SEMESTER–VI

Subjects:

- Airline Customer Service
- Passenger Ground Service
- Passenger Relationship Management
- Cyber Security

Prerequisite: Zeal to learn the subject

Objective:
- Students will learn about the customer service followed in Airline Industry

Teaching and Examination Scheme:

Teaching Scheme					Evaluation Scheme				Total Marks
					Theory		Practical		
L	T	P	Contact Hours	Credit	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 Improved standard of Customer Service
2	Communication Skills Verbal and Non Verbal Communication Skills
3	Techniques Customer Contact Techniques
4	Culture Cross Cultural Awareness
5	Stress Management Managing Stress

Course Outcome:

- Understanding the basic concept of values and value system and importance of body, soul and intellectual level
- Applying the concept of values and importance of self esteem and punctuality
- Understanding human rights and universal declaration of human rights..
- Understanding the importance of environment and ecological balance
- Understanding the social evils and analyzing the effects of social evils in personal life

List of Tutorials/Experiments:
- Role Play
- Presentations
- Group Discussions

Books Recommended: -

- IATA Book on Airline Customer Service

List of Open Source Software/learning website: NA

Prerequisite: Zeal to learn the subject

Objective:

- Students will learn about the ground services

Teaching and Examination Scheme:

Teaching Scheme					Evaluation Scheme				Total Marks
			Contact Hours	Credit	Theory		Practical		
L	T	P			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 to Airport and Airline operations – Computer Reservations (CRS) – Departurecontrol systems (DCS) – Functions of CRS & DCS.
2	Passenger and Baggage Check-in Procedures – Airport and Offsite – Conditions of Passenger and Baggage carriage – Boarding procedures – Flight Close-out messaging.
3	Aviation security Procedures – Passenger and Baggage Transport
4	Enhanced Passenger Facilitation – Latest Innovation – Career opportunities

Course Outcome:

- Understanding about the computer reservation system and departure
- Understanding the importance of passenger baggage and check in procedure
- Understanding the concept of dangerous goods..
- Understanding the concept of security
- Understanding the concept of passenger facilitation

List of Tutorials/Experiments:
- Role Play
- Presentations
- Group Discussions

Books Recommended: -

- IATA book on Passenger Ground Services with DCS.

Prerequisite: Zeal to learn the subject

Objective:

- Students will learn about the relationship management with passengers/customers

Teaching and Examination Scheme:

Teaching Scheme					Evaluation Scheme				Total Marks
					Theory		Practical		
L	T	P	Contact Hours	Credit	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	Meaning and definition of PRM, benefits of PRM, why should businesses adopt PRM, the why's and how's of building relationships with customers.
2	Economics of PRM-Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets.
3	Building Customer Relationships Developing Customer Intelligence and a PRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in PRM.
4	Applications of PRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, PRM practices in Business Markets.
5	PRM implementation process, precautions related to PRM implementation.

Course Outcome:

- The ideas behind customer equity and its components – brand equity, value equity and relationship equity
- Economics of PRM: Customer Life Time Value, Customer Life Cycle Analysis
- The costs of customers and costs of serving customers in the different channels

- Dealing with unprofitable customers and recovering from crises.
- Identification and Selection of customers (for both consumer and businessmarkets).

List of Tutorials/Experiments:
- Role Play
- Presentations
- Group Discussions

Books Recommended: -

- Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009
- Helen Woodruffe, Services Marketing
- Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press.

List of Open Source Software/learning website:
https://alison.com/course/customer-relationship-management-in-business-services
https://www.edx.org/course/customer-relationship-management-iimbx-mk210x

Prerequisite: Zeal to learn the subject

Objective

- To understand the concepts of Cyber crimes and cyber security.
- To create the awareness of how to avoid becoming victims of cyber crimes.
- To provide in-depth knowledge of Information Technology Act, 2000 including Information Technology Amendment Act, 2008

Teaching and Examination Scheme:

Teaching Scheme					Evaluation Scheme				Total Marks
			Contact Hours	Credit	Theory		Practical		
L	T	P			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: Overview of Information Security, Cyber security objectives and policies, Fundamental concepts and principles of Cyber security, Introduction of Cyber-crime, Classifications of Cybercrimes.
2	Security Threats and vulnerabilities: Application security (Database, E-mail and Internet), Data Security Considerations-Backups, Archival Storage and Disposal of Data, Security Technology-Firewall and VPNs, Intrusion Detection, Access Control. Security Threats -Viruses, Worms, Trojan Horse, Bombs, Trapdoors,Spoofs, E-mail viruses, Macro viruses, Malicious Software, Network and Denial of Services Attack, Security Threats to E- Commerce- Electronic Payment System, e-Cash, Credit/Debit Cards.
3	Provisions in Indian Laws in dealing with Cyber Crimes: Security Policies, Why Policies should be developed, WWW policies, Email Security policies, Policy Review Process-Corporate Policies-Sample Security Policies, Publishing and Notification Requirement of the Policies.
4	Information Security Standards-ISO, IT Act, Copyright Act, Patent Law, Cyber Laws in India; IT Act 2000 Provisions, Intellectual Property Law

Course Outcome:

- To impart knowledge about Intellectual property rights like patents, copyright, industrial designrights, trademarks, trade dress, geographical indications and some jurisdictions trade secrets.

List of Tutorials/Experiments:
- Role Play
- Presentations
- Group Discussions

Text Books:

- "Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Pe rspectives", Nina Godbole, SunitBelapur, Wiley India Publications, April, 2011 ISBN 13: 9788126521791

Reference Books:

- Charles P. Pfleeger, Shari LawerancePfleeger, ―Analysing Computer Security, Pearson Education India. ISBN 10: 9332517428 ISBN 13: 9789332517424
- V.K. Pachghare, ― Cryptography and information Security, PHI Learning Private Limited,Delhi India. ISBN 10: 8120350820 ISBN 13: 9788120350823
- Dr. Surya Prakash Tripathi, Ritendra Goyal, Praveen kumar Shukla, Introduction to Information Security and Cyber Law Willey Dreamtech Press. ISBN 13 : 9789351194736
- CHANDER, HARISH, Cyber Laws And It Protection , PHI Learning Private Limited, Delhi, India. ISBN 10: 8120345703 ISBN 13: 9788120345706

Web resources:

MOOCs: