



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for  
Under Graduate Course)**

**Syllabus for BBA (Aviation Management)  
(V & VI Semester)**

**2023-24 onwards**

**PROCEEDINGS OF THE MEETING OF THE BOS-UG-B.COM, B.COM BDA /IAS  
/A&F/ LSCM /TTM, B.VOC (A&T)/B.VOC (RM) COURSES**

Proceedings of the meeting of the BOS(UG) B.Com/B.Com-BDA/B.Com-IAS / B.Com-A&F/B.Com-LSCM/B.Com-TTM/B.Voc(A&T)/B.Voc(RM) Courses held on 8<sup>th</sup> and 9<sup>th</sup> August 2023 from 11:00 AM onwards, in the Department of Commerce, PK Block, Bengaluru City University, Bengaluru.

The board members had prepared the draft syllabus for the 5<sup>th</sup> and 6<sup>th</sup> semesters of the above mentioned courses and presented in the meeting. After elaborate discussions and deliberations, the draft syllabus was modified as per the suggestions of the board members and finalised.

Further, the board authorised the Chairperson to make the necessary changes, if required.

**MEMBERS PRESENT:**

1.	<b>Dr. Jalaja .K.R</b>	<b>Dean and Chairperson , Department Of Commerce, BCU</b>	<b>Chairperson</b>
2.	Dr. M. Muniraju	Former Dean and Chairman, Department Of Commerce, BCU	Member
3.	Dr. R. Sarvamangala	Dean and Chairperson , Department Of Commerce, BUB	Members
4.	Dr. Nagaraju. N	Professor, Department Of Commerce, Mangaluru University, Mangaluru	Members
5.	Dr. Channappa	Professor, Department Of Commerce, Osmania University, Hyderabad.	Member
6.	Dr. B. G. Bhaskara	Principal , Sheshadripuram College, Bengaluru	Member
7.	Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
8.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
9.	Dr. S. N. Venkatesh	Principal, Sheshadripuram College, Yelahanka, Bengaluru	Member
10.	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru	Member
11.	Dr. D. Raja Jebasingh	Associate Professor, Department Of Commerce, St Joseph's College of Commerce ,Bengaluru	Member

## CO-OPTED MEMBERS:

12.	Dr. G. Venugopal	Principal VVN Degree College, Bengaluru	Member
13.	Dr. Bhavani.H	Associate Professor, Department of Commerce, Vivekananda Degree College ,Bengaluru	Member
14.	Shri. Gururaja Rao. H.N	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
15.	Dr. Savitha.K	Principal, BEL First Grade College, Bengaluru	Member
16.	Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC, Malleshwaram, Bengaluru	Member
17.	Dr. Padmanabha. H.R	Principal, ASC Silver Valley College, Bengaluru	Member
18.	Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
19.	Dr. Nagaraja. C	Assistant Professor, Department of Commerce, GFGC Yelahanka, Bengaluru	Member
20.	Smt. Asha. N	Principal, Sindhi College, Bengaluru	Member
21.	Smt. Priya Srinivasa	Assistant Professor, Department of Commerce, BMS College of Commerce and Management, Bengaluru	Member

*bilibi* 12/09/23  
Dr. JALAJA. K.R. M.COM., MBA., Ph.D  
Dean & Chairperson  
Department of Commerce  
Bengaluru City University

**Chairperson- BOS(UG)**

**BBA–AVIATION MANAGEMENT  
SEMESTER-V**

SL NO	Course Code	Title of the Course	Course Category	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA. A.V.5.1	Logistics and Air Cargo Management	DSC-13	3+0+2	60	40	100	4
38	BBA. A.V.5.2	Income Tax –I	DSC-14	3+0+2	60	40	100	4
39	BBA. A.V.5.3	Passenger Service Management	DSC-15	4+0+0	60	40	100	4
40	BBA. A.V.5.4	Customer Relationship Management in Aviation Industry	DSC-16	3+0+2	60	40	100	3
41	BBA. A.V. 5.5	Entrepreneurship Development	DSC-17	3+0+2	60	40	100	3
42	BBA. A.V.5.6	A. Information Technology for Business <b>OR</b> B. Digital Marketing	Vocational – I (Anyone to be chosen)	3+0+2	60	40	100	4
43	BBA. A.V.5.7	A. Cyber Security <b>OR</b> B. Employability Skills	SEC –SB (Anyone to be chosen)	2+0+0	60	40	100	3
<b>SUBTOTAL(E)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>25</b>

**SEMESTER–VI**

SL No.	Course Code	Title of the Course	Course Category	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
44	BBA. A.V.6.1	Crew Resource Management	DSC-18	3+0+2	60	40	100	4
45	BBA. A.V.6.2	Income Tax –II	DSC-19	3+0+2	60	40	100	4
46	BBA. A.V.6.3	International Business	DSC-20	4+0+0	60	40	100	4
47	BBA. A.V.6.4	Airport Infrastructure & Operations	DSC-21	3+0+2	60	40	100	3
48	BBA. A.V.6.5	Quality Management	DSC-22	3+0+2	60	40	100	3
49	BBA. A.V.6.6	A. Goods & Service Tax <b>OR</b> B. Enterprise Resource Planning	Vocational – 2 (Anyone to be chosen)	3+0+2	60	40	100	4
50	BBA. A.V.6.7	A. Internship <b>OR</b> B. Project work on Aviation Industry	<b>3 Hours per Teacher for a batch of 50 students</b>	1+0+2	-	100	100	3
<b>SUB TOTAL (F)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>25</b>

**Note:**

- The students shall undergo 4 weeks of internship programme in any business organization (Tiny, small, medium or large scale) immediately after completion of 4th Semester Examination but 45 Days before the end of 6th Semester classes and shall submit internship report to the College. Colleges shall submit internship report marks along with 6th Semester Internal Assessment marks.
- Marks allotted for Internship (100) shall be split into 60 marks for report and 40 marks for Vivavoce. Evaluation of report and conduct of Viva- voce shall be at the institutional level.
- 01 hour of Internship class shall be taken in the classroom for explaining and guiding on internship and 02 hours of Practical class shall be used to monitor the Internship Course.

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA.AV. 5.1 <b>Name of the Course:</b> Logistics & Air Cargo Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Understand the basic concept of logistics activities</li> <li>b) Learn the key factors which are responsible for logistics</li> <li>c) Evaluate the key issues in supply chain management</li> <li>d) Gain the insights on air cargo operations in airline industry</li> <li>e) Explain the emerging trends in cargo operations</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Fundamentals of Logistics</b>		<b>12</b>
Definition – Evolution – Logistics in Business – Logistics Activities – Inbound and Outbound Logistics – Difference between Inbound & Outbound Logistics – Components of Logistics Management – Functions of Logistics Management – Transportation – Transportation Functions – Mode of Transportation.		
<b>Module No. 2: Integrated Logistics Management</b>		<b>10</b>
Objectives – Operations – Key Factors – Activities – Advantages – Factors Responsible for Logistics – 7 R’s in Logistics – 5 Ps in Logistics – Production Strategy – Bullwhip Effect – Example – Causes of the Bullwhip Effect.		
<b>Module No. 3: Supply Chain Management</b>		<b>12</b>
Definition – Objectives of SCM – Key Issues in SCM – Supply Chain Drivers – Demand – Forecasting – 3 PLs – Advantages – 4 PLs – Benefits – Difference between Logistics & Supply Chain Management – SCM Processes – 7 Principles of SCM – 6 Components of SCM – Stages of Supply Chain.		
<b>Module No. 4: Introduction To Air Cargo</b>		<b>12</b>
Operations and Industry Regulations – Service Function – Organization & Liability – SLI – Types of Cargo – Handling of Perishable, Valuable & Special Cargo – Air Cargo Tariff, Rates & Charges – Valuation Charges and Disbursement Airway Bill – Function, Purpose & Validation.		
<b>Module No. 5: Airport Handling Facility, Cargo Activity &amp; Cargo Zone</b>		<b>10</b>
Aircraft Handling with Cargo – Cargo Terminals & Facilities – Emerging Trend in Cargo – Cargo Carriers – Types of Containers used for Shipping Cargo.		

**Skill Development Activities:**

1. Discuss the functions of logistics management operations.
2. Elaborate the differences between inbound and outbound logistics.
3. Classify the different types of Cargo.
4. Preparation of Job Description and Job specifications of an Airport Cargo Agent.
5. Discuss the types of documents required while accepting air cargo.

**BOOKS FOR REFERENCE:**

- Kent Gourdin-Global Logistics Management, Wiley Blackwell
- Lamhen-Strategic Logistic Management, Academic Int Publisher
- Alam Hashton & John Osley-Hand Book of Logistic and Distribution, Kogan Page:
- John F Magee & William C Copaino-Madem Logistics Management, John Wiley & Son
- Pail R. Murphy, Jr and Donald F. Wood-Contemporary Logistics, Prentice Hall, edition 2008

<b>Name of The Program:</b> Bachelor of Business Administration – Aviation Management		
<b>Course Code:</b> BBA.AV. 5.2		
<b>Name of the Course:</b> Income Tax – I		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
a) Comprehend the procedure for computation of Total Income and tax liability of an individual.		
b) Understand the provisions for determining the residential status of an Individual.		
c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.		
d) Compute the income house property for different categories of house property.		
e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module-1: Basic Concepts of Income Tax</b>		<b>08</b>
Introduction – Meaning of tax-, types of taxes and canons of taxation, Important definitions, assessment year, previous year including exceptions, assessee, person, income, casual income, Gross total income, Total income, Agricultural income, Tax Rates (Old and New Regimes). Exempted incomes of individuals under section 10.		
<b>Module -2: Assessment Procedure and Income Tax Authorities</b>		<b>08</b>
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.		
<b>Module- 3: Residential Status and Incidence of Tax</b>		<b>10</b>
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (Deductions U/S 80 excluded)		
<b>Module -4: Income from Salary</b>		<b>18</b>
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, allowances, Perquisites and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.		
<b>Module No.-5: Income from House Property</b>		<b>12</b>
Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.		



**Skill Development Activities:**

1. Prepare slab rates chart for different Individual assesses (Old Regime).
2. List out any 6 Incomes exempt from tax under section 10 of an Individual.
3. Draw an organization chart of Income Tax Authorities.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Prepare the chart of Computation of Income under House Property.

**BOOKS FOR REFERENCE:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA. AV.5.3 <b>Name of the Course:</b> Passenger Service Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Acquire knowledge importance of customer handling at airport</li> <li>b) Understand the concepts of check-in and boarding procedures</li> <li>c) Describe the importance of air travel documents for an international passenger acceptance</li> <li>d) Classify the types of dangerous goods for air travel</li> <li>e) Study the importance of grooming and soft skills for an airline employee</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Passenger Handling</b>		<b>12</b>
Customer Service – Definition – Types of Customer Service with Examples – Business & Leisure Air Travelers – Handling Special Passengers – INAD – Deportee – Types – Wheelchair – Types – Baggage Tag – Types – MCO – EMD – MPD – GOSHOW – NOSHOW – Excess Baggage Handling – CUSS – TCI – Transit Passenger Handling – FFP – Non-Revenue Passenger		
<b>Module No. 2: Check-In and Boarding Procedures</b>		<b>12</b>
Check-in – Definition – Types – Security Questions on Check-in Bag - Manual Check-in and Boarding Procedures – APIS – ESTA – Check-in Staff, Boarding Staff – Duties & Responsibilities – Types of Boarding – Types of Gate Announcements – Gate Retrievals – LMC – LRT – Onboard Docs – LAGs Regulations – Seating – Types – Emergency Exit Rows – IRROPs – FIM		
<b>Module No. 3: Air Travel Documents</b>		<b>10</b>
Passport – Types of Passports – General Information on Passport – Passport Replacing Documents – Security Features of a Passport – ECR & ECNR – Documents Required to Obtain Passport – VISA – Definition – Types – TWOV – Travel Information Manual (TIM) – TIMATIC – Benefits of TIMATIC – Finding the information in the TIM – Terms & Definitions used in TIM – TIM Regulations on Travel Documents, Customs, Currency & Health		
<b>Module No. 4: Dangerous Goods Regulations</b>		<b>10</b>
Definition – Applicability – Airline’s Responsibilities – IATA Guidelines - Classification – Hidden Dangerous Goods – Marking & Labelling – Emergencies & Response – First-Aid – Bomb Threat – Caller’s Classification – Response – Bomb Threat Report Form / Card		
<b>Module No. 5: Basics of Grooming and Soft Skills</b>		<b>12</b>
Introduction to Grooming, its Importance & Relevance – Skin & Hair Care – Health & Nutrition – Skin Structure, Types & Care – Hair Structure, Types, Care & Styles – Elegant Dressing & Wardrobe Essentials – Do’s & Don’ts of Healthy Living – Body Language – Do’s & Don’ts, Confidence Building & Time Management – Team Work, Leadership & Emotional Intelligence – Telephone Etiquette – Airlines & Corporate Etiquette – Qualities of a Great Leader – Leaders Vs Managers		

**Skill Development Activities:**

1. Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
2. Analyze the types of air travel documents
3. Discuss the types of handling special passengers
4. Evaluate the reasons for flight delays

**BOOKS FOR REFERENCE:**

- IATA manual on Passenger Ground Services.

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management		
<b>Course Code:</b> BBA. AV. 5.4		
<b>Name of the Course:</b> Customer Relationship Management in Aviation Industry		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b>		
<ul style="list-style-type: none"> <li>a) Understand the principles and strategies for effectively managing customer interactions</li> <li>b) Learn about the new trends in customer service and also to know the advantages of two-way communication</li> <li>c) Describe the importance of customer contact techniques and cross-cultural importance</li> <li>d) To acquire knowledge on dealing with various customer complaints</li> <li>e) Manage stress and pressure at the work place</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction</b>		<b>10</b>
Introduction – Customer Service – A better standard of Customer Service – Airline Industry Changes – Airline Deregulation – Global Alliances – The Rise of Low Cost Carrier – The Role of the Internet – Airline Industry Challenges – Customer Service in the Age of the Customer – Age of the Customer – Customer Service as a Key Differentiator – Operational Excellence – The Customer Centric Culture – Mission Statement – Airline Customer Service – On the Front Line – Duties and Responsibilities of Front Line Staff – Who is a Customer – The High Cost of Losing a Customer – Customer Expectations of Service – What is Customer Service – The Peripheral Services – Objectives of Customer Service - Benefits of Customer Service		
<b>Module No. 2: New Trends in Customer Service</b>		<b>12</b>
New Trends in Customer Service – The Always Connected Customer – Mobile Commerce – The Social Customer – Multi Channel Customer Service – Internet Channels – Mobile Channel – Social Channel – Cross Channel – Customer Relationship Management (CRM) – Customer Knowledge – Customer Service Points - Call Centers vs Contact Centers – Airport Customer Service – Inflight Customer Service – Customer Perception – Communication and its Meaning – Communication Barriers – Removing Barriers to Communication – Advantages of Two Way Communication – Getting and Receiving Feedback – listening – The Benefits of Listening – Barriers to Effective Listening – Listening Skills – Listening Habits: Positive and Negative – Listening and Customer Service – Non Verbal Communication – Aspects of Non Verbal Communication.		
<b>Module No. 3: Customer Contact Techniques and Social Systems &amp; Tact: Cross Cultural Awareness</b>		<b>12</b>
Customer Contact Techniques – Making a Good First Impression – Self Presentation Skills – Preparing to receive the Customer – Steps to receive the Customer – Telephone Communication – How to Answer the Telephone – Hints for Developing Better Telephone Listening Skills – Email Etiquette – Handling Common Questions from Customers – Communication with Customers through Social Media – How Airlines are Using social media – Responding to Customer Complaints through Social Media – Social System and Tact : Cross Cultural Awareness – The Importance of Self Awareness – Personality – Assertive vs Responsive Behaviors – What is Your Social Style? – Characteristics of the Four Social Styles – Social Style and Customer Service – Identifying a Customer’s Social Service – Flexing Strategies – Cross Cultural Awareness – What is Culture – Cultural Differences – The Importance of Cross Cultural Awareness		

<b>Module No. 4: Dealing with Complaints</b>	<b>10</b>
Dealing with Complaints – Lack of Complaints – Why do Customer Complain – Developing a Customer Service Strategy – Legitimate vs Illegitimate Complaints – Preventing Complaints – How to Handle Complaints effectively – The Five Types of Customers who complain and How to Handle them – The Complaints System – Dealing with Disengagement – Handling Customer Aggression as Airline Employee	
<b>Module No. 5: Managing Stress and Pressure</b>	<b>12</b>
Managing Stress and Pressure – The Difference Between Stress and Pressure – What is Stress – Sources of Stress – Consequences of Stress on Physical Health – Chronic Stress – Burnout – Recognizing Stress – Reacting Positively Towards Stress – Reducing Stress – Healthy Workplaces – Coping with Shift Work and Overtime – Working in a Unionized Organization – Dealing with the Irregular Operations of an Airline -Maintaining a Healthy Back	

**Skill Development Activities:**

1. Present any two CRM models in a Diagrammatic form
2. Present any case study of Effective Customer
3. Present the flow-chart of CRM implementation
4. Develop an imaginary customer database for any product of student's choice

**BOOKS FOR REFERENCE:**

- Aink Kumar Hai, Customer Relationship Management Concept & Cases Prentice Hall of India Private Limited
- Shangustaram, Customer Relationship Management, Prentice Hall of India Private Limited
- Kaushik Mukherjee. Customer Relationship Management, Prunicu Hall of India Private Limited

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA. AV.5.5 <b>Name of the Course:</b> Entrepreneurship Development		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Learn about the foundation of Entrepreneurship Development and its various dimensions</li> <li>b) Understand the various nuances of formation, role of SSIs and other related aspects like challenges faced by SSIs</li> <li>c) Understand various steps involved in starting a small business venture and to explore marketing methods &amp; new trends in entrepreneurship</li> <li>d) Explore entrepreneurial skills and management function of a company with special reference to SME sector.</li> <li>e) Familiarise with various financial and non financial assistance and incentives offered to SSIs</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Entrepreneurship</b>		<b>10</b>
Introduction-Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise- Functions of Entrepreneur-Factors influencing Entrepreneurship- Pros and Cons of being an Entrepreneur-Qualities of an Entrepreneur-Types of Entrepreneur		
<b>Module No. 2: Small Scale Industries</b>		<b>12</b>
Meaning & Definition-Product Range-Capital Investment-Ownership Patterns-Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems-Policies Governing SSI's		
<b>Module No. 3: Formation of Small Scale Industry</b>		<b>14</b>
Business opportunity, scanning of environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture; location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project- Financial. Technical, Market and Social feasibility study		
<b>Module No. 4: Preparing the Business Plan (BP)</b>		<b>10</b>
Meaning-importance-preparation-BP format; Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical and Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP		
<b>Module No. 5: Project Assistance</b>		<b>10</b>
Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI-Non-financial assistance from DIC, SISI, AWAKE, KVIC- Financial incentives for SSI's and Tax Concessions-Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance-Industrial Estates; Role and Types		

**Skill Development Activities:**

1. Prepare a letter to the concerned authority-seeking license to the SSI Unit, you propose to start
2. Develop an imaginary business plan relating to the SSI you propose to start
3. List out the financial and non financial assistance available to SSIs
4. Prepare a chart showing tax concessions offered to SSIs

**BOOKS FOR REFERENCE:**

- Vasanth Desai, Management of Small Scale Industry, HPH
- Mark.J.Dollinger, Entrepreneurship-Strategies and Resources, Pearson Edition



<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management		
<b>Course Code:</b> BBA. AV. 5.6(A) Vocational		
<b>Name of the Course:</b> Information Technology for Business		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b>		
<ul style="list-style-type: none"> <li>a) Understand the fundamentals of information technology</li> <li>b) Understand usage of information technology in business.</li> <li>c) Learn core concepts of computing and modern systems</li> <li>d) Applications of Excel and SQL.</li> <li>e) Awareness about latest information.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Information Technology and Information System</b>		<b>10</b>
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
<b>Module No. 2: Subsystems of Information System</b>		<b>12</b>
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
<b>Module No. 3: Database Management System</b>		<b>14</b>
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access		
<b>Module No. 4: Microsoft Excel in Business</b>		<b>14</b>
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions		
<b>Module No. 5: Recent Trends in IT</b>		<b>06</b>
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.		

**Skill Developments Activities:**

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table 23
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

**BOOKS FOR REFERENCE:**

- Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
- Uma G. Gupta, "Management Information Systems – A Management Perspective", Galgotia publications Pvt., Ltd., 1998.
- Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
- C.S.V.Murthy: Management Information Systems, HPH
- Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
- Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
- Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
- Introduction to Database Systems, CJ Date, Pearson
- Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition. 10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
- Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition. 12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
- Introduction to Database Systems, C.J.Date Pearson Education
- Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
- Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
- Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA. AV. 5.6(B) Vocational <b>Name of the Course:</b> Digital Marketing		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Gain knowledge on Digital Marketing, Email marketing and Content marketing.</li> <li>b) Understand Search Engine Optimization tools and techniques</li> <li>c) Gain skills on creation of Google AdWords &amp; Google AdSense</li> <li>d) Gain knowledge on Social Media Marketing and Web Analytics.</li> <li>e) Gain knowledge on YouTube Advertising &amp; Conversions.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Digital Marketing</b>		<b>12</b>
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
<b>Module No. 2: Search Engine Optimization (SEO)</b>		<b>10</b>
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
<b>Module No. 3: Google AdWords &amp; Google AdSense</b>		<b>12</b>
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types, Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto, Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads, Reviewing the AdSense dashboard, Running AdSense reports and custom reports, exporting data, Reviewing payee and account settings.		
<b>Module No. 4: Social Media Marketing (SMM) &amp; Web Analytics</b>		<b>12</b>
Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs the ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout, Basic Reporting, Basic		

Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, making better decisions, Common mistakes analysts make.	
<b>Module No. 5: YouTube Advertising (Video Ads) &amp; Conversions</b>	<b>10</b>
YouTube Advertising (Video Ads): YouTube advertising? Why should one advertise on YouTube? Creating YouTube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up ConversionTracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversionoptimizer.	

**Skill Development Activities:**

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

**BOOKS FOR REFERENCE:**

- Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic by Ian Dodson
- Internet Marketing: a practical approach By Alan Charlesworth
- Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA. AV.6.1 <b>Name of the Course:</b> Crew Resource Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Understand the basic concept of crew resource management</li> <li>b) Evaluate the objectives of CRM training</li> <li>c) Get the overview of human error during flight operations and its managerial skills</li> <li>d) Describe the duties and responsibilities of cockpit and cabin crew</li> <li>e) Learn the various skills required for a safe flight operation</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to CRM</b>		<b>14</b>
Introduction – Abbreviations – Definitions – Objectives of Crew Resource Department – CRM Definition – Cognitive Skills – Recall – Mnemonic Devices – Schema – Cognitive Flexibility – Interpersonal Skills – Factors Affecting Individual Performance – CRM Training – Crew Management System – Core Elements of CRM.		
<b>Module No. 2: CRM Training</b>		<b>12</b>
CRM Standards & Trainings – Objectives of CRM Training – Cabin Emergency Situations – Emergency Systems & Equipment in the Cabin – Cabin Crew Training Programme – FDTL – Medical Assistance in-flight.		
<b>Module No. 3: Error Management &amp; Other General Information</b>		<b>10</b>
Error Management – SMS – Steps involved in Safety Assessment Process – Risk Management Process – Fatigue Risk Management System (FRMS) – Carriage of Duty-Free Items – Death on-board an Aircraft – Hand Baggage Size & Weight Requirements		
<b>Module No. 4: Qualification, Duties &amp; Responsibilities</b>		<b>10</b>
Trainee Cabin Crew Qualification – Base Managers – Cabin Supervisor – Pilot-In-Command – Cabin Supervisor – Duties & Responsibilities. CRM for Cabin Crew – Flight Deck Crew –Instructor Requirements – Accreditation – Revalidation Criteria.		
<b>Module No. 5: CRM SKILLS</b>		<b>10</b>
Facilitation Skills – Crew Co-ordination – Crew Communication – Crew Leadership – Crew Performance Assessment – General Declaration (G.D) – Importance & its indications – ARC		

**Skill Development Activities:**

1. Each topic in all the above units will be supplemented by practice exercises like role plays, group discussions, presentations and classroom activities and projects.
2. Analyze the skills required for crew members during flight operations.
3. Discuss the duties and responsibilities of cockpit crew.
4. Case study on air accident due to human error.

**BOOKS FOR REFERENCE:**

- Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose an Academic Press, 2010

**Name of the Program:** Bachelor of Business Administration – Aviation Management

**Course Code:** BBA.AV.6.2

**Name of the Course:** Income Tax – II

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will:</b>		
a) Understand the procedure for computation of income from business and other Profession. b) Ability to compute capital gains. c) Compute the income from other sources. d) Demonstrate the computation of total income of an Individual. e) Comprehend the assessment procedure and to know the power of income tax authorities.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Profits and Gains of Business and Profession</b>		<b>18</b>
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
<b>Module No. 2: Capital Gains</b>		<b>10</b>
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long-term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.		
<b>Module No. 3: Income from other Sources</b>		<b>10</b>
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
<b>Module No. 4: Set Off and Carry Forward of Losses &amp; Assessment of individuals.</b>		<b>10</b>
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.		
<b>Module No. 5: Assessment Procedure and Income Tax Authorities</b>		<b>08</b>
Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.		



**Skill Development activities:**

1. Mention the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. List any 6 deductions available under section 80
5. Prepare a format for computation of taxable income and tax liability of an individual assessee

**BOOKS FOR REFERENCE:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana.
- Bhagawathi Prasad, Direct Taxes

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA.AV.6.3 <b>Name of the Course:</b> International Business		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Understand the concept of International Business.</li> <li>b) Differentiate the Internal and External International Business Environment.</li> <li>c) Understand the difference MNC and TNC</li> <li>d) Understand the role of International Organisations in International Business.</li> <li>e) Understand International Operations Management.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to International Business</b>		<b>12</b>
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.		
<b>Module No. 2: International Business Environment</b>		<b>12</b>
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
<b>Module No. 3: Globalization</b>		<b>12</b>
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
<b>Module No. 4: Organizations Supporting International Business</b>		<b>10</b>
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
<b>Module No. 5: International Operations Management</b>		<b>10</b>
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).		

**Skill Development Activities:**

1. Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
2. List any two Indian MNC's along with their products or services offered.
3. Prepare a chart showing currencies of different countries
4. Collect and paste any 2 documents used in Import and Export trade.

**BOOKS FOR REFERENCE:**

- Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.
- Francis Cherunilam; International Business, Prentice Hall of India
- P. SubbaRao – International Business – HPH
- Sumati Varma. (2013). International Business (1st edi), Pearson.
- Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.  
International Business by Daniel and Radebaugh –Pearson Education

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management		
<b>Course Code:</b> BBA. AV.6.4		
<b>Name of the Course:</b> Airport Infrastructure & Operations		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b>		
a) Understand and explain the types of airports and its various components		
b) Know the functions of various airport organizations and associations		
c) Study the importance of different airport surveys done before the airport construction		
d) Gain knowledge about the airport facilities and components of airside and landside		
e) Analyze the various communication systems used for the safe operation of flights		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction</b>		<b>10</b>
History & Development – Classification of Airports – Domestic – International – Greenfield – Brownfield – Airport Master Plan – Components Size – ATZ – Control Zone – Rule 11 of The Rules of the Air Regulations 2015 – Components Size – Turning Radius – Aircraft Characteristics		
<b>Module No. 2: Airport Organizations and Associations</b>		<b>12</b>
Airports Council International – ACI Safety – Airport Service Quality – Airports Authority of India Airport Designation & Naming – Air Transport’s Impact on Business Operations – Environmental Concerns & Sustainability – Safety Management		
<b>Module No. 3: Airport Planning and Surveys</b>		<b>12</b>
Introduction – Airport Planning – Airport Surveys – Objectives of Survey – Types of Surveys – Runway Length & Width – Factors affecting basic runway length – Sight Distance – Wake Turbulence – Taxiways & Taxi lanes – Aprons – Types of Aprons		
<b>Module No. 4: Airport Facilities &amp; Sections</b>		<b>12</b>
Components of Airside & Landside – Space Relationships & Area Requirements – Vehicular Traffic & Parking at Airports – Airport Lounge – Airport Duty Free – Forex – Gate Capacity – Factors affecting capacity – Catering Services – CIQ – SMS & ERP – Airport Hygiene & Public Health Concerns		
<b>Module No. 5: Communication Systems</b>		<b>10</b>
Air Traffic Control – Functions – Ground Control – Tower Control – CNS – Meteorological Services – AOCC – Weather Observations – Navigational Aids – Environmental Concerns & Sustainability – Airport Revenue		

**Skill Development Activities:**

1. Prepare the design of an international airport
2. Evaluate the aircraft characteristics
3. Discuss the various components of airside and landside of an airport
4. Identify the benefits of implementing SMS.

**BOOKS FOR REFERENCE:**

- Airport Planning and Management by Alexander T. Wells and Seth B. Young
- Introduction to Air Transport Economics: From Theory to Applications by Bijan Vasigh, Ken Fleming, and Thomas Tacker
- The Airport Business by Rigas Doganis
- Airport Engineering: Planning, Design, and Development of 21st Century Airports by Norman J. Ashford, Saleh Mumayiz, and Paul H. Wright
- Airport Operations by Norman J. Ashford, Pierre Coutu, and John R. Beasley
- Managing Airports: An International Perspective by Anne Graham

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management		
<b>Course Code:</b> BBA.AV.6.5		
<b>Name of the Course:</b> Quality Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b>		
<ul style="list-style-type: none"> <li>a) Understand the importance of quality in organisations</li> <li>b) Comprehend the different quality management systems and tools</li> <li>c) Understand the importance of quality control in supply chains</li> <li>d) Evaluate the vendor quality and supplier certifications</li> <li>e) Have an overall understanding of the quality movement</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Evolution of Quality Movement</b>		<b>12</b>
<b>Concept of Quality, Quality movement, Philosophies of the gurus</b> - (Edward Deming, Joseph Juran, Genichi Taguchi, Masaki Imai, Philip Crosby) Difference between product and service quality <b>Management approaches to quality improvement</b> - Total Quality Management (TQM- general model), Continuous improvement, Zero defects, Just-In-Time (JIT), Lean management, Benchmarking		
<b>Module No. 2: Quality Management Systems, Tools and Cost</b>		<b>12</b>
<b>QMS:</b> Element of Quality Management, Quality management system, principles and benefits <b>Quality Management tools:</b> Pareto Charts, Cause-and-effect diagrams, Process flow charts, Run diagrams, frequency histograms, scatter diagrams, control charts (Mean & Range). <b>Cost of Quality:</b> Preventive, appraisal and failure costs		
<b>Module No. 3: Quality Control</b>		<b>14</b>
<b>Quality Control:</b> Meaning of Quality control, Aspects of Quality Control, Six Sigma - Principles, Benefits and Steps of Six Sigma; Applications of six sigma for quality improvement in organizations; <b>Management Action for Quality Assurance,</b> Activities under Quality Assurance, Quality control measures Process mapping and analysis, Root cause analysis, Continuous improvement methodologies, Kaizen and 5S practices		
<b>Module No. 4: Bench Marking</b>		<b>10</b>
<b>Benchmarking:</b> Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, Deming's 14 Points, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.		
<b>Module No. 5: Quality Movement</b>		<b>08</b>
<b>Organisations supporting the quality movement, Quality Standards comparison, and awards</b> (Malcolm Baldrige National Quality Award)- case studies		

**Skill Development Activities:**

1. Briefly highlight the service quality dimensions as compared to product quality
2. Prepare a cause and effect diagram for a defective product of a company.
3. List out the criteria for evaluating vendor quality
4. Study the Malcolm Baldrige national quality awards and highlight the pillars of MBA.
5. Briefly Highlight the uses of Six sigma

**BOOKS FOR REFERENCE:**

- David N, Burt, Donald W. Dobler, Stephen L. Starling, "World Class Supply Management- A Key to Supply Chain Management", Tata McGraw Hill Publishing Company Ltd., New Delhi.
- Robert Monczka, Robert Trent, Robert Handfield, "Purchasing and Supply Chain Management, 2<sup>nd</sup> Edition, Thomson South Western.
- David Simchi-Levi, Philip Kamiusky, Edith Simchi Levi, "Designing & Managing the Supply Chain", Tata McGraw Hill
- Essentials of Supply Chain Management – Dr. R.P. Mohanty&Dr. S.G. Deshmukh, Jaico Publishing House
- Rahul V Altekar, "Supply Chain Management- Concepts and Cases", PHI.Pvt. Ltd.
- Production Management – L.C. Jhamb, EPH
- James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
- Janakiraman. B and Gopal .R.K., "Total Quality Management - Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
- Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
- ISO9001-2015 standards

<b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management <b>Course Code:</b> BBA.AV.6.6(A) Vocational <b>Name of the Course:</b> Goods and Services Tax		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Comprehend the concepts of Goods and Services tax.</li> <li>b) Understand the fundamentals of GST.</li> <li>c) Analyse the GST Procedures in the Business.</li> <li>d) Know the GST Assessment and its computation.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to GST</b>		<b>10</b>
Introduction-Meaning and Definition of GST, Objectives, Features, Advantages and Disadvantages of GST, Taxes subsumed under GST, Structure of GST (Dual Model) - CGST, SGST and IGST. GST Council, Composition, Powers and Functions. CGST Act, 2017-Feature and Important definitions.		
<b>Module No. 2: GST Registration and Taxable Event</b>		<b>10</b>
Registration under GST provision and process. Amendment and cancellation of registration, Taxable event -Supply of goods and services-Meaning, Scope and types- composite supply, Mixed supply. Determination of time and place of supply of goods and services. Levy and collection of tax. List of exempted goods and services- Problems.		
<b>Module No. 3: Input Tax Credit</b>		<b>12</b>
Input Tax Credit - Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input tax, Reverse Charge Mechanism, tax invoice, Problems on input tax credit.		
<b>Module No. 4: GST Assessment</b>		<b>12</b>
Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self- Assessment, Summary and Scrutiny. Special Provisions. Taxability of E-Commerce, Anti- Profiteering, Avoidance of dual control- issues in filing of returns, monthly collection targets, GST Council meetings.		
<b>Module No. 5: Valuations of Goods and Services Under GST</b>		<b>12</b>
Introduction to Valuation under GST, Meaning and Types of Consideration: a) Consideration received through money; b) Consideration not received in money; c) Consideration received fully in money, valuation rules for supply of goods and services: 1) General Valuation Rules; 2) Special Valuation Rules; Other cases for valuation of supply, imported services, imported goods, valuation for discount. Transaction Value: Meaning and conditions for transaction value, inclusive transaction value, and exclusive discount excluded from transaction value. Problems on GST.		



**Skill Developments Activities:**

1. Prepare a tax invoice under the GST Act.
2. Write the procedure for registration under GST.
3. Prepare a chart showing rates of GST.
4. Compute taxable value and tax liability with imaginary figures under CGST, SGST and IGST.
5. List out the exempted Goods and Services under GST.

**BOOKS FOR REFERENCE:**

- V.S.Datey, Goods and Services Taxes, Taxman.
- Sathpal Puliana, M. A. Maniyar, Glimpse of Goods and Service Tax, Karnataka Law Journal Publications, Bangalore.
- Pullani and Maniyar, Goods and Service Tax, Published by Law Journal, Bangalore.
- H.C. Mehrotra and V.P. Agarwal, Goods and Services Tax.
- H.C. Mehotra and S.P. Goyal, Goods and Services Tax.
- Ghousia Khatoon, C.M. Naveen Kumar and S.N. Venkatesh, Goods and Services Tax, Himalaya Publishing House, Bangalore.
- R.G. Saha, S.K. Podder and Shruthi Prabhakar, Fundamentals of GST and Customs Act, Himalaya Publishing House.
- G. B. Baligar, Goods and Services Tax, Ashok Prakashan, Hubli.

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration – Aviation Management  <b>Course Code:</b> BBA.AV.6.6(B) Vocational  <b>Name of the Course:</b> Enterprise Resource Planning</p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<p><b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar &amp; field work etc.,</p>		
<p><b>Course Outcomes: On successful completion of the course, the students' will be able to</b></p> <ol style="list-style-type: none"> <li>Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.</li> <li>Integrate and automate the business processes and shares information enterprise-wide.</li> <li>Explore the significance of ERP to provide a solution for better project management.</li> <li>Enable the students to understand the various process involved in implementing ERP in a variety of business environment</li> <li>Understand the issues involved in design and implementation of ERP systems.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO ERP</b>		<b>10</b>
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP		
<b>Module No. 2: ERP RELATED TECHNOLOGIES AND MODULES</b>		<b>12</b>
Business Process Re- engineering – Product life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management.		
<b>Module No. 3: ERP IMPLEMENTATION</b>		<b>12</b>
ERP Implementation Life cycle – Transition strategies-ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team		
<b>Module No. 4: ERP POST IMPLEMENTATION</b>		<b>12</b>
Success and Failure factor of ERP implementation–ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.		
<b>Module No. 5: FUTURE DIRECTIONS IN ERP</b>		<b>10</b>
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels-Latest ERP Implementation Methodologies - ERP and E- business.		

**Skill Development Activities:**

1. State the steps and activities in the ERP life cycle
2. Develop a process of driven thinking towards business process.
3. Demonstrate a good understanding of the basic issues in ERP systems.
4. Any other activities, which are relevant to the course.

**BOOKS FOR REFERENCE:**

- Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007.
- Joseph A Brady, Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning",
- Thompson Course Technology, USA, 2009
- Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004
- Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
- Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System,
- Wiley India, 2009
- Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.