Discussion	

..... Self Study (80 % Problem and 20 % Theory)

Text Book:
1. S.N. Maheshwari, Sultan and Chand, Financial management, 2021.
2. Sharma R K & Shasi k Gupta Financial management kalyani publication Ludhiyana 2021.
Reference Book(s):
1. Dr Ramachandran, Dr Srinivasan Financial management Sriram Publications 2022
2. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi, 2008.
3. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice Hall of India, New Delhi, 2002.
4. Murthy. A Financial management Margham publications Chennai 2019
Web Resource(s):
1. https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml
2. https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf
3. https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf
4. https://baou.edu.in/assets/pdf/PGDF_102_slm.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To learn fundamental aspects of Financial management.	K1
CO2	To import the knowledge of capital structure	K2
CO3	To gain the knowledge of Leverage	K3
CO4	To acquire the knowledge dividend policy	K4
CO5	To equip the knowledge about Working capital management	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	2	2	3	3	3	2	2	3	2.6
CO2	2	2	3	2	3	2	3	3	3	3	2.6
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	2	3	3	3	2	3	2	3	3	2	2.6
CO5	2	3	3	2	3	3	2	3	2	3	2.6
Mean Overall Score											2.62
Correlation											High

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

Course Coordinator: Dr M. ABDUL KAREEM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6CC14	CORE - XIV	5	5	75	25	100
Course Title		PERSONNEL MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning - Definition - Objectives – Functions - Scope – Principles and Significance - Organisation of Personnel Department - Qualities of Personnel manager - *Difference between Personnel Management and Human Resource Management*	15
II	HUMAN RESOURCE PLANNING Meaning – Features and Importance of Manpower planning – Steps – Job analysis – Job description – Job specification.	15
III	RECRUITMENT AND SELECTION Meaning – Process of Recruitment – Sources of Recruitment – Selection – Meaning – Steps in Selection process – Testing – Interview – Placement – Induction - Objectives	15
IV	TRAINING AND EXECUTIVE DEVELOPMENT Meaning – Need – Importance – Objectives of Training - Types of Training – Designing a Training programme – Evaluation. Executive development – Meaning – Objectives – Importance – Process – Methods – Principles of Executive Development	15
V	PERFORMANCE APPRAISAL Meaning – Objectives –Significance – Process – Problems in Performance appraisal – Methods – Performance appraisal – MBO – 360 Degree Appraisal techniques	15
VI	Current Trends * (For CIA only) – Contemporary developments related to How HR Approach that Merges the traditional method of Personnel Management with corporate Strategy focusing on Organizational Development.	

..... Self Study

Text Book(s):
1. Gary Dessler & Biju Varrkey , 2020.Human Resources Management ,16e , Pearson Publications 2. K. Aswathappa (2019), Human Resource and Personnel Management Tata MC Graw Hill Publishing Company Ltd, New Delhi. 3. Stephen P. Robins (2018), Organizational behaviour, Eighteenth Edition, Prentice Hall of India Ltd, New Delhi. 4. Edwin Flippo (2016), Personnel Management, Tata McGraw Hill Publications, New Delhi.
Reference Book(s):
1. C.B. Memoria (2014), Personnel Management, Himalaya Publishing House, New Delhi 2. S.S. Khanka (2019), Human Resource Management, Sultan Chand & Sons, New Delhi. 3. Dr. C. D. Balaji, Human Resources Management,Margham Publications,2018
Web Resource(s):
1. www.selecthub.com 2. http://www.investopedia.com/terms/h/human-resources-planning.asp 3. https://www.human resource managementstudyguide.com/what_is_human resource management.htm 4. http://www.ignouhelp.in/ignou-mba-study-material/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To identify and explain the process, functions personnel management and attribute to be as HR manager .	K1
CO2	To Understand the process of HR planning, Recruitment and Selection techniques of job analysis, job specification as a part of business organization.	K2
CO3	Concern the methods of training & techniques, Employee development, Promotion And transfer of Employee in an organization and identifying real life leaders from the corporate world	K3
CO4	Analyze the performance appraisal and of the employees for their career development in present scenario.	K4
CO5	To evaluate the concept of compensation and Employee Discipline & grievance handling techniques adopted in successful business organization.	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	3	2	3	3	3	2	2	3	2.6
CO2	3	3	2	3	3	2	3	2	3	3	2.7
CO3	3	3	2	3	2	3	2	3	3	2	2.6
CO4	3	3	2	3	2	3	3	2	3	3	2.7
CO5	2	3	3	3	3	2	3	2	2	3	2.6
Mean Overall Score											2.64
Correlation											High

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

Course Coordinator: Dr. M. FARZANA BEGUM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6CC15	Core–XV	6	6	25	75	100
Course Title		AVIATION LAW & REGULATIONS					

SYLLABUS		
Unit	Contents	Hours
I	PUBLIC INTERNATIONAL AIR LAW: Chicago convention – ICAO and National Aviation Authorities.	18
II	PRIVATE INTERNATIONAL AIR LAW: Warsaw - Montreal system – Case law – Regional case law.	18
III	AIRLINE CONTRACTS AND COMMERCIAL CONSIDERATIONS: Technical and commercial considerations – Code-share and other airline cooperation agreements.	18
IV	AIRCRAFT FINANCE: Cape Town Convention – Introduction to aircraft and engine leasing and financing.	18
V	DATA PROTECTION: OCED - Guidelines on the protection of policy and trans-border flows of persona; EU GDPR – Enforcement, Sanctions and remedies.	18
VI	Current Trends *(For CIA only) – Increased focus on cyber security and data protection in aviation law and regulations, particularly in the areas of passenger privacy and intellectual property. Implementation of new regulations and standards to address emerging technologies, such as drones and supersonic aircraft, and to promote sustainable aviation practices	

Text Book:
1. Paul B Larsen, John Gillick and Joseph Sweeney, "Aviation Law: Cases, Laws, and Related Sources", 3 rd Edition, Martinus Nijhoff Publishers, 2022.
2. Ron Bartsch, "International Aviation Law: A Practical Guide", 3rd Edition, Routledge, 2023.
3. Benjamyn I Scott and Andrea Trimarchi, "Fundamentals of International Aviation Law and Policy", 2 nd Edition, Routledge, 2021.
Reference Book(s):
1. Tomasz D Bakowski, "Global Aviation Law and Policy: Volume I", Springer, 2022.
2. Civil Aviation Law and Regulations by FlySky Aviation, Edition 2020.
3. ICAO Annexures 1 - 19.
Web Resource(s):
1. https://www.civilaviation.gov.in/ministry-documents/acts
2. https://www.icao.int/sustainability/Documents/Compendium_FairCompetition/Africa/SaudiArabiaCivil_Aviation_Law_English.pdf
3. https://www.tutorialspoint.com/aviation_management/aviation_management_international_airlaw.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CONo.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze and comprehend the fundamentals of Public International Air Law, including the Chicago Convention and the responsibilities of ICAO and National Aviation Authorities.	K4
CO2	Evaluate the intricacies of Private International Air Law, including the Warsaw and Montreal systems, legal precedents, and regional legal frameworks.	K5
CO3	Assess the technical and business aspects of airline contracts and cooperative arrangements, such as code-sharing.	K4
CO4	Analyze the principles of aircraft finance, including the Cape Town Convention and the intricacies of aircraft and engine leasing and financing.	K4
CO5	Evaluate the principles of data privacy in the aviation industry, including the OCED guidelines, EU GDPR, enforcement, consequences and remedies.	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	2	2	3	2	2	3	3	3	3	2	2.5
CO2	3	3	2	2	3	2	2	3	3	3	2.6
CO3	3	1	2	3	2	2	2	3	3	3	2.4
CO4	3	3	2	3	3	2	2	3	3	3	2.7
CO5	3	3	2	2	3	3	2	3	2	3	2.6
Mean Overall Score											2.56
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6DE2A	DSE II	5	4	25	75	100
Course Title		TRAVEL AGENTS & TOUR OPERATIONS					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION: Travel agency meaning and definition – Travel agency growth – Structure – Functions – Types of travel agency – Wholesaler, Retailer and Tour operators – Distinction between wholesale travel agency and tour operator.	15
II	TOURISM ORGANIZATION IN INDIA: Growth and development of tourist organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC.	15
III	INTERNATIONAL TOURISM ORGANIZATION: WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI.	15
IV	GROWTH AND FUTURE OF TRAVEL AGENCIES: Future of travel agencies – Travel and trade publications – Travel agents training programmes – Travel agency's sponsored programmes.	15
V	LINKAGES AND ARRANGEMENTS: Linkages and arrangements with hotels, Airlines, Transport organizations - Ancillary tourism organizations - Organization structure of medium and large-scale travel agencies and tour operators' - Present status and future prospects of travel agency and tour operators in India.	15
VI	Current Trends *(For CIA only) – Growing demand for personalized travel experiences, which is leading to an increased focus on technology-enabled customization and personalization by travel agents and tour operators. Increased emphasis on sustainability and responsible tourism, including the use of eco-friendly accommodations and the promotion of local cultural experiences.	

Text Book:

1. Jagmohan Negi, "Travel Agency and Tour Operation Management", Latest Edition, Kanishka Publishers, 2021.
2. Dennis Foster, "Managing Travel Agencies and Tour Operations", 3rd Edition, CABI Publishing, 2022.
3. Devashish Dasgupta, "Tour Operations and Destination Management", 2nd Edition, Oxford University Press, 2023.

Reference Book(s):

1. John Swarbrooke, "Travel and Tourism Operations: Strategies and Practices", Latest Edition, Routledge, 2022.
2. Mohinder Chand Dhiman, "Handbook of Research on International Travel Agency and Tour Operation Management (Advances in Hospitality, Tourism, and the services industry)", 1st Edition, IGI Global, 2019.
3. K Bhatia, "The Business of Travel Agency and Tour Operations Management", 1st Edition Sterling Publishers Pvt Ltd, 2012.

Web Resource(s):

1. https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf
2. <https://uou.ac.in/sites/default/files/slm/BTTM-202.pdf>
3. <https://tourism.gov.in/travel-trade>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze and differentiate the various types of travel agencies, including wholesalers, retailers, and tour operators, and evaluate their roles and functions in the industry.	K4
CO2	Evaluate the historical growth and development of tourist organizations in India, such as the Sergeant Committee, Jha, ITDC, and TTDC.	K5
CO3	Examine the functions and impacts of international tourist organizations, such as the World Tourism Organization, International Air Transport Association, United Federation of Travel Agents' Associations, Pacific Asia Travel Association, International Civil Aviation Organization, American Society of Travel Advisors, and Travel Agents Association of India.	K4
CO4	Analyze the impact and importance of travel and trade publications, travel agent training programs, and the role they play in the tourism industry.	K4
CO5	Evaluate the effectiveness of various linkages and arrangements in promoting and developing the tourism industry, and identify opportunities for improvement.	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	2	2	3	2	2	2	2	3	3	3	2.4
CO2	2	3	1	2	3	3	1	3	3	3	2.5
CO3	3	3	2	2	1	2	2	3	3	3	2.4
CO4	3	2	3	3	3	3	2	3	3	3	2.8
CO5	3	3	1	2	3	2	2	3	3	3	2.5
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6DE2B	DSE II	5	4	25	75	100
Course Title		AVIATION GROOMING STANDARDS					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO AVIATION GROOMING STANDARDS: Overview of grooming standards in the aviation industry - Importance of grooming in the professional environment - Overview of Personal hygiene, Appearance and Dress code requirements.	15
II	PERSONAL HYGIENE AND APPEARANCE: Proper grooming habits to maintain personal hygiene - Hair, Makeup and Nail grooming standards - Jewellery, Accessories and Fragrance requirements.	15
III	PROFESSIONAL DRESS CODE: Uniform requirements for Flight attendants, Pilots, Ground staff and other aviation professionals - Business attire for office staff and management - Dress code for special events and official functions.	15
IV	COMMUNICATION AND BODY LANGUAGE: Verbal and non-verbal communication skills for aviation professionals - Customer service etiquette and handling difficult situations - Importance of body language and posture in professional settings.	15
V	TRAINING AND ASSESSMENT: Role of training in maintaining grooming standards - Ongoing assessments and evaluations of grooming and professional behavior - Re-training and improvement plans for areas of weakness - Ethics and codes of conduct in the aviation industry.	15
VI	Current Trends *(For CIA only) – Growing recognition of the importance of diversity and inclusion in aviation grooming standards, including the need to accommodate a diverse range of cultural and religious practices. Use of new technologies and materials to enhance comfort, safety, and hygiene in grooming practices, including the use of antimicrobial fabrics and non-invasive body scanning technologies.	

Text Book:
1. Christina Wong, "Aviation Grooming and Etiquette for Cabin Crew", Routledge, 2022. 2. Rachel Thompson, "Professional Image and Grooming for Aviation: A Guide for Cabin Crew and Ground Staff", Latest Edition, Pearson, 2023. 3. Simon Robertson, "Aviation Grooming Standards and Corporate Etiquette", Palgrave Macmillan, 2021.
Reference Book(s):
1. Olivia Harris, "The Complete Guide to Grooming and Etiquette in Aviation", Latest Edition, Emerald Group Publishing, 2022. 2. Dr. Cynthia Drescher and John A Kershner, "The Professional Flight Attendant: Career Preparation and Practice", Jones and Bartlett Publishers, 2011. 3. Dr. Michael J Fragale, "Customer Service in the Airline Industry: A Training Manual", Ashgate Publishing Ltd, 2012.
Web Resource(s):
1. https://www.ndtv.com/india-news/air-india-s-new-grooming-guidelines-for-cabin-crew-cause-stir-on-twitter-3552508 2. https://m.economictimes.com/industry/transportation/airlines/-aviation/tata-takes-air-india-on-fashion-runway-as-new-grooming-guidelines-mandate-hair-gel-for-male-crew-foundation-for-women-matching-skin-tone/articleshow/95745800.cms 3. https://www.flyingmonarchacademy.com/what-are-the-grooming-standards-of-the-airlines/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Develop a comprehensive understanding of professional grooming standards in the aviation industry.	K2
CO2	Demonstrate the ability to maintain good personal hygiene and a professional appearance, including grooming habits and requirements for hair, makeup, nails, jewellery, and fragrance.	K2
CO3	Comply with uniform requirements and business attire for various aviation professionals, including flight attendants, pilots, ground staff, and office staff.	K3
CO4	Improve verbal and non-verbal communication skills, including customer service etiquette and the handling of difficult situations.	K3
CO5	Understand the role of training and ongoing assessments in maintaining grooming standards and professional behavior, and develop the ability to identify areas for improvement and create re-training and improvement plans.	K2

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	2	2	2	3	3	2	2	3	3	3	2.5
CO2	2	3	2	2	3	2	1	3	3	3	2.4
CO3	2	3	3	3	2	2	2	3	2	3	2.5
CO4	2	2	2	3	3	2	3	3	3	3	2.6
CO5	2	3	3	2	3	2	3	3	2	3	2.6
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6DE3A	DSE III	4	4	25	75	100
Course Title		LOW-COST CARRIERS (LCC) BUSINESS MODELS					

SYLLABUS		
Unit	Contents	Hours
I	STATE OF THE INDUSTRY & AIRLINE BUSINESS MODELS: Industry characteristics – Route seasonality, Regional developments - Competitive advantage – Passenger airline models and distinct developments – Activity/Case study.	12
II	DISTRIBUTION, REVENUE MANAGEMENT AND COMMUNICATION: LCC pricing and distribution models – Ancillary revenue strategies – Customer segmentation.	12
III	CHALLENGES FOR THE LCCs: Recent market developments – Changes to the low-cost business model – Business case.	12
IV	LCC STRATEGY: Deregulation – Typical roadmap of an LCC set up – Strategic theory and its fundament.	12
V	ORGANISATION, FLEET & NETWORK: LCC organisation – Network decisions – Aircraft type, Fleet decision and financing – Activity/Case study.	12
VI	Current Trends *(For CIA only) – Expansion of ancillary revenue streams, including baggage fees, seat selection fees, and in-flight purchases, to offset low base fares. Use of new aircraft models and more efficient operations to reduce costs and improve profitability, as well as the expansion of routes and destinations to capture new markets and increase market share.	

Text Book:
1. Stephen Ison and Juan Carlos Martin, "Low-Cost Carriers: Emergence, Expansion, and Evolution", Latest Edition, Routledge, 2022.
2. Srinivas Gorantla and Hemant Sharma, "Low-Cost Carriers in Emerging Markets", Palgrave Macmillan, 2021.
3. Rigas Doganis, "Airline Business Models: Strategies, Challenges, and Innovations", 4th Edition, Routledge, 2023.
Reference Book(s):
1. Peter Forsyth and David Gillen, "The Low-Cost Carrier Worldwide: Drivers, Strategies, and Future Trends", Edward Elgar Publishing, 2020.
2. David Bryon "The Rise of the Low-Cost Carrier: Strategy, Market Entry, and Competition in the European Airline Industry", Springer, 2018.
3. David James "Low-Cost Airlines: Managing the Airline Business Model", Routledge, 2019.
Web Resource(s):
1. https://www.icao.int/sustainability/pages/low-cost-carriers.aspx
2. https://worldwidescience.org/topicpages/l/low-cost+airline+carriers.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze the current state of the airline industry, including key characteristics such as route seasonality and regional developments, and understand the competitive advantage of passenger airline models.	K4
CO2	Evaluate the distinct features of low-cost carriers (LCCs), including their pricing and distribution models, ancillary revenue strategies, and customer segmentation.	K5
CO3	Assess the challenges facing LCCs, including recent market developments and changes to the low-cost business model.	K4
CO4	Evaluate the impact of deregulation on LCCs and understand the typical roadmap for setting up an LCC, including strategic theory and fundamentals.	K5
CO5	Analyze the organization, fleet, and network decisions of an LCC, including aircraft type and fleet financing.	K4

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	3	3	3	3	2.5
CO2	2	3	2	3	3	3	2	3	2	3	2.6
CO3	3	3	2	2	1	2	3	3	3	3	2.5
CO4	2	2	2	3	2	3	3	3	3	3	2.6
CO5	3	2	2	2	3	2	2	3	3	3	2.5
Mean Overall Score											2.54
Correlation											High

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

Course Coordinator: Mr. V. NEWTON

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UAM6DE3B	DSE III	4	4	25	75	100
Course Title		PRINCIPLES OF AIRLINE RETAILING: KEY TRENDS IN AIRLINE DISTRIBUTION CHANGES					

SYLLABUS		
Unit	Contents	Hours
I	OVERVIEW OF AIRLINE RETAILING: Introduction to airline retailing - Evolution - Importance of airline retailing in aviation industry - Traditional vs Modern distribution channels.	12
II	DIGITAL TRANSFORMATION OF AIRLINE RETAILING: Introduction to digital transformation - E-commerce and M-commerce in airline retailing - Impact of mobile technology on airline retailing - Role of artificial intelligence and big data in airline retailing.	12
III	NEW DISTRIBUTION CAPABILITY (NDC): Introduction to NDC – Evolution - Benefits of NDC for airlines - Travel agents and passengers - Implementation challenges and future of NDC.	12
IV	MERCHANDISING STRATEGIES IN AIRLINE RETAILING: Merchandising in airline retailing - Ancillary services and products - Personalization in airline retailing - Loyalty programs in airline retailing.	12
V	AIRLINE RETAILING REGULATIONS AND ETHICS: Overview of airline retailing regulations - Ethical considerations in airline retailing - Consumer protection laws - The future of airline retailing regulations.	12
VI	Current Trends *(For CIA only) – The implementation of New Distribution Capability (NDC), and the use of personalization and loyalty programs to increase revenue. Additionally, there is a growing focus on ethical considerations and consumer protection laws in airline retailing.	

Text Book:
1. Chris Philips, "Digital Transformation in Aviation: Revolutionizing Airline Business Models", Kogan Page, 2023.
2. Edwin D Gerber, "Aviation Marketing: Practical Strategies and Applications", Latest Edition, McGraw-Hill Education, 2021.
3. Mark G Sherry, "Airline Revenue Management: Advances, Initiatives, and Methodologies", Palgrave Macmillan, 2020.
Reference Book(s):
1. George Williams, "The Airline Industry and the Impact of Deregulation", 2 nd Edition, Routledge, 2017.
2. Lucy Budd & Stephen Ison, "Air Transport Management: An International Perspective", 2 nd Edition, Routledge, 2019.
3. Stephen Shaw, "Airline Marketing and Management", 7 th Edition, Routledge, 2011.
Web Resource(s):
1. https://www.iata.org/
2. https://www.arccorp.com/
3. https://amadeus.com/en
4. https://simpliflying.com/
5. https://www.flightglobal.com/

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 evolution and importance of airline retailing in the aviation industry.	K4
CO2	Analyze the impact of digital transformation on airline retailing.	K5
CO3	Analyze the benefits and challenges of the New Distribution Capability (NDC).	K4
CO4	Apply personalization and loyalty programs in airline retailing and their impact on revenue.	K5
CO5	Gain insights into regulatory and ethical considerations in airline retailing, including consumer protection laws.	K4

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	3	3	3	3	2.5
CO2	3	3	2	3	2	3	3	3	2	2	2.6
CO3	3	3	2	2	1	2	3	3	3	3	2.5
CO4	2	2	2	3	2	3	3	3	3	3	2.6
CO5	3	2	2	2	3	2	2	3	3	2	2.4
Mean Overall Score											2.52
Correlation											High

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

Course Coordinator: Mr. V. NEWTON