

SEMESTER-III

Subjects:

- Information system and ERP
- Business Law
- Basics of Production Management
- Introduction to Business Statistics
- Advertising Practices
- Disaster Management
- Indian Constitution

Programme Name: BBA Aviation
Subject Name: Information system and ERP
Subject Code: 1150503201
Semester: III

Prerequisite: Zeal to learn the subject

Objective:

- By adopting ERP in an enterprise, one can leverage competitive advantage for the enterprise, and this would enable EPR to manage the future.
- Keeping this philosophy in mind, to enable students how to manage information while taking managerial decisions.

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 • Introduction to ERP and Enterprise Overview • Introduction - Evolution of ERP, Reasons for the growth of ERP • Market, Advantages of ERP, Enterprise: Introduction, Business • Modeling, Integrated Data Model, Integrated Management Information, • Basic concepts of ERP, Risks and benefits of ERP
- 2 • ERP and Related Technologies • Introduction, Business Process Reengineering (BPR), Management • Information Systems (MIS), Decision Support System (DSS), Executive • Information Systems (EIS), Data warehousing, Data Mining and Online • Analytical Processing (OLAP), Supply Chain Management (SCM)
- 3 • ERP: A Manufacturing Perspective • Computer Aided Design/Computer Aided Manufacturing (CAD/CAM), • Materials Requirement Planning (MRP), Bill of Material (BOM), Closed • Loop MRP, Manufacturing Resource Planning (MRP-II), Distribution • Requirements Planning (DRP), JIT and Kanban, Product Data • Management (PDM), Benefits of PDM, Make-to-Order (MTO) and • Make-to-Stock(MTS), Assemble-to-Order(ATO), Engineer-to- • Order(ETO), Configure-to-Order(CTO)

- 4
- ERP Modules
 - Plant Maintenance, Quality Management, Materials Management
 - Literature & Review Study on ERP Products of Vendors like Oracle, BAAN, INFOSYS

Course Outcome:

- Demonstrate an appreciation of the core interactions and dependencies that exist between the key functions of a business
- Discuss the role of information systems in the support of business functions and, particularly, cross-functional business processes
- Describe the way Enterprise planning Systems have developed, their functional capabilities and the role of the underpinning technologies

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

Text Books:

- Enterprise Resource Planning by C.S.V Murthy Himalaya Publication
- Alexis Leon: Enterprise Resource Planning, Tata McGraw-Hill

Reference Book:

- Business Law for Management by K.R. Bulchandani Himalaya Publication
- Elements of Mercantile law by N.D Kapoor Sultan Chand & Sons
- Legal Aspects of Business by Ravinder Kumar Cengage Publication

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Business Law
Subject Code: 1150503202
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- To understand basic legal terms and concepts used in law pertaining to business
- To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

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 **Unit-I**
The Indian Contract Act, 1872: Meaning and essentials, Contracts, Offer & Acceptance, Capacities of Parties, Consideration, Free Consent, Void Agreements and Contingent Contracts, Performance and discharge of Contracts, Consequence and Remedies of Contract
- 2 **Unit-II**
Implied and Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.
Introduction of Negotiable Instruments- Definition, Features, Types of Negotiable Instruments.
- 3 **Unit-III**
Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.
- 4 **Unit-IV**
Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

Course Outcome:

- Recognize and apply the appropriate legal rules relating to the law of obligations
- Distinguish between alternative forms and constitutions of business organizations
- Recognize and compare types of capital and the financing of companies
- Describe and explain how companies are managed, administered and regulated and recognize the legal implications relating to companies in difficulty or in crisis

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:

- Business Law by P.C. Tulsian TMH Publication
- Business Law by Tejpal Sheth Pearson Publication
- Business Law by M C Kuchhal & Vivek Kuchhal Vikas Publication

Reference Book

- Business Law for Management by K.R. Bulchandani Himalaya Publication
- Elements of Mercantile law by N.D Kapoor Sultan Chand & Sons
- Legal Aspects of Business by Ravinder Kumar Cengage Publication

Web resources:**MOOCs:**

Programme Name: BBA Aviation
Subject Name: Basics of Production Management
Subject Code: 1150503203
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- The objective of the course is to acquaint the students with the basic features underlying production management.

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	Unit-I <ul style="list-style-type: none"> • Introduction of Production Management • Product design and Analysis
2	Unit-II <ul style="list-style-type: none"> • Facility Location • Plant Layout and Material Handling • Forecasting
3	Unit-III <ul style="list-style-type: none"> • Inventory Management • Aggregate Planning
4	Unit-IV <ul style="list-style-type: none"> • Modern Production Management Tools: TQM, JIT, ISO 15000 Series, Supply Chain Management, Kaizen, ERP

Course Outcome:

- Define ‘operations’ and ‘operations management’
- Identify the roles and responsibilities of operations managers in different organisational contexts

- Apply the ‘transformation model’ to identify the inputs, transformation processes and outputs of an organisation
- Identify operational and administrative processes
- Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

Teaching & Learning Methodology: -

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

7. Audio
8. Video
9. Power point

Text Books:

- Production and Operations Management by R. Panneerselvam PHI Publication
- Production and Operations Management by Kanishka Bedi Oxford Publication

Reference Book

- Operations Management by Shridhar, Himalaya Publication
- Operations Management by Nair TMH
- Production and Operations Management by Adam & Ebert, PHI

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Introduction to Business Statistics
Subject Code: 1150503205
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- This course in business statistics focuses on applications of data analysis and statistics to business studies methods for organizing and summarizing data.
- Students will be able to understand the importance of applying statistical analysis to solve business problems.
- Apply statistical techniques to solve problems. Interpret and communicate the results of statistical analysis.
- Analyze and solve basic statistical problems involving: descriptive measures of populations and samples, central tendency and variability, probability theory, correlation and simple linear regression.

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
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Unit-I

- 1
 - Introduction to Statistics: Definition, Function & Scope of Statistics. Collection of Data. Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data.
 - Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean and their merits and demerits, Weighted Arithmetic Mean.

Unit-II

- 2
 - Measures of Variation: Methods of studying variation- Range, Average deviation, Standard deviation, Coefficient of Variation.
 - Correlation Analysis: Methods of Studying Correlation – Karl Pearson's coefficient of correlation, Spearman's Rank Correlation for ungrouped frequency distribution, Coefficient of determination.

- 3 **Unit-III**
- Regression Analysis: Equation of Regression Lines for Ungrouped frequency distribution.
 - Time Series Analysis: Meaning of Time Series. Analysis of Time Series. Components of Time Series. Model of Time Series. Methods of Measuring Secular Trends (T). Methods of Determination of Seasonal Fluctuations (S). Measurement of Cyclical Variations(C). Measurement of Irregular Variations.
- 4 **Unit-IV**
- Basic Concepts in Probability: Counting Rules, Permutations and Combinations. Venn diagram, Events, Set Operations on Events, Dependent and Independent Events, Introduction to Probability, Conditional Probability, Addition and Multiplication Rules of Probability.

Course Outcome:

- Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC).
- The student should summarizing data, and to make data-driven decisions

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

Test Book

- A Test Book of Business Statistics by Dr. Padmalochan Hazarika S.Chand Publication
- Fundamental of Statistics by S.C. Gupta Himalaya Publication
- Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).

Reference Book

- Richard I. Levin and David S. Rubin.(20015), Statistics for Management.(Pearson: New Delhi) Latest Edition
- Hogg (2004) Introduction to Mathematical Statistics (Pearson: New Delhi) Latest Edition

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Advertising Practices
Subject Code: 1150503206
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- Define and explain advertising objectives.
- Identify various types of advertising budget.
- Design an advertising campaign.
- Identify various styles of copywriting
- Describe the process from copy to production

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)	
2	0	0	2	2	16/40	24/60	00	00	100

Content:

Unit No.	Contents
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Integrated Marketing Communication

- 1
 - Integrated Marketing Communication: Definition & concepts; Public relations; Salesmanship; Publicity Sales promotion; Marketing public relations; Direct marketing; Rural marketing
 - Advertising as marketing tool; The product marketing process; Market segmentation process; Target marketing process; Advertising and product, price, place and promotion element.
 - Advertising as PR tool; PR, Publicity & Corporate Advertising; PR technologies implemented in advertising

Account planning

- 2
 - Define strategy and its role and relevance; Elements of Marketing plan; Plan advertising campaign (the planning cycle), USP; Marketing objectives v/s advertising objectives; Setting the advertising objectives; Good objective setting; Direct and Indirect objectives; Advertising strategy; Advertising Campaign, various stages of Advertising Campaign; Budgeting process: budgeting & appropriation of fund; Factors affecting advertising budget, methods of setting advertising budgets; Concept & stages of Branding, brand management, brand image; Role of

Advertising: Product life cycle, segmentation brand positioning, brand equity; Account Planning, pitching & presentation preparation

Creative strategy to Development

- 3
- Concept of creativity; Idea generation; The creative brief; Advertising Research: Consumer, Market & Product; Types of copy, how to prepare ad copy; Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video; Story board, audio-video copy formats; Production process of print copy – thumbnail, roughs, comprehensive, mechanical; Role of colours, photographs, computer graphics, artwork; Appeals in Advertising; Production process for audio and video copies – pre production, production and post production

Media Planning

- 4
- Media agencies: definition, need and importance; Media plan: objectives, situation analysis,
 - choice of media, media mix, target; audience, strategy, media schedule, plan delivery; Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP; Uses and importance of media planning software: TAM, INTAM, IRS, NRS; Avenues for retail merchandize: point of purchase, point of sale; Methods of measuring effectiveness of advertising programme – different types of pre-testing, con current testing and post testing.

Course Outcome:

- Demonstrate a working knowledge of the Advertising Industry, can effectively research and analyse markets and apply practical skills and theory in developing, executing and evaluating advertising campaigns.
- Deal with team and deadline responsibilities, time management, decision making and delegation in a competitive team environment.
- Develop a targeted message and choose the most effective methods, style and channels to reach selected recipients
- Have a good understanding of social, ethical, legal and cultural obligations in both local and global advertising.

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:

- Sandage C H, Fryburger Advertising Theory and Practice: Vernon & Rotzoll Kim A.I.T.B.S.Publishers & Distributors, Delhi
- Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
- Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
- Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
- Little Field James E & Advertising: Mass Communication in Marketing Vakils, Feffer & Simons Pvt. Ltd.,Bombay

Reference Book

- White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- Bulmore Jeremy Behind the Scenes in Advertising; NTC Publishers, Henley
- DouglasTorin- The Complete Guide to Advertising: MacMilan, London
- JethwaneyJaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
- Magazines, Business Today, Business India
- Newspaper: Economic Times, Brand Equity
- Hindu Business Line – Catalyst

Web resources:**MOOCs:****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: Disaster Management
Subject Code: 1150503296
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- To create awareness about natural and man-made disasters

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)	
2	0	0	2	2	16/40	24/60	00	00	100

Content:

Unit No.

Contents

- 1 **Introduction to disaster:**
 Concepts & definition (Disaster, hazard, vulnerability and risk); Classification Causes and Impacts (Mental & Physical Health, Social, Economic, Political & Environmental) Understanding differential impacts on people based on caste/class/gender/age location/disability religion etc.
- 2 **Disaster Management Cycle & Framework:**
 Paradigm shift in disaster management, Pre disaster risk assessment, Prevention and mitigation of disasters, preparedness for disaster evacuation. Disaster Communication: Search and rescue, emergency operation center, application of scientific techniques for disaster management and mitigation.
- 3 **Disaster Management In India:**
 Disaster profile of India- Mega Disasters of India, Lessons learned, Disaster management Act 2005, National policy on disaster management, National Guidelines and plan on disaster management, Role of Govt, (Local/State/National), and NGOs.

4 **Suggested Case Studies :**

- Bhopal Gas Tragedy,
- Tusmani in Coastal South India,
- Avalanche in J & K
- Land Slides in Uttrakhand
- Floods in various Indian States
- Earth Quakes: Gujarat, Jammu & Kashmir, Maharashtra
- Serial Bomb blasts
- Terrorists attacks in Mumbai/University in Lahore/ Plane Hijacking
- Communal Riots and Racist Violence
- Stampedes at public places.

Course Outcome:

- To equip students to handle these disasters in systematic and logical manner

Teaching & Learning Methodology: -

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

16. Audio
17. Video
18. Power point

Text Books:

- Author : Coppola D P, Publisher : Elsevier Science (B/H), London Manual on natural disaster management in India
- Author : , M C Gupta, Publisher : NIDM, An overview on natural & man - made disasters and their reduction

Reference Books:

- Author : R K Bhandan, Publisher : CSIR, World Disasters Report, 2009. International Federation of Red Cross and Red Crescent Encyclopedia of disaster management, Vol I, II and III Disaster management policy and administration,
- Author: S L Goyal, Deep & Deep ,Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 &2 ,
- Author: Angus M. Gunn, Publisher: Green wood Press, Disasters in India Studies of grim reality,
- Author :Anu Kapur & others, Publisher :Rawatpublishers-Management of Natural Disasters in developing countries
- Author : H.N. Srivastava & G.D. Gupta, Publisher :Daya Publishers-Natural Disasters.
- Author : David Alexander, Publisher : Kluwer Academic London, Disaster Management Act 2005, Publisher : Publisher by Govt. of India,Publications of National Disaster Management Authority (NDMA) on Various Templates and Guidelines for Disaster Management High Power Committee Report,

- Author : J.C. Pant, Disaster Mitigation in Asia & Pacific, Asian Development Bank National Disaster Management Policy, 2009, GoI, Disaster Preparedness Kit, American Red Cross Bryant Edwards (2005): Natural Hazards, Publisher : Cambridge University Press, Disaster Management, Asian Development Bank, Manila

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Indian Constitution
Subject Code: 1150503297
Semester: III

Prerequisite: Zeal to learn the subject

Objective

- To create awareness about Indian Constitution

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	Meaning of the constitution law and constitutionalism
2	History of Indian Constitution
3	Salient features and characteristics of the Constitution of India
4	Fundamental rights
5	Right to Equality under Article – 14
6	Right to certain Freedom under Article 19
7	Scope of the Right to Life and Personal Liberty under Article 21
8	Fundamental Duties and its legal status
9	The Directive Principles of State Policy – Its importance and implementation
10	Federal structure and distribution of legislative and financial powers between the Union and the States
11	Parliamentary Form of Government in India – The constitution powers and status of the President of Ind.
12	Powers and Procedure for Amendments in Indian Constitution
13	History of amendments in Indian Constitutional
14	Emergency Provisions : National Emergency, President Rule, Financial Emergency
15	Local Self Government – Constitutional Scheme in India

Course Outcome:

- Enhance human values, create awareness about law enactment and importance of Constitution
- To Understand the Fundamental Rights and Fundamental Duties of the Indian Citizen to instill morality, social values, honesty, dignity of life and their social responsibilities.
- Create Awareness of their Surroundings, Society, Social problems and their suitable solutions while keeping rights and duties of the citizen keeping in mind...
- Understand distribution of powers and functions of Local Self Government
- Understand the National Emergency, Financial Emergency and their impact on Economy of the country

Teaching & Learning Methodology: -

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

19. Audio
20. Video
21. Power point

Books Recommended: - (minimum 3 books)

- Constitutional Law of India, Dr. J.N. Pandey, Central Law Agency
- Introduction to the Constitution of India, Durga Das Basu, LexisNexis.
- Indian Constitutional Law, M.P. Jain, LexisNexis
- V.N.Shukla's Constitution of India, Mahendra Pal Singh, Eastern Book Company
- Constitutional Law – I Structure, Udai Raj Rai, Eastern Book Company

Web resources:**MOOCs:****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/>