

SEMESTER – IV

Subjects:

- Management Information System
- Principles of Human Resource Management
- Fundamentals of Financial Management
- Introduction to Airline Industry
- Airline Marketing Management
- Cargo Handling Management
- Aviation Regulations

Programme Name: BBA Aviation
Subject Name: Management Information System
Subject Code: 1150503208
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- To make students learn about Management Information system

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: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.
2	Information and Managerial Effectiveness Information as a corporate resource, pervasiveness of information, types of information-operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.
3	Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems—transaction processing system, MIS decision support system, executive support system ; Enterprise Resource Planning (ERP) system, geographical information system ,business expert system, etc; Procurement options and outsourcing information system services.
4	System Development Life Cycle: Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software development; Information system audit - Development and Management of Data Bases: Relational databases; Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalization process.

- 5 Uses of computer networks, types of networks, network topologies; Network media and hardware; Data communication over telephone; Intranets and collaborative processing - Implementation, Evaluation and Maintenance of System: Methods and steps in implementation of system; Approaches and process of evaluating MIS. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures.

Course Outcome:

- Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.
- Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.
- Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems...
- Effectively communicate strategic alternatives to facilitate decision-making
- Illustrate the importance of information systems in society.

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: - (minimum 3 books)

- “Management Information Systems ” Kenneth J London, Jane P. Loudon, Pearson, 2007
- “Management Information Systems ” W.S. Jawadewar, Tata McGraw Hill, Editions, 2012
- Award, E.M.: System Analysis and Design; Galgotia Publications, New Delhi.
- Kumar, Muneesh: Business Information Systems, Vikas publishing House, New Delhi

Web resources:

MOOCs:

List of Open Source Software/learning website:

www.openlearningworld.com/innerpages/Fundamentals%20of%20MIS.htm
guides.library.ubc.ca/mis/books

Programme Name: BBA Aviation
Subject Name: Principles of Human Resource Management
Subject Code: 1150503209
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- Introduce the students to human resource management function and its roles and responsibilities.
- Familiarize the students about the working of different systems within HRM viz recruitment and selection, performance management, compensation management, employee relations management.
- Recognize HR system's strategic contribution to business and organisations.

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 Human Resource Management

- HRM Concept and Challenges
- Evolution of HRM
- HRM Functions
- Skills and Competencies of an HR Manager,
- Strategic Human Resource Management - Linking Corporate Strategy to Human Resource Management, HR Scorecard.

2 HR Planning and Talent Acquisition

- HR Planning and Deployment
- Job Analysis and Design
- Employee Recruitment
- Employee Selection

3 Managing and Rewarding Employee Performance

- Learning and Development – Learning, training and development

- Performance Management System – Performance planning, appraisal and review
- Compensation Management – Job evaluation, establishing pay structures, managing benefits and services, pay for performance, recognition and legal framework for compensation

4 **Managing Employee Relations**

- Employee Relations and Industrial Relations - Trade Unionism
- Labor Legislations
- Industrial Disputes and Conflicts – Managing industrial unrest, managing individual disciplinary issues and domestic inquiry process

5 **Contemporary issues in HRM**

- Career Management
- Managing Employee Exits and Separations
- Managing Global Human Resource

Course Outcome:

- To provide an understanding of the human resources management framework.
- Offers experiential analysis to understand the challenges of HR Managers in developing their organizations
- Provides insights on how to develop strategies, initiatives and programs to introduce and sustain competitive HR advantage in organizations
- Focuses on management best practices, tools and models to implement an effective HRM system
- Addresses the human capital as a critical role in firm's viability in the knowledge.

Teaching & Learning Methodology: -

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

4. Audio
5. Video
6. Power point

Text Books

- Gary Dessler and Biju Varkkey. Human Resources Management. Pearson Latest Edition
- Sinha, Sinha and Shekhar Industrial Relations, Trade unions and Labour Legislations Pearson Education Latest Edition
- Mirza S Saiyadain. Human Resource Management. Tata McGraw-Hill Latest Editions

Reference Books:

- Snell, Bohlander, Vohra. Human Resource Management. Cengage Learning
- P. Jyothi and D.N.Venkatesh. Human Resource Management. Oxford University Press Latest Edition
- P. Subba Rao. Essential of Human Resource Management and Industrial Relations. Himalaya Latest Edition
- K. Aswasthapa Human Resource Management TATA McGraw Hill Latest Edition
- C.B.MAMORIA & S .V Gankar. Human Resource Management. Himalaya Publishing House Latest Edition
- John M. Ivancevich . Human Resource Management, Ninth Edition – Tata McGraw Hill
- Gomez, Mejia, Balkin and cardy Managing Human Resources, Third Edition- Pearson Education
- S. C.Srivastava. Industrial Relations & Labor Laws, Fourth Edition

Web resources:**MOOCs:**

Programme Name: BBA Aviation
Subject Name: Fundamentals of Financial Management
Subject Code: 1150503210
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

1. The objective of this course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole.
2. Students should acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completed the studies.
3. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial 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	<ul style="list-style-type: none"> ● NATURE AND SCOPE: Meaning, Scope, Objectives and Importance of Financial Management - Finance Functions (Traditional Vs. Modern Approach) - Profit Maximization. ● TIME VALUE OF MONEY: Reasons for Time value of money - Compound Value

- **INVESTMENT DECISIONS**
- 2 Meaning, Significance, Objectives and Importance of Capital Budgeting - Capital budgeting
 Process - Basic Principles of Capital Expenditure
 Proposals - Various appraisal Methods: PayBack Period, Discounted Cash Flow Method, Average Rate of Return.
 - 3 • **CAPITAL STRUCTURE:**
 Meaning and Significance of Capital Structures - Capital structure and financial structure -
 Patterns of Capital Structure - Ideal Capital Structure, Features of Ideal Capital Structure - Merits and Demerits of different types of Capital Structure.
 - 4 • **FINANCING DECISIONS:**
 Sources of Finance - Equity Shares - Preference Shares - Debentures - Term Loans- Retained earning, - Bridge finance - Government policy on security financing and Term Loan - Operating and Financial Leverage.

Course Outcome:

- To provide introduction to Financial Management
- To create an awareness about capital structure and theories of capital structure
- To make them understand the cost of capital in wide aspects
- To provide knowledge about dividend policies and various dividend models.
- To enable them to understand working capital management.

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:

- Khan and Jain. Basic Financial Management, Mc Graw Hill Education
- Prasanna Chandra, Fundamentals of Financial Management. Mc Graw Hill Education
- Pandey, I.M. Financial Management. Vikas Publications.

Web resources:

MOOCs:

Programme Name: BBA Aviation
Subject Name: Introduction to Airline Industry
Subject Code: 1150503216
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- To make students know about the airline 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	0	0	3	3	16/40	24/60	00	00	100

Content:

Unit No.	Contents
1	Introduction Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators
2	Characteristics Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics
3	Organisational structure Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture
4	Airports and Services Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft
5	Safety and security Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry

Course Outcome:

- Understanding about the airline industry and its regulatory bodies
- Understanding the characteristics of Airline Industry and its characteristics
- Understanding the organisational structure of the airline industry.
- Understanding the security, navigation and traffic control
- Understanding the importance of safety and security

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

Books Recommended: -

- IATA Book on Airline Customer Service
- The Global Airline Industry by peter Belobaba, Amedeo otoni and Cynthia Warnhart

Web resources:

Programme Name: BBA Aviation
Subject Name: Airline Marketing Management
Subject Code: 1150503218
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

To make students learn about Airline marketing

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 AIRLINE MARKETING Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management
2	MARKET OF AIR TRANSPORT Customer Definition, Apparent & True Needs, Industrial Buying Behaviour, Customer in the Business Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTE Analysis, Building Customer Satisfaction
3	PRODUCT ANALYSIS IN AIRLINE MARKETING Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Balancing Risk and Opportunity, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy
4	MARKETING RESEARCH Types, process, tools and techniques, application of marketing research, product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects, preparation of marketing research report
5	INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS Online marketing, web based marketing programmes, emerging now trends and challenges to marketers, sample case studies

Course Outcome:

- Understanding the marketing principles in Aviation industry
- Analysing PESTE Analysis and to build customer satisfaction
- Analysing the pricing strategies in related to product features...
- Researching the process and tools to find the competitor and their sustainability in the fields.
- Implying innovation and strategies through e – sources

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

Books Recommended: - (minimum 3 books)

- Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition
- Philip Kotler: Marketing management (Millennium edition), prentice hall of India P (ltd), New Delhi 2001
- Boyd Walker, Marketing Management, McGraw Hill, 2002
- Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998

Web resources:

List of Open Source Software/learning website:

<https://www.sciencedirect.com/journal/journal-of-air-transport-management> <https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles>

<https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf>

<https://www.taxmann.com/.../financial-markets-institutions-and-financial-services.aspx>

Programme Name: BBA Aviation
Subject Name: Cargo Handling Management
Subject Code: 1150503219
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- The students will learn about various cargo and its 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	INTRODUCTION Operations at cargo agencies, airlines, and freight forwarders
2	RATING PRINCIPLES Air cargo acceptance basic rating principle
3	BILL Air waybill completion
4	TERMINOLOGY Industry terminology and abbreviations
5	CARGO MANUALS IATA geography, TACT, OAG, and other cargo manuals

Course Outcome:

- Understanding the various agencies and freight forwarders
- Understanding the principles of accepting air cargo and rating
- Understanding the concept of billing..
- Understanding the various terminology used in airline industry
- Understanding the various manuals used

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

Books Recommended: -

- IATA Book on Airline Cargo Management

List of Open Source Software/learning website:

Programme Name: BBA Aviation
Subject Name: Aviation Regulations
Subject Code: 1150503220
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

To make students aware about Aviation Regulations.

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 CIVIL AVIATION REGULATIONS AUTHORITY
 Regulatory Bodies – MOCA, AAI, DGCA, BCAS, ICAO, IATA
 DGCA-Introduction to Directorate General of Civil Aviation-
 DGCA functions- DGCA Organisation- DGCA as Regulatory
 Authority,ICAO (International Civil Aviation Organisation)-
 Functions, IATA(International Air Transport Association) -
 Functions, BCAS(Bureau of Civil Aviation Security)-Functions
- 2 AIRCRAFT RULES
 Aircraft Act 1934 -The Aircraft Rules and Regulations Act1937
 Arrangements – Safety Responsibilities of Accountable Manager –
 Safety Manager – HOD – All Managers – Employees – Safety
 Review Committee – Safety Action Group – Coordination of
 Emergency Response Planning – SMS Documentation Control
 Procedures – SMS Library – SMS Manual Requirement – SMS
 Implementation Plan – GAP Analysis
- 3 NATIONAL LEGISLATION
 The Air corporations Act, 1953 (27 of 1953) The Air Corporations
 (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994)
 -The Air Corporations (Transfer of Undertakings and Repeal) Act,
 1994 (13 of 1994) -The International Airports Authority of India
 act, 1971 (43 of 1971) -The National Airports Authority of India,
 1985 (64 of 1985) - The Airports Authority of India Act 1994 (55
 of 1994) - The Carriage by Air Act, 1972 (69 of 1972) -The Tokyo
 Convention Act, 1975 (20 of 1975) -The Anti-hijacking Act, 1982
 (65 of 1975) - The suppression of unlawful acts against safety of
 Civil Aviation Act, 1982 (66 of 1982)

- 4 CIVIL AVIATION REQUIREMENTS (CAR)
Section 1-General -Section 2-Airworthiness -Section 3-Air Transport -Section 4- Aerodrome standards and Air Traffic Services -Section 5-Air Safety -Section 6- Design standards and type certification -Section7-Flight crew standards, training and licensing -Section 8-Aircraft operations
- 5 INTERNATIONAL CONVENTIONS
The Chicago conventions, 1944 - Hauge Convention, 1970- Montreal Convention, 1999- The International Air Services Transit Agreement, 1944 - The International Air Transport Agreement, 1944 -The Warsaw Conventions, 1920 -The Geneva Convention, 1948 -The Rome Convention, 1952 -The Tokyo Convention, 1963

Course Outcome:

- Define and discuss dynamics of Verbal and Non Verbal aspects of Communication
- Communicate in diverse formal situations taking place in organizations
- Write various formal documents of technical and professional communication.

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

REFERENCES BOOKS :

- Civil Aviation Law and Regulations by FlySky Aviation, Edition 2020.
- Aircraft Manual, C.A.R. Sec. II

List of Open Source Software/learning website:

<https://nptel.ac.in/>

<http://www.coursera.org>