

## SEMESTER – V

### Subjects:

- Business Ethics
- Introduction to Strategic Management
- Crew Resource Management
- Airline and Airport Management
- Travel agents and tour operator
- Aviation Security
- Universal Human Values

**Programme Name: BBA Aviation**  
**Subject Name: Business Ethics**  
**Subject Code: 1150503301**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective:**

- The objective of this course is to develop an insight and understanding of Indian Ethos in 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 to Ethics Ethics in Business
2	Ethical Theories Corporate Social Responsibility
3	Ethics in Marketing Ethics in Finance
4	Ethics in Human Resource Management Ethics in Information Technology

**Course Outcome:**

- Understanding of business ethics
- Explain the concept of CSR and corporate governance, including ethics and professional conduct.

**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:**

- Business Ethics and Corporate Governance by K. Nirmala, B.A. Karunakara Reddy, N. Aruna Rani Himalaya Publication
- Business Ethics and Corporate Governance by A.C. Fernando Pearson Publication

**Reference Books:**

- Business Ethics by Joseph W. Weiss Publisher: South Western Educational Publishing

**Web resources:****MOOCs:**

**Programme Name: BBA Aviation**  
**Subject Name: Introduction to Strategic Management**  
**Subject Code: 1150503303**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective:**

- The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

**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	Nature and Evolution of Strategic Management Strategic Management Process Hierarchy of Strategic Intent
2	Environmental Analysis and Appraisal Organizational Analysis and Appraisal Corporate Level Strategies Business Level Strategies Strategic Analysis and Choice of Strategy
3	Strategy Implementation: Key Issue, Structural Issues, Behavioral Issues and Functional Issues in Strategy Implementation
4	Strategic Evaluation and Control Evaluation and Control of Strategy strategic Management in Specified Areas

**Course Outcome:**

- Understanding of Strategic Management
- Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
- Ability to collect, process, and analyze consumer data to make informed marketing decisions
- Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.

**List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

**Text Books:**

- Strategic Management Text and Cases by Dr. C.B Gupta S Chand Publication

**Reference Books:**

- Strategic Management: Concepts, Skills And Practic by Srivastava R M Publisher : Phi Learning Pvt. Ltd-New Delhi
- Azhar Kazmi, Strategic Management and Business Policy, Tata Mcgraw Hill, New Delhi.
- Thomas Wheelen, Thomas Hunger, J. David Hunger, Concepts in Strategic Management and Business Policy, Pearson Education, New Delhi

**Web resources:****MOOCs:**

**Programme Name: BBA Aviation**  
**Subject Name: Crew Resource Management**  
**Subject Code: 1150503316**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective**

- The objective of this course is to develop the skill to understand and use of crew as resource.

**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 – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion
- 2 UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods & Syllabus
- 3 Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies
- 4 CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping
- 5 Facilitation Skills – Continuous development – Crew co-ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment

**Course Outcome:**

- Understanding the skills for effective revalidation and implementation through training.
- Enabling the standards and requirements for crew professionalism.
- Identifying errors and corrective actions on time
- Analyzing the depth of knowledge requirement in every crew designation, the business environment and through effective communication skills.
- Understanding and implementing CRM skills in different levels and versions

**List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

**Teaching & Learning Methodology: -**

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

1. The course includes a variety of topics where students have an opportunity to build presentation strategies, technical Writing skills, technical Speaking skills, and technical Reading skills essential technical elements of Technical Communication Skills
2. The students can develop Communication Skills by using Software which is available in the Language lab.
3. Lectures with a live practical example using Projector and Computer Experiments shall be performed in the laboratory related to course contents

**Books Recommended: -**

- Crew Resource Management by Barbara G. Kanki, Jose Anca, Thomas R Chidester Academic Press, 31-Jan-2019

**List of Open Source:****Software/learning website:**

**Programme Name: BBA Aviation**  
**Subject Name: Airline and Airport Management**  
**Subject Code: 1150503317**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective**

- The objective of this course is to develop the skill to manage airline and airports.

**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 History of Aviation – Organisation, Global & Social Environment – History of Aviation - Major Players In The Airline Industry - Swot Analysis of Different Airline Companies In India & Abroad– Market Potential of Airline Industry in India – New Airport Development Plans in India – Challenges and Opportunities in Airline Industry – Domestic and International from an Indian Perspective
- 2 Airport Planning – Air Terminal Planning, Design and Operation – Airport Operations – Airport Functions – Organisation Structure in An Airline - Airport Authority Of India (AAI) - Functions of Airport Authority of India, Comparison of Global And Indian Airport Management – Role Of AAI - Airline Privatisation – Partial Privatisation.
- 3 Various Air Transport Services - International Air Transport Services – Indian Scenario – An Overview of Airports in Delhi, Mumbai, Hyderabad and Bangalore – The Role of Private Operators – Airport Development and Maintenance
- 4 Role of DGCA - Slot Allocation – Methodology Followed by ATC and DGCA -Management of Bilaterals – Economic Regulations
- 5 Role of Air Traffic Control - Airspace and Navigational Aids – Control Processes – Case Studies in Airline Industry – Mumbai Delhi Airport Privatisation – 6 Cases In The Airline Industry



## **Course Outcome:**

- The Students were able to understand about the Aviation's History ,its major players and it current trends and challenges
- It enables the student to do the Planning of the Airport and to perform operations involved in the Airport
- It enables the students to know and interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges
- It enables the students to understand and adhere to the various Regulations involved aviation Industry
- It enables the students to understand about the Navigational and ATC control process.

## **List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

## **Books Recommended: - (minimum 3 books)**

- Graham. A. - Managing Airports: An International Perspective - Butterworth - Heinemann, Oxford 2001.
- Wells. A. - Airport Planning and Management, 4th Edition McGraw- Hill, London 2000
- Doganis. R. - The Airport Business Routledge, London 1992

## **List of Open Source Software/learning website:**

- [https://en.wikipedia.org/wiki/Airport\\_and\\_airline\\_management](https://en.wikipedia.org/wiki/Airport_and_airline_management)
- <http://www.aci.aero/Global-Training/Training-Information>
- <http://www.pondiuni.edu.in/sites/default/files/Air-faresmgt-070414.pdf>
- [https://www.youtube.com/watch?v=RXcyC\\_j3U2c](https://www.youtube.com/watch?v=RXcyC_j3U2c)
- <https://ec.europa.eu/transport/sites/transport/files/modes/air/studies/doc/2015-10-employment-and-working-conditions-in-air-transport-and-airports.pdf>
- [http://highereducation.com/sites/0073530123/student\\_view0/index.html](http://highereducation.com/sites/0073530123/student_view0/index.html)

**Programme Name: BBA Aviation**  
**Subject Name: Travel agents and Tour Operators**  
**Subject Code: 1150503318**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective**

- The objective of this course is to make students understand the role and working of travel agents and tour operators.

**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 and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator
- 2 Growth and Development of Tourist Organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC
- 3 International Tourist Organization – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI
- 4 Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes
- 5 Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

**Course Outcome:**

- Understanding the History, growth and present status of Travel agency.
- Understanding the functions of Tourism Organizations in India

- Understanding the functions of International Tourism Organizations.
- Analyzing the Growth and Future of Travel Agencies.
- Understanding the importance of Travel Agency fairs and Benefits.

**List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

**Books Recommended: - (minimum 3 books)**

- Mohinder Chand – Travel Agency Management – An Introductory Text, 2<sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
- PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
- A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers PvtLtd

**List of Open Source Software/learning website:**

<https://www.youtube.com/watch?v=RSswjv3cUNc>

**Programme Name: BBA Aviation**  
**Subject Name: Aviation security**  
**Subject Code: 1150503319**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective**

- The objective of this course is to make students aware about aviation security.

**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	INTRODUCTION Current threats to the aviation industry
2	SECURITY REGULATIONS Aviation security regulations and the international organizations
3	AIRPORT ACCESS Airport access control for people and vehicles
4	SECURITY BASICS Passenger, baggage, cargo, mail and catering security basics
5	SECURITY MEASURES Common airport and in-flight security measures for responding to threat

**Course Outcome:**

- Demonstrate an understanding of Aviation threats
- Ability to implement security regulations.
- Explore access control for people and vehicles.
- Analyzing the security basics.
- Explore and identify threats and responding to threats

**List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

**Books Recommended:**

- IATA Book on Aviation Security Awareness

**Programme Name: BBA Aviation**  
**Subject Name: Universal Human Value**  
**Subject Code: 1150503396**  
**Semester: V**

**Prerequisite:** Zeal to learn the subject

**Objective:**

1. To create an awareness on Human Values.
2. To understand social responsibility of an engineer.
3. To appreciate ethical dilemma while discharging duties in professional life.

**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 Values and Self Development**

Social Values and individual Attitudes, Work ethics, Indian vision of Humanism, Moral and non moral valuation, Standards and principles, Value judgments. Importance of cultivation of values, Sense of duty, Devotion, Self reliance, Confidence, Concentration, Truthfulness, Cleanliness, Honesty, Humanity, Power of faith, National unity, Patriotism, Love for nature, Discipline.

**2 Personality and Behavior Development**

Soul and scientific attitude. Goad and scientific attitude, positive thinking, integrity and discipline, punctuality, love and kindness. Avoiding fault, finding. Free from anger, Dignity of labour, Universal brotherhood and religious tolerance, True friendship, Happiness vs. suffering love for truth. Aware of self destructive habits, Association and cooperation, doing best, saving nature.

**3 Character and Competence**

Science vs. God, Holy books vs. Blind faith, Self management and good health, Science of reincarnation, Equality, Nonviolence, Humility, Role of women, All religions and same message, Mind your mind, Self control, Honesty, Studying effectively.

**4 Engineering Ethics**

Senses of 'Engineering Ethics', variety of moral issues, types of inquiry, moral dilemmas, moral autonomy, Kohlberg's theory, Gilligan's theory, consensus and controversy, models of professional roles, theories about right action, self-interest, customs

and religions, uses of ethical theories, Valuing time, Co-operation and commitment, Code of ethics, Sample codes – IEEE, ASCE, ASME and CSI.

### **Course Outcome:**

- Development of human values
- TO develop self confidence in oral communication and reading.

### **List of Tutorials/Experiments:**

- Role Play
- Presentations
- Group Discussions

### **Text Books:**

- Chakraborty, S. K., “Values and Ethics for Organization Theory and Practice”, Oxford University Press, Fifth Edition, New Delhi, 2001, ISBN-13:157801155643077
- Gaur R. R., Sangal R., Bagaria G. P., “A foundation courses in Value Education”, ExcelBook, First Edition, 20015, ISBN 13: 15788174467812
- Gaur R. R., Sangal R., Bagaria G. P., Teacher’s Manual, Excel Books, 20015.
- Mike Martin and RolandSchinzinger, “Ethics in Engineering”, Mc Graw Hill. NewYork, Fourth edition,2004, ISBN-13: 1578-0072831153.

### **Reference Books:**

- Govindrajan M., Natrajan S. and Senthil Kumar V. S., Engineering Ethics (including Human Values), Prentice hall of India Ltd., New Delhi, 2004.
- Frankena, W. K., *Ethics*, Prentice Hall of India, New Delhi, 115150.
- Dhar P. L., Gaur R. R., *Science and Humanism*, Commonwealth Publishers, 115150.
- TripathyA. N., *Human Values*, New Age International Publishers, 2003.
- Seebauer E. G. and Robert L. Berry, *Fundamentals of Ethics for Scientists and Engineers*, Oxford University Press, 2000.
- Banerjee B. P., *Foundations of Ethics and Management*, Excel Books, 2005.
- Bajpai B. L., *Indian Ethos and Modern Management*, New Royal Book Company, 2004.

### **Web resources:**

### **MOOCs:**