

SEMESTER– IV

Subjects:

1. Airline Economics
2. Airline Advertising and Sales promotion
3. Crew Resource Management

Programme Name: MBA Aviation
Subject Name: Airline Economics
Subject Code: 1150507222
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- It enable the students Air Transportation business and different routes etc.
- It enable the students about the government regulations and implementation
- It enable the students about various types of cost involved in managing in the Air transportation

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	20/40	30/60	00	00	100

Content:

UNIT I

STRUCTURE OF AIR TRANSPORTATION

Air Transportations - Economic Regulation - Regulatory Reform - Economic Characteristics - Characteristics of International Service - its Objectives - Structure of Airline Industry

UNIT II

AIRLINE ENTRY AND EXIT POLICIES

Airline Entry and Exit Policies - Government Regulation of Entry - Government Regulation of Exit - Mergers and Acquisitions - International Entry - Bilateral Agreements - Current trends in International Airline Services.

UNIT III

COST OF AIRLINE SERVICES

Accounting categories - Analysis of Costs - Production function and Factor costs - Two Major Airline Cost areas - Aircraft Selection as Determinants of Costs -Impact of Technological advances on costs

UNIT IV

DEMAND AND RATES OF AIRLINE SERVICES

Demand Characteristics - Methods of Estimating demand - Passenger options - Travel

agencies and computer reservation systems - Basic Rate making factors

UNIT V

AIRLINES PASSENGER FARES AND RATE REGULATION

Changing structure of Airline Passenger fares and Rate Regulation - International Rates - Dealing with Foreign Governments

Course Outcome:

- It enables the students to understand the present demands and future demands and projection forecast accordingly
- It enables the students to understand about the IATA who is responsible for fare structure and regulations etc.

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:

- William. E. O' Connor " An Introduction to Airline Economics " Sixth Edition Praeger , 2001
- Straight and Level: Practical Airline Economics 3rd Edition by Stephen Holloway, 2008.

Reference Books:

- Sung Chi-Chu, "4th Party cyber logistics for Aircargo", Boston: Kluwer Academic Publishers, 2004.
- Mark Wang, "Accelerated Logistics", Santa Monica, 2000.

E-BOOKS

- <https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf>
- https://www.researchgate.net/publication/290193552_

MOOC

- <https://www.mooc-list.com/course/aviation-101-canvas-net>

ONLINE RESOURCES

- <https://targetstudy.com/courses/mba-aviation-management.html>
- <https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf>

Programme Name: MBA Aviation
Subject Name: Airline Advertising and Sales Promotion
Subject Code: 1150507223
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- It enables the students to understand the objectives of Advertisement and its campaign

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	20/40	30/60	00	00	100

Content:

UNIT I

INTRODUCTION TO ADVERTISEMENT

Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - selection and remuneration - advertisement campaign.

UNIT II

ADVERTISEMENT MEDIA

Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling

UNIT III

DESIGN AND EXECUTION OF ADVERTISEMENTS

Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio, T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements

UNIT IV

AIRLINE ADVERTISING

Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies

UNIT V

SALES PROMOTION CAMPAIGN

Sales promotion - Requirement identification - designing of sales promotion campaign - involvement of salesmen and dealers - out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - online sales promotions.

Course Outcome:

- Students will understand the Media Plan and Strategy and Advertisement.
- Students will understand different types of Advertisement and its Impact.
- Students will be able to advertise about Air Freight Market.
- Students will be able to design sales promotion campaign.

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:

- Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003
- S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.REFERENCE BOOKS

Reference Books:

- George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 2017
- Julian Cummings, "Sales Promotion", Kogan Page, London 2008.
- E.Betch and Michael, Advertising and Promotion, MC. Graw Hill, 2014

MOOCs:

- <https://www.mooc-list.com/tags/advertising>

Online Resources:

- <https://targetstudy.com/courses/mba-aviation-management.html>
- <https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf>

Programme Name: MBA Aviation
Subject Name: Crew Resource Management
Subject Code: 1150507224
Semester: IV

Prerequisite: Zeal to learn the subject

Objective

- Understanding the skills for effective re validation and implementation through training

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	20/40	30/60	00	00	100

Content:

UNIT I

INTRODUCTION

Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion

UNIT II

CRM HISTORY – STANDARDS & TRAINING

UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods & Syllabus

UNIT III

HUMAN ERROR, RELIABILITY & ERROR MANAGEMENT

Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies

UNIT IV

CRM REQUIREMENTS & INSTRUCTORS

CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping

UNIT V

INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS

Facilitation Skills – Continuous development – Crew coordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment

Course Outcome:

- 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.

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:

- Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose Anca; Academic Press, 2010
- Culture at work in Aviation & Medicine: Robert L. Helmreich, Ashleigh C Merritt; Routledge, 2017

Reference Book:

- Cockpit Resource Management: Earl L Wiener, Barbara G Kanki; Gulf Professional Publishing, 2010.

E-Books:

<https://www.sciencedirect.com/science/book/9780123749468>

<http://www.worldcat.org/title/crew-resource-management/oclc/647765319>

MOOCs:

<http://www.iata.org/training/courses/Pages/crm-implementation-tals44.aspx>

Online Resources:

<https://skybrary.aero/bookshelf/books/232.pdf>

http://www.avhf.com/html/Library/International_Pubs/CAA_CAP737.pdf

<http://govdocs.rutgers.edu/mil/af/AT-M-06A.pdf>

<http://www.mccc.edu/>

<https://www.aeromedsocaustralasia.org/>