

SEMESTER –I

Subjects:

- English
- Financial Accounting
- Business communication
- Principles of MicroEconomics
- Business Mathematics 1
- Travel and Tourism Industry

Programme Name: BBA Aviation
Subject Name: English
Subject Code: 1150503101
Semester: I

Prerequisite: Zeal to learn the subject

Objective

- Tomake students able to speak and write correct English.

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 3 | 0 | 0 | 3 | 3 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

Unit No.

Contents

- 1 **LISTENINGSKILLS**
1.1 The process of listening., 1.2 Two styles of communication., 1.3 Soft skills., 1.4 Feedback skills., 1.5 Essentials of good communication., 1.6 Types of listening., 1.7 Barriers to listening., 1.7.1 Overcoming barriers to effective listening., 1.8 note taking and note making.
- 2 **READING SKILLS**
2.1 The purpose of Reading., 2.2 The process of Reading., 2.3 How to get concentration in Reading., 2.4 How to develop Reading Skills., 2.5 Reading strategies., 2.6 Reading Comprehension., 2.7 Central idea, tone, and intension., 2.8 Strategies of Reading comprehension., 2.9 Structure of meaning Techniques., 2.10 Reading Activities.
- 3 **WRITING SKILL**
3.1 Effective Writing., 3.2 Job Application, Bio-Data, Personal Resume and Curriculum Vitae., 3.3 Agenda and minutes of a meeting., 3.4 Back office job for organizing a conference/seminar., 3.5 Writing skills 3.6 Scientific and Technical Writing., 3.7 Precise Writing., 3.8 Writing paragraphs., 3.9 Writing Essays.
- 4 **SPEAKING SKILLS**
4.1 Skills of effective speaking., 4.2 The Components of an Effective Talk., 4.3 Idea of Space and Time in Public Speaking., 4.4 Tone of Voice., 4.5 Body Language., 4.6 Timing and duration of speech., 4.7 Audio visual Aids in speech.

Course Outcome:

- Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listening skills.
- Demonstrating speaking skills and ways to improve.
- Understanding and appreciating reading.
- Enabling to draft mail and emails.

Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Audio
2. Video
3. Power point

Books Recommended:

The Functional Aspect of Communication Skills by DR. P. Prasad

List of Open Source Software/learning website:

- <http://silveroakuni.ac.in/video-lecture>
- <https://nptel.ac.in/>
- <https://nptel.ac.in/courses/112/105/112105124/>

Programme Name: BBA Aviation
Subject Name: Financial Accounting
Subject Code: 1150503102
Semester: I

Prerequisite: Zeal to learn the subject

Objective

- This course aims to provide an understanding of basic principles and procedures underlying the accounting process.
- Primary area of study includes the nature, scope, importance of accounting; preparation of final accounts; accounting for non-profit organization; bills of exchange and bank reconciliation statement, Joint venture and consignment Account.

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 4 | 0 | 0 | 4 | 4 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

Unit No.

Contents

- | | |
|---|--|
| 1 | <ul style="list-style-type: none"> • Accounting: Basics of accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.) • Journal, Ledger and Trial Balance: Meaning of Journal, Subsidiary Books, Cash book, Ledger, Posting and Balancing • Trial Balance, Objectives, Rectification of errors • Bank Reconciliation Statement |
| 2 | <ul style="list-style-type: none"> • FinalAccounts:TradingAccount,ProfitandLossAccount,Balance sheet,closingentries,AssetsandtheirClassification,LiabilitiesandtheirClassification, • Capital and Revenue Expenditure and Receipts: Rules for Determining Capital ExpenditureandRevenueExpenditure,DeferredRevenueExpenditure,CapitalandRevenueReceipts, Bills of Exchange: Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills |

- 3
 - Depreciation: Meaning of depreciation, methods of depreciation
 - Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Income and Expenditure Account

- 4
 - Consignment accounts
 - Joint Venture accounts

Course Outcome:

- Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows.

- Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements.

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

4. Audio
5. Video
6. Power point

Text Books:

- M.C.Shukla, T.S.Grewal & S.C.Gupta & Advanced accounts Vol-1, 17 Edition (S.Chand)
- T.S.Grewal & S C Gupta Introduction to Accountancy, 10th Edition (S.Chand)
- S N Maheshwari, S K Maheshwari Advanced Accountancy Volume-1 10th Edition (Vikas Publication)

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Business Communication
Subject Code: 1150503101
Semester: I

Prerequisite: Zeal to learn the subject

Objective

1. Appraise students about the dynamics of communication in a business environment.
2. Enhance basic reading, writing and speaking skills of the students.

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 4 | 0 | 0 | 4 | 4 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

Unit No.

Contents

- 1 Introduction to Business Communication
 - Meaning and Importance of Communications.
 - Elements of Communications
 - Business Communication Process
 - Forms of Communication
 - Barriers to Communication

- 2 Developing Effective Communication Skills
 - Seven C's of Communications.
 - Listening Skills-
Definition, Anatomy of poor Listening skills; Strategies to be a good listener
 - Reading Skills-Technique of Reading

- 3 Classification of communication and Presentation Skills
 - Verbal–a) Written b) Oral
 - Organizational Communication
 - Basics of Business Presentations

- 4 Non-Verbal Communication
- Nature
 - Types–Body language, kinesics, proxemics, haptics, paralanguage, chromatics & appearance.
 - Developing Effective Non-verbal Skills

Course Outcome:

- Facilitatethestudentstointerpretnon-verbalcommunicationandmanageit.

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

7. Audio
8. Video
9. Power point

Text Books:

- Fundamentals of Business Communication by Chaturvedi & Chaturvedi
- Business Communication by V.K.Jainand Om Prakash Biyani.
- Principles to Practice by Mathukutty M Manipally- Tata Mc Graw Hill Education

Reference Book

- Business Communication Skills by Meeta Ghosh
- English Grammar by Wren & Martins

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Principal of Micro Economics
Subject Code: 1150503104
Semester: I

Prerequisite: Zeal to learn the subject

Objective

- To expose students to basic micro-economic concepts.
- To apply economic analysis in the formulation of business policies. To use economic reasoning to problems of business..

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 3 | 0 | 0 | 3 | 3 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

| Unit No. | Contents |
|----------|---|
| 1 | <ul style="list-style-type: none"> • Economic Problem: Scarcity and Choice • Introduction to Microeconomics • Important Definitions and Concepts • Economic Systems Utility Analysis, Consumer's Surplus |
| 2 | <ul style="list-style-type: none"> • Theory of Demand • Theory of Consumer Behavior • Elasticity of Demand • Theory of Supply |
| 3 | <ul style="list-style-type: none"> • Theory of Production • Theory of Distribution • Rent, Wages Interest & Profit |
| 4 | <ul style="list-style-type: none"> • Theory of Cost • Market Structure |

Course Outcome:

- After studying the subject the students will be able to understand and explain the concepts of economics and their managerial perspective.
- Understand the economic dimensions and perspectives applicable to business.

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

10. Audio
11. Video
12. Power point

Text Books:

- Micro Economic Theory by H.L.Ahuja (S.Chand)
- Dwivedi, D.N,Managerial Economics,(2002)6th ed. (Vikas Publishing House: New Delhi)
- Managerial Economics Theory and Applications Dr. D.M. Mithani Himalaya Publication latest edition

Web resources :**MOOCs :**

Programme Name: BBA Aviation
Subject Name: Business Mathematics
Subject Code: 1150503105
Semester: I

Prerequisite: Zeal to learn the subject

Objective

- To help the students develop understanding of the basic principles of mathematics.
- To familiarize students with the application of mathematics to business problems.

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 3 | 0 | 0 | 3 | 3 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

Unit No.

Contents

1

Set Theory

- Concept of Set & Set Membership; Subset & Set Equality; Set Operations;
- Fundamental Laws of Set Operation; Venn Diagram, Cartesian Product of two sets;
- Special Topics on Sets - Partition, Power Set Business Application of Set Theory.

Permutations & combinations

- Permutations & Combinations: Introduction
- Important Notations - Their Meaning & Properties
- Permutation when things are repeated
- Restricted Combination Applications

2

Function & Limit

- Meaning and Definition of Function
- Different types of functions, Construction of Functions; Linear & Quadratic Functions;
- Some Special Functions – Log Function; Exponential Function; Modulus Function
- Graphical Presentation of Functions
- Zeros of a Function
- Functions used in Economics (Demand, Supply, Revenue, Cost, Profit, Production,

Average Cost & Average Revenue)

- Application of Function to Business - Break-even

Analysis Functions & Their Applications Limits

- Limits of a Function; Continuous Functions
- Limits of a Sequence; Rules of Limit;
- Standard Results of Limits

3 Co-ordinate Geometry

- Cartesian Co-ordinate System; General Equation of Straight Line; Standard Equation of Straight Line;
 - Distance Formula; Intercept & Slope of a Line;
 - Different Forms of Equations of a straight Line
- Concept and properties of Perpendicular and Parallel Lines

4 Progressions

- Meaning of Sequence & Series; General Terms of Sequence; Sum of Series
- Arithmetic Progression; Sum of a series, Arithmetic Mean
- Geometric Progression; Sum of a series, Geometric Mean
- Introduction to Harmonic Progression
- Sum of the Finite & Infinite Progression & Applications.

Course Outcome:

- Apply mathematical concepts and principles to perform computations
- Apply mathematics to solve problems
- Create, use and analyze graphical representations of mathematical relationships
- Communicate mathematical knowledge and understanding
- Apply technology tools to solve problems

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

13. Audio
14. Video
15. Power point

Text Books:

- A Text Book of Business Mathematics: Padmalochan Hazarika, Publishers: S.Chand
- Business Mathematics: D.C. Sancheti and V.K. Kapoor, Publishers: Sultan Chand

- Business Mathematics: Theory and Application: J.K. Sharma, Publishers: Ane Books
- Business Mathematics: J.K. Singh, Himalaya Publishing House
- Mathematics for Management: M. Raghavachari, Tata Mc GrawHill

Web resources :

MOOCs :

Programme Name: BBA Aviation
Subject Name: Travel and Tourism Industry
Subject Code: 1150503106
Semester: I

Prerequisite: Zeal to learn the subject

Objective

To help students know about the travel and tourism industry

Teaching and Examination Scheme:

| Teaching Scheme | | | | | Evaluation Scheme | | | | Total Marks |
|-----------------|---|---|---------------|--------|-------------------|----------|-----------|----------|-------------|
| L | T | P | Contact Hours | Credit | Theory | | Practical | | |
| | | | | | CIE (TH) | ESE (TH) | CIE (PR) | ESE (PR) | |
| 3 | 1 | 0 | 4 | 4 | 16/40 | 24/60 | 00 | 00 | 100 |

Content:

Unit No.

Contents

- 1 The Travel and Tourism Industry and the working environment for travel professional
- 2 World Geography and Industry Codes
- 3 Travel Documents and the airline passenger experience - Air Transport Products and Services
- 4 Rail, Hotel, Car Rental, Cruise and Tour Products
- 5 Customer Service principles – Airfares and Ticketing – The Abacus system Functionality

Course Outcome:

- Understand the tourism industry.
- Understand the industry codes
- Understand the travel documents and services
- Understand the modes of travel products
- Understanding the service principles

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

1. Audio
2. Video
3. Power point

Books Recommended: -

- IATA book on Foundation in Travel and Tourism with GDS
- An Introduction to Travel and tourism by Sushma Seth Bhat and Pran nath Seth, Penguin Books Ltd Jan 2003
- Tourism Management by Stephen J. Page 2009

Web resources :**MOOCs :**