



**PRESIDENCY
UNIVERSITY**

PROGRAMME REGULATIONS & CURRICULUM

2022-25

**PRESIDENCY
SCHOOL OF COMMERCE
BACHELOR OF BUSINESS ADMINISTRATION
(AVIATION MANAGEMENT)**



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi

PRESIDENCY SCHOOL OF COMMERCE & ECONOMICS

Program Regulations and Curriculum

2022-2025

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)
based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

Regulation Number: PU/AC-18.13/SOC&E1 / BAV /2022-2025

Resolution No. 13 of the 18th Meeting of the Academic Council held on 3rd August, 2022, and ratified by the Board of Management in its 19th Meeting held on 4th Aug 2022.

(As amended upto 24th Meeting of the Academic Council held on 3rd August 2024, and ratified by the Board of Management in its 24th Meeting held on 5th August 2024.)

August 2022

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PART A – PROGRAM REGULATIONS

1. Vision & Mission of the University and the School / Department

1.1 Vision of the University

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

1.2 Mission of the University

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3. Vision Statement of Presidency School of Commerce and Economics

To become a value-based, business-based Commerce and Economics School dedicated to creating a positive impact on commerce, the economy and society.

1.4 Mission Statement of Presidency School of Commerce and Economics

- Equip students with the knowledge, skills, and abilities to succeed in the world of commerce.
- Empower students to make proactive decisions in the face of economic and business-related challenges.
- Sensitize students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances with industry and academia for research and its practical application.
- Instil entrepreneurial and leadership skills to address social, environmental and community needs.

2. Preamble to the Program Regulations and Curriculum

This is the subset of Academic Regulations, and it is to be followed as a requirement for the award of BBA (Aviation Management) degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Internship, Dissertation and Social Immersion project to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Applicability

- a. These Regulations shall be called the Bachelor of Business Administration (Aviation Management) Degree Program Regulations and Curriculum 2022-2025.
- b. These Regulations are subject to, and pursuant to the Academic Regulations.
- c. These Regulations shall be applicable to the ongoing Bachelor of Business Administration Degree Programs of the 2024-2027 batch, and to all other Bachelor of Business Administration (Aviation Management) Degree Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Aviation Management) Degree Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2024-2025.

4. Definitions

In these Regulations, unless the context otherwise requires:

- a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
- b. *"Academic Council" means the Academic Council of the University;*
- c. *"Academic Regulations" means the Academic Regulations, of the University;*
- d. *"Academic Term" means a Semester or Summer Term;*
- e. *"Act" means the Presidency University Act, 2013;*
- f. *"AICTE" means All India Council for Technical Education;*
- g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
- h. *"BOE" means the Board of Examinations of the University;*

- i. *"BOG" means the Board of Governors of the University;*
- j. *"BOM" means the Board of Management of the University;*
- k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
- l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*
- m. *"Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*
- n. *"COE" means the Controller of Examinations of the University;*
- o. *"Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;*
- p. *"Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*
- q. *"Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*
- r. *"Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.*
- s. *"DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;*
- t. *"Dean" means the Dean / Director of the concerned School;*
- u. *"Degree Program" includes all Degree Programs;*
- v. *"Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*
- w. *"Discipline" means specialization or branch of B.Tech. Degree Program;*
- x. *"HOD" means the Head of the concerned Department;*
- y. *"L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*
- z. *"MOOC" means Massive Open Online Courses;*
- aa. *"MOU" means the Memorandum of Understanding;*
- bb. *"NPTEL" means National Program on Technology Enhanced Learning;*

- cc. *"Parent Department" means the department that offers the Degree Program that a student undergoes;*
- dd. *"Program Head" means the administrative head of a particular Degree Program/s;*
- ee. *"Program Regulations" means the Bachelor of Business Administration Degree Program Regulations and Curriculum, 2022-2025;*
- ff. *"Program" means the Bachelor of Business Administration (BBA.) Degree Program;*
- gg. *"PSOC&E" means the Presidency School of Commerce and Economics;*
- hh. *"Registrar" means the Registrar of the University;*
- ii. *"School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*
- jj. *"Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*
- kk. *"SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*
- ll. *"Statutes" means the Statutes of Presidency University;*
- mm. *"Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*
- nn. *"Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*
- oo. *"SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*
- pp. *"UGC" means University Grants Commission;*
- qq. *"University" means Presidency University, Bengaluru; and*
- rr. *"Vice Chancellor" means the Vice Chancellor of the University.*

5. Program Description

The Bachelor of Business Administration (Aviation Management) Program Regulations and Curriculum 2022-2025 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Aviation Management) Degree Program, abbreviated as (BBA(Aviation Management)) of 2022-2025 offered by the Presidency School of Commerce and Economics (PSOC&E).

5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations

6. Minimum and Maximum Duration

6.1 Bachelor of Business Administration (Aviation Management) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA(Aviation Management) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA(Aviation Management) program is six (06) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause **Error! Reference source not found.** of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports

events, a further extension of one (01) year may be granted on the approval of the Academic Council.

- 6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19. **Error! Reference source not found.** of Academic Regulations) in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After three years of successful completion of the program, the graduates shall be:

PEO1. Demonstrate innovative skills, moral ethical values as successful business administrator.

PEO2. Engage in lifelong learning through higher studies and professional development.

PEO3. Serve the society as creative and effective entrepreneur.

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

8.1 Programme Outcomes (PO)

On successful completion of the Program, the students shall be able to:

PO1. Integrate functional knowledge and apply managerial skills in improving business environment.

PO2. Identify various management function problems in different management functions and solve through strategic planning, critical thinking and innovation.

PO3. Effectively communicate with different stakeholders.

PO4. Realize and follow professional and ethical principles.

PO5. Demonstrate commitment to continuous learning.

PO6. Function in multidisciplinary teams.

PO7. Desire to go for higher education in business administration.

8.2 Program Specific Outcomes (PSOs):

On successful completion of the BBA (Aviation Management) program from Presidency University, the student shall possess the ability to:

PSO-1: Apply the concept of aviation management principles

PSO-2: Understand the management skills through internship training.

PSO-3: Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business in aviation and allied industries.

9 Admission Criteria

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. The admission criteria to the BBA (Aviation Management) Program is listed in the following Sub-Clauses:

- 9.1 An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course, with a minimum aggregate of 40% marks, from a recognized university of India or outside or from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country, for the purpose of issue of qualifying certificate, on successful completion of the course, may apply for and be admitted into the Program.
- 9.2 Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.
- 9.3 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.
- 9.4 Candidates must fulfil the medical standards required for admission as prescribed by the University.
- 9.5 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.
- 9.6 The decision of the BOM regarding the admissions is final and binding.

10. Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the BBA (Aviation Management) Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the BBA (Aviation Management) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Aviation

Management) Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

- 10.1 The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July 10 of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Aviation Management) Program commencing on August on the year concerned.
- 10.2 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.3 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the BBA (Aviation Management) Three Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the BBA Program of the University.
- 10.4 The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11. Change of Program

A student admitted to a particular BBA program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

- 11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be

eligible for consideration of a change of program.

- 11.2 Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.
- 11.3 The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.
- 11.4 Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.
- 11.5 The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
 - 11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
 - 11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
 - 11.5.3 The process of change of program shall be completed on the first five (5) days of the Registration for the 2nd Semester.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

- 12.1** The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.
- 12.2** Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 12.5 of Academic

Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3 Format of the End-Term examination shall be specified in the Course Plan.

12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)
- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (refer Clause **Error! Reference source not found.** of Academic Regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	Evaluation Component	Weightage
Lecture-based Course L component in the L-T-P Structure is predominant (more than 1) (Examples: 3-0-0; 3-0-2; 2-1-0; 2-0-2, 2-0-4 etc.)	Continuous Assessments	50%
	End Term Examination	50%
Lab/Practice-based Course P component in the L-T-P Structure is predominant (Examples: 0-0-4; 1-0-4; 1-0-2; etc.)	Continuous Assessments	75%
	End Term Examination (Lab Only)	25%
Skill based Courses like Internship, Dissertation / Social Engagement and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L-T-P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1 Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

- a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
- b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2 Lab/Practice only Course and Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

- 12.6.3** A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as “Fail” and given “F” Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the “Make-Up Examinations” as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 12.6.1, 12.6.2 of Academic Regulations) in the “Make-Up Examinations” of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

- 13.1** The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.** of Academic Regulations) and approved by the Dean - Academics.
- 13.2** Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.
- 13.3** Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds (SWAYAM)* and *National Program on Technology Enhanced Learning (NPTEL)*, or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:
 - 13.3.1** A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete

the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

- 13.3.2** SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.3 of Academic Regulations, shall be approved by the concerned Board of Studies.
- 13.3.3** Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.
- 13.3.4** Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.
- 13.3.5** A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.
- 13.3.6** SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.
- 13.3.7** A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the Dean/ Director/ HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the Dean/Director/HOD concerned, the Course(s) and equivalent Credits shall be forwarded to the COE for processing of results of the concerned Academic Term.
- 13.3.8** The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit

Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table **Error! Reference source not found.** of Academic Regulations.

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	Course Duration	Credit Equivalence
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9 The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10 The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4 The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section (13.**Error! Reference source not found.**), shall not be included in the calculation of the CGPA.

14. Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements

The BBA (Aviation Management) Program Structure (2022-2025) has a total of 125 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table 3: BBA (Aviation Management) 2022-2025: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	Baskets	Credit Contribution
1	SCHOOL CORE	36
2	PROGRAM CORE	43
3	DISCIPLINE ELECTIVE	38
4	OPEN ELECTIVE	5
	Total Credits	122 (Minimum)

15. Minimum Total Credit Requirements of Award of Degree

A minimum of 122 credits is required to be eligible for the award of BBA(Aviation Management) degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies

16.1 The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University.

16.2 A student shall be declared to be eligible for the award of the concerned Degree if she/he:

- a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets.
- b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;
- c. No dues to the University, Departments, Hostels, Library, and any other such Centres/ Departments of the University; and

d. No disciplinary action is pending against her/him.

Curriculum Structure – Basket Wise Course List (not Semester Wise)

List of Courses Tabled – aligned to the Program Structure
(Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

Table 3.1 : List of School Core Courses					
S.no	Course Name	L	T	P	C
1	Seminars/ Conference Publication/Journal Publications	0	0	2	1
2	Introduction to Soft Skills	0	0	2	1
3	Introduction to Aptitude	0	0	2	1
4	Employability for Young Professionals	0	0	2	1
5	Preparedness for Interview	0	0	2	1
6	Essentials of English	2	0	0	2
7	Communicative English	2	0	0	2
8	Fundamentals of Environmental Studies	2	0	0	2
9	Sarala Kannada / Savi Kannada	2	0	0	2
10	Stress Management & Well Being	0	0	4	2
11	Business English	2	0	0	2
12	Professional English	2	0	0	2
13	Corporate Governance and Business Ethics	3	0	0	3
14	Financial Accounting	4	0	0	4
15	Summer Internship	-	-	-	4
16	Dissertation	-	-	-	6
Total No. of Credits					36

Table 3.2 : List of Program Core Courses					
S.no	Course Name	L	T	P	C
1	Managerial Economics	3	0	0	3
2	Management and Behavioural Practices	4	0	0	4
3	Corporate Accounting	4	0	0	4
4	Human Resources Management	4	0	0	4
5	Service Management	4	0	0	4
6	Financial Management	4	0	0	4
7	Marketing Management	4	0	0	4
8	Innovation and Creativity in Business	4	0	0	4
9	Entrepreneurship Development	4	0	0	4
10	Travel and Tourism Management	4	0	0	4
11	Strategic Management	4	0	0	4
Total No. of Credits					43

Table 3.3 : Discipline Electives Courses – Minimum of 38 credits is to be earned by the student.

S.No.	Course Name	L	T	P	C
1	Genesis and Overview of Aviation	2	0	0	2
2	Airport Operations - Basics	4	0	0	4
3	Airport Operations - Advanced	3	0	0	3
4	Regulatory Framework of Aviation	3	0	0	3
5	Airport and Aircraft Emergencies and Safety Management	3	0	0	3
6	Air Cargo and Logistics	3	0	0	3
7	Airline and Cabin Crew Management	3	0	0	3
8	Aviation Maintenance Management	3	0	0	3
9	Air Traffic Control	3	0	0	3
10	Airport Management	3	0	0	3
11	Inflight operations Management	4	0	0	4
12	Certifications in Airline Industry	4	0	0	4

Table 3.4 : Multidisciplinary Open Electives *- Minimum of 9 credits is to be earned by the student.

Sl. No.	Course Code	Course Name	L	T	P	C
1	ENG2017	Effective Workplace Communication	3	0	0	3
2	FRL1002	Basic French	2	0	0	2

*Open Electives courses offered by other schools in a semester and as approved by the BOS will be added to the above list and will be made available for the students for Pre Registration.

17. Practical / Skill based Courses – Internships / Dissertation / Project Work

Practical / Skill based Courses like internship, dissertation, Social immersion project, and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfil the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip BBA graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course Handout.

Internship

A student may undergo an internship for a period of 6 to 8 weeks in a company or organization during the Semester Break between 4th and 5th semester subject to the following conditions:

- 18.1.1** The Internship shall be conducted in accordance with the Internship Policy prescribed by the School from time to time.
- 18.1.2** A student may opt for Internship in an Industry / Company / Organization or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company / Organization or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations and **Internship Policy** of the School.
- 18.1.3** A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the School.
- 18.1.4** As per the Academic Regulations, 'S' grade is awarded for "satisfactory completion" of the Internship and 'NC' grade is

awarded for “non-completion” of the Internship. The student who receives the “NC” grade shall repeat the Internship, until the concerned student secures the “S” grade in the Internship . The “S” and “NC” grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence not included in the SGPA, CGPA computations.

18.2 *Dissertation*

Every student shall, carryout dissertation under the overall supervision of the supervisor(s) during the VI semester of the program.

18.2.1 The dissertation offers an opportunity to the student(s) to explore a topic in depth. The dissertation would entail an investigation, together with the written report and interpretation thereof. The dissertation could either be of an exploratory type or a prescriptive type with a focus on its applicability to management situations. It may be a case study, a study of a policy problem, a historical study, development of a new method, comparison of two or more methods, formulation and testing a hypothesis relevant to some areas of management. The dissertation can also be field/library-based study or both. Normally, only a faculty member of the school concerned shall be allowed to supervise a dissertation. If the topic of a dissertation warrants, at the most two faculty members of the same School may be allowed to supervise a dissertation/project work. Considering the interdisciplinary nature of the work involved a faculty from other School and/or from industry/corporate organization active in the area in which the work is being carried may be allowed, to be associated as a co-supervisor.

18.2.2 The Faculty Coordinator(s) shall, in consultation with the Dean concerned, finalize the topic for dissertation along with the name(s) of the supervisor(s) at the beginning of Semester VI. For this purpose, the Coordinator shall take into account the relevance of the topic on which the candidate proposes to work. However, the Coordinator may, ifhe considers it necessary or expedient, ask a student to carry out dissertation on a topic other than the topic proposed by the student and/or under a supervisor other than the one under whom the student proposed to carryout his/her dissertation.

18.2.3 Midcourse alteration/ modification in the scope of dissertation

would need explicit approval from the Dean of the School. The Coordinator shall prepare a list comprising the names of the students, topic allotted to each of them along with the name of the supervisor(s) and submit it to the Dean.

- 18.2.4** A certificate in the prescribed format to the effect that the dissertation carried out by the student independently or in collaboration with other student(s) issued by the Supervisor(s) concerned and endorsed by the Faculty Coordinator concerned, shall form the part of the submission for evaluation.
- 18.2.5** Every student who spends a specified period of time in an industry/organization/institute for reasons of work related to his/her dissertation, with prior permission from the Faculty Coordinator concerned will explicitly acknowledge working in the relevant industry/organization/institute.
- 18.2.6** The dissertation should typically be between 30 to 50 pages. Students are required to submit their dissertation in the VI Semester within the specified timeframe. If a student fails to submit the dissertation by the deadline, they will be assigned a placeholder grade 'I' in cases of exceptional circumstances, such as medical emergencies or the death of an immediate family member. In all other cases, a grade of 'F' will be awarded. The student will be required to repeat the dissertation in the appropriate semester of the following academic session, provided that other regulations allow for the continuation of their studies at the University.
- 18.2.7** The student shall submit to Program Coordinator one printed soft bound copy of his/her dissertation.
- 18.2.8** An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external members shall conduct Viva-Voce on dissertation.
- 18.2.9** The Evaluation components for dissertation and the respective weightages are detailed in Table 5:

Table - 5	
Dissertation Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Dissertation Report	50 %
Supervisor Evaluation and Feedback	20%

Viva-Voce	30 %
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18.3 Social Immersion Project

The objective of a Social Immersion Project is to sensitize and inculcate commitment to social and environmental issues and make a contribution through service and experiential learning. The outcome is to produce graduates who are sensitized and committed to serving the social and environmental needs of society. The Social Immersion Project is a 1-credit course involving 15 hours of engagement, which may be completed either in one continuous session or through periodic intervals with one or more organizations. The student is required to complete this during the 6th Semester of the Program. The nature and details of the Social Immersion Project shall be approved by the concerned Departmental Academic Committee (DAC). As per the Academic Regulations, the 'S' grade is awarded for "satisfactory completion" of the Course and 'NC' grade is awarded for "non-completion" of the Course. The student who receives the "NC" grade shall repeat the Social Immersion Project (it may be another type of Project as approved by the concerned DAC) until the concerned student secures the "S" grade in the Social Immersion Project. The "S" and "NC" grades is subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence this is not included in the SGPA, CGPA computations.

18. List of MOOC (NPTEL) Courses

The MOOC Courses list will be announced by the school at the time of Pre-Registration for the respective Semester post approval from DAC and BOS.

19. Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths/ Options

SEMESTER I				CREDIT STRUCTURE					
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s
1	SOC200 1	Financial Accounting	SC	4	0	4	4	EM, P	PE
2	BBA200 8	Management and Behavioural Practices	PC	4	0	4	4	P	HV, PE
3	ENG100 4	Essentials of English	SC	2	0	2	2	EM	
4	ENG100 3	Communicative English	SC	2	0	2	2	EM	
5	CHE101 9	Fundamentals of Environmental Studies	SC	2	0	2	2	PS	GE, HV
6	BAVXX X	Discipline Elective - I	DE	2	0	2	2	EM,P	ES
7	BAVXX X	Discipline Elective - II	DE	4	0	4	4	EM,P	ES
8	KAN100 2/KAN 2002	Sarala Kannada / Savi Kannada	SC	2	0	2	2	EM,P	HV
9	PPS1008	Stress Management & Well Being	SC	0	4	2	4	EM, E, P	HV, PE
		TOTAL				24	26		
EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills									
GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics									

LPC refers to Lecture, Practical, and Credits										
SEMESTER II				CREDIT STRUCTURE						
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s	
1.	COM2008	Corporate Accounting	PC	4	0	4	4	EM, P	PE	
2.	BBA2003	Human Resources Management	PC	4	0	4	4	P	GE, HV, PE	
3.	BBA2009	Service Management	PC	4	0	4	4	EM	ES	
4.	ENG2002	Business English	SC	2	0	2	2	EM		
5.	ENG2003	Professional English	SC	2	0	2	2	P		
6.	BAVXX X	Discipline Elective - III	DE	3	0	3	3	EM,P	ES	
7.	BAVXX X	Discipline Elective - IV	DE	3	0	3	3	EM,P	ES	
8	SOC2004	Seminars/ Conference Publication/Journal Publications	SC	0	2	1	2	P	ES	
9	PPS1001	Introduction to Soft Skills	SC	0	2	1	2			
		TOTAL				24	26			
SEMESTER III				CREDIT STRUCTURE						
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s	
1	BBA2030	Financial Management	PC	4	0	4	4	EM, P	PE	
2	BBA2005	Marketing Management	PC	4	0	4	4	EM, P	ES	
3	BSE2021	Managerial Economics	PC	3	0	3	3	EM	ES	
4	BAVXX X	Discipline Elective - V	DE	3	0	3	3			
5	BAVXX X	Discipline Elective - VI	DE	3	0	3	3	EM, P	ES	
6	BBA2007	Innovation and Creativity in Business	PC	4	0	4	4	EM	ES, HV	

7	PPS4002	Introduction to Aptitude	SC	0	2	1	2		
		TOTAL				2	23		
SEMESTER IV				CREDIT STRUCTURE					
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s
1	BBA2004	Entrepreneurship Development	PC	4	0	4	4	P	ES
2	SOC1001	Corporate Governance and Business Ethics	SC	3	0	3	3	EM	ES, PE
3	BAVXX X	Discipline Elective - VII	DE	3	0	3	3	EM, P	ES
4	BAVXX X	Discipline Elective - VIII	DE	3	0	3	3	EM, P	ES
5	XXxxxx	Open Elective - I	OE	3	0	3	3	P	ES
6	XXxxxx	Open Elective - II	OE	2	0	2	2		
7	PPS1006	Employability for Young Professionals	SC	0	2	1	2		
		TOTAL				19	20		
SEMESTER V				CREDIT STRUCTURE					
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s
1	BBA2019	Travel and Tourism Management	PC	4	0	4	4	EM, P	PE
2	BBA2010	Strategic Management	PC	4	0	4	4	EM, P	PE
3	BAVXX X	Discipline Elective - IX	DE	3	0	3	3	EM, P	ES
4	BAVXX X	Discipline Elective - X	DE	3	0	3	3	EM, P	ES
5	PPS3018	Preparedness for Interview	SC	0	2	1	2		
6	SOC3001	Summer Internship	SC	-	-	4	-	EM, E, P	ES

		TOTAL				1 9	16		
SEMESTER VI				CREDIT STRUCTURE					
S L N o	COURS E CODE	COURSE NAME	Cour se Type	L	P	C	CONTA CT HOURS	Skill Develo pment	Focu s Area s
1	BAVXX X	Discipline Elective - XI	DE	4	0	4	4		
2	BAVXX X	Discipline Elective - XII	DE	4	0	4	4		
3	SOC400 1	Dissertation	SC	-	-	6	-	ES, E, P	HV
		TOTAL				1 4	8		

20.Course Catalogues

Course Code: SOC2001	Course Title: Financial accounting Type of Course: Core, Theory Only Course		L- P- C	4	0	4
Version No.	1.0					
Course Pre-requisites	<ul style="list-style-type: none">• Basic Communication• General Knowledge in Accounts• Knowledge about Business World.					
Anti-requisites	NIL					
Course Description	This course is intended to provide basic knowledge about the principles and practices of accounting and equip the student with various concepts like book-keeping, subsidiary books, hire purchase and final accounts. The course enables the students to maintain the books of accounts in various forms of business firms leading to the preparation of financial statements.					
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Describe the basic principles of accounting. [Knowledge] CO 2: Explain the process of preparation of books of accounts. [Comprehension] CO 3: Discuss the different methods of recording transactions in the subsidiary books. [Comprehension] CO 4: Compute the cash price under the Hire Purchase System. [Application] CO 5: Prepare the final accounts of a sole trading concern. [Application]					
Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Accounting and attain Skill Development through Problem Solving techniques.					
Course Content:						
Module 1	Introduction to Accounting	Case Study	E-Resource Review	08 Sessions		
Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting, Branches of accounting, Basis of Accounting; cash basis and accrual basis, Systems of						

<p>accounting viz., single entry and double entry system. The nature of financial accounting principles- Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.</p> <p>Accounting Standards: Introduction, Objectives of Accounting Standards, Procedure for Issuing Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India, Introduction to IFRS.</p>				
Module 2	Accounting Process	Case Study	E-Resource Review	10 Sessions
Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationships between Journal and Ledger; Rules regarding posting; Preparation of Ledger Accounts; Preparation of trial balance including adjustments.				
Module 3	Subsidiary books	Experiential Learning	Field Observation	10 Sessions
Sales book, Sales return book, Purchases book, Purchase returns book, Cash Book- three column cash book, and journal proper.				
Module 4	Hire Purchase Accounting	Assignment	E-Resource Review	10 Sessions
Meaning of Hire Purchase and Installment Purchase System- Hire Purchase v/s sale – differences between Hire Purchase and Installment system, meaning of Some important technical terms – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only and excluding repossession).				
Module 5	Final Accounts	Case Study	E-Resource Review	10 Sessions
Preparation of Trading and Profit and Loss Account and Balance Sheet of Sole Trading Concerns including all adjustments.				
Targeted Application: Book-keeping & Tools that can be used: Microsoft PowerPoint Presentation				
<p>Delivery procedure (pedagogy):</p> <p>Lecture: All Modules</p> <p>Self-learning: Module 1: Objectives of Accounting standards.</p> <p>Participative learning: Module 5: Group discussion on case studies in concepts or issues related to Final Accounts.</p>				
<p>Reference:</p> <p>Text Book:</p> <p>T1. Jain & Narang, <i>Financial Accounting</i>. Mumbai: Kalyani.</p>				

E-Reading/ Essential Reading:

R1. Maheswari S. N. & Maheswari S. K. *Advanced accountancy*. New Delhi: Vikas

R2. Shukla M. C.& Grewall T. S. *Advanced accountancy* (15 Ed.). New Delhi: S. Chand

R3. Horngren, Introduction to Financial Accounting, Pearson Education.

R4. Bansal.K.M - Financial Accounting – Taxman Publication

R5. Anthony, R.N. Hawkins, and Merchant, Accounting: Text and Cases. McGraw-Hill Education.

R6. Tulsian, P.C. Financial Accounting,S. Chand

Web based Resources:

W1. Module 1: Accounting standards:

<https://www.icaai.org/post/icaai-publications-accounting-standards-board>

W2. Module 2: Accounting cycle:

<https://www.investopedia.com/terms/a/accounting-cycle.asp>

W3. Module 3: Subsidiary books:

<https://www.toppr.com/guides/fundamentals-of-accounting/books-of-prime-entry/what-are-subsiary-books/>

W4. Module 4: Hire purchase system:

https://static.careers360.mobi/media/uploads/froala_editor/files/Hire-Purchase-and-Instalment-Sale-Transactions.pdf

W5. Module 5: Final accounts:

<https://www.wallstreetmojo.com/final-accounts/>

PU E-RESOURCES LINK:

E1. Book-keeping system-Computerized:

Plugging into a great book-keeping system saves time TECHNOLOGY: [london edition]. (2000, Jul 11). *Financial Times* Retrieved from:

<https://www.proquest.com/docview/248849130/5D680CD99E0F4714PQ/2?accountid=177896>

NTPEL Video:

1. <https://archive.nptel.ac.in/courses/110/101/110101131/>

Case study references: 1. Financial statements preparation: https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/	
Topics relevant to SKILL DEVELOPMENT: Concept of Accounting for Skill Development through Problem Solving methodologies/. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Monica S Assistant Professor School of Commerce Prof Lokesh Y R Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2008	Course Title: Management and Behavioral Practices Type of Course: Core, Theory	L- P- C	4	0	4
Version No.	2.0				
Course Pre-requisites	<ul style="list-style-type: none"> • General Knowledge in Business world • Knowledge about different management processes 				
Anti-requisites	Nil				
Course Description	This course provides a conceptual overview and fundamentals leading to functions of management. The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation. It enables the students to inculcate the management qualities like leadership and planning and				

	organizing the activities which are assigned to them as a task. It also paves way to learn the basics of management and its functions in each and every organization from top level to lower-level management			
Course Out Comes	<p>At the end of the course, the student shall be able to:</p> <p>CO 1: Describe the fundamentals of management (Knowledge)</p> <p>CO 2: Discuss the principles of planning and decision-making (Comprehension)</p> <p>CO 3: Explain the organizing process (Comprehension)</p> <p>CO 4: Identify the principles of Controlling and Directing (Comprehension)</p> <p>CO 5: Summarize behavior of organization in individuals and groups. (Comprehension)</p>			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Management and Behavioural Practices and attain Skill Development through Participative Learning techniques .			
Module 1	Introduction to Management	Case Study	Case study on Managerial Skills	10 Sessions
Definition -Nature-Process and Significance of Management; Henry Fayol's Principles of management; Role of managers; Managerial Skills ; Evolution of Management Thought: Classical Management Approaches, Behavioral Management Approaches, Quantitative Management Approach, Modern Management Approaches ; Management as a Science or Art - Management as a profession; Differentiate Administration and Management; Functions of Management.				
Module 2	Planning and Decision Making	Group Discussion	Group Discussion on Planning and Decision Making	10 Sessions
<p>Planning: Meaning and Nature and Importance of Planning; Types of Plans; Planning process; Management by Objective (MBO); Management by Exception (MBE).</p> <p>Decision Making: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.</p>				

Module 3	Organizing	Case study	Case study on types of Organization	10 Sessions
Organizing: Definition, Nature and purpose; Principles of Organization; Types of Organization; Organizational Structure and Design; Line, Staff and functional authority; Conflict between Line and Staff; Overcoming the Line-Staff Conflict; Departmentation; Span of control; Authority, Responsibility and Accountability; Delegation Vs Decentralization; Centralization Vs. Decentralization				
Module 4	Directing & Controlling	Case study	Case study on Leadership	10 Sessions
Directing: Nature of Directing function; Principles; Importance of Effective Direction; Motivating people at work; motivational theories; Leadership and change; Effective Communication skills for directing; Barriers of communication. Controlling: Concept- Nature and Importance; Essentials of Control; Requirements of an Effective Control System ; Behavioral Implications of Control ; Techniques of Managerial control.				
Module 5	Introduction to Organizational Behavior	Case study	Case study on Challenges and Opportunities in organizational behavior	10 Sessions
Definition of Organizational Behavior, OB as systematic study, Contribution from other disciplines, Challenges and Opportunities in organizational behavior, OB Model/Framework- Individual, Group and Organisational Level.				
Targeted Application & Tools that can be used: NPTEL Videos used to enhance the students understanding.				
DELIVERY PROCEDURE (PEDAGOGY): Self-learning: Management as a Science or Art - Management as a profession Experiential Learning: Case Studies on Planning and Controlling Participative learning: Group discussion and presentation on Planning and Decision Making				
Web Based Resources: W1: https://www.youtube.com/watch?v=CmC8UaCNQFc				

W2: <https://byjus.com/commerce/henri-fayol-14-principles-of-management/>

W3: <https://www.simplilearn.com/principles-of-management-by-henri-fayol-article>

W4: <https://www.youtube.com/watch?v=U4wuKKwV-eg>

W5: <https://www.youtube.com/watch?v=dEVulKf1wYs>

PU E-Book Resources Links:

<https://presiuniv.knimbus.com/user#/home>

1. [Lichtenthaler, U.](#) (2016), "Six principles for shared management: a framework for the integrated economy", [Journal of Business Strategy](#), Vol. 37 No. 4, pp. 3-11. <https://doi.org/10.1108/JBS-03-2015-0029>
Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JBS-03-2015-0029/full/html>
2. [Kristiansen, A.](#) and [Schweizer, R.](#) (2021), "Practice coordination by principles: a contemporary MNC approach to coordinating global practices", [Critical Perspectives on International Business](#), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/cpoib-04-2020-0027>.
Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/cpoib-04-2020-0027/full/html>

NPTEL Videos:

1. <https://www.digimat.in/nptel/courses/video/110107150/L01.html>
2. <http://digimat.in/nptel/courses/video/110105146/L01.html>

Case Study Links:

1. <https://www.citehr.com/296129-case-studies-principles-management-business-management.html>
2. Chrome
extension: <http://efaidnbmnnnibpcajpcglclefindmkaj/http://punainternational.school.com/assets/upload/ck-images/XII%20BST%20Case%20Studies-ch-2.pdf>
3. <https://studyresearch.in/2018/03/11/case-studies-principles-of-management/>

4. https://cbsencertsolutions.com/case-study-chapter-2-principles-of-management/	
Textbook T1: Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.	
References R1: Koontz, H. and Wihrich H, Management, Mc Graw Hill. R2: Stoner, J etc., Management, Pearson Education. R3: Sharma, Principles of Management, Kalyani Publishers, Hyderabad R4: Dinkar Pagare, Business Management R5: Gupta C.B., Business Management R6: Harold Koontz, Cyril O Donnel, Heinz Weihrich, Management R7: James A.B. Stoner & Charles Wankel, Management R8: Prasad L.M., Principles of Management R9: Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning. R10: Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers. R11: Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2018), 18 th Ed. <i>Organizational Behaviour</i> . Pearson Education Asia	
Topics relevant to SKILL DEVELOPMENT: Different Managerial Practices for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr.Ch.Sahyaja Assistant Professor School of Commerce
Recommended by the	4 th Board of Studies, 11 th July, 2024

Board of Studies on	
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3001	Course Title: Genesis and overview of Aviation Type of Course:	L- P- C	2	0	2
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic Communication Skills • Basics of Aviation Industry 				
Anti-requisites	Nil				
Course Description	The course provides the foundation to the Aviation industry and Airport functional areas. It covers the basic knowledge of aviation origin, airports and airlines around world, aviation terminology, airport operations, environmental issues due to ever-changing industry needs, and an introduction to regulatory bodies in Aviation. It traces the historical evolution of aviation industry and thought on present trends in industry and focuses on the contemporary challenges faced by the environment.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: Outline the evolution of Aviation Industry (Knowledge) CO2: Explain working of an aircraft (Comprehension) CO3: Recognize how aviation industry effects environment (Comprehension) CO4: Discuss functions of airport at different operational levels (Comprehension)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Genesis and overview of Aviation and attain Employability through Participative Learning techniques .				

Course Content:				
Module 1	Introduction	Article Review	Case Study	07 Sessions
Evolution of Aviation, Global Aviation Industry, Aviation Abbreviations, ICAO phonetic alphabet, Aviation Induction				
Module 2	Understanding Aircrafts, Airlines and Airports	Assignment	Analysis of Research	10 Sessions
Components of an aircraft, Aircraft types and structures, Functions of different components of aircraft, Aircraft Manufacturers, Theory of Flight, Aircraft Lighting Systems, Functions of Aircraft with Flight Operations, Study of IATA code on Airlines & Airports, World & Indian Geography, Time Zones				
Module 3	Aviation and Environment	Article Review	Case Study	04 Sessions
Aircraft Noise control, Pitch in of Aviation Bodies, Safety & Security Sensitivity in A Industry, Factors influencing flight disruptions, Evolving Eco-Friendly Flying, Covid Parameters & Im Aviation Industry				
Module 4	Airport layout	Experiential Learning	Industry Visit	06 Sessions
Aeronautical Premises, Aeronautical Facilities, Aeronautical Administrative Blocks, Aeronautical Operational Divisions & Miscellaneous				
Targeted Application: Airline Operations Tools that can be used: Skyport by Navitaire				
Text Book <ul style="list-style-type: none"> T1. Maniriho, E. A., & Uwayo, E. (2018). <i>Airline and Airport Operations</i>. Éditions universitaires européennes. 				
Reference Books: <ul style="list-style-type: none"> R1. Madaan R (2014) <i>Aviator's handbook of knowledge</i>, Vayu Education of India. R2. Airline operations and management- (2017) A Management Textbook <i>Edited By</i> Gerald N. Cook, Bruce G. Billig https://www.world-airport-codes.com/world-top-30-airports.html https://byjus.com/govt-exams/airports-in-india-list/ https://www.worldairlineawards.com/worlds-top-10-airlines-2021/ 				

- <https://www.javatpoint.com/list-of-airlines-in-india>
- <https://www.aviation-professional.net/2022/01/24-HourClock.html>
- <https://www.tourismbeast.com/iata-traffic-conference-areas/>
- <https://www.tourismbeast.com/iata-traffic-conference-areas/>

PU online library link:

- National Academies of Sciences, Engineering, and Medicine. (2015). A Guidebook for Airport Winter Operations.
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_3748
- González Prieto, D., Lordan González, O., Sallán Leyes, J. M., Simó Guzmán, P., Enache, C. M., & Fernández Alarcón, V. (2011). Journal of Airline and Airport Management: Taking off on an exciting journey into Air Transport Research. *Journal of Airline and Airport Management*, 1(1), 1-3.
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAJ_1_8589936704

YouTube Video Lecture Sessions:

- <https://youtu.be/dXNRRI9WwDo>
- <https://youtu.be/isATVRTV0r4>
- <https://youtu.be/HNN3xsRmCOg>
- https://youtu.be/f-4if26F_RA
- <https://youtu.be/t5SJ37z8UHA>
- <https://www.youtube.com/watch?v=lzvzRtAu6Hc>
- <https://www.youtube.com/watch?v=A2byBUBa1TI>

Topics relevant to EMPLOYABILITY SKILLS : Aeronautical Premises for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Ms. Sowmya Kumble Faculty Department of aviation
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3002	Course Title: Airport Operations-Basics Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic Communication Basics of Aviation Industry				
Anti-requisites	Nil				
Course Description	This conceptual course provides the foundation to Terminal Operations which include reception, processing, and staging of passenger, transit procedures at airport where passengers transfer between ground transportation and boarding, disembark from an aircraft, storage, and marshalling of cargo. Students get exposure on various operations of terminal including procedures related to the safe take-off and landing of commercial and military aircraft and coordinating activities between air traffic control and maintenance personnel, air ticketing, baggage handling etc which trains the student to be industry ready.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: List the components of airport and its organization structure (Knowledge) CO2: Interpret the process of Ground Handling (Application) CO3: Explain the components of airport terminal (Comprehension) CO4: Illustrate the cargo handling procedures (Application)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Airport operations Basic and attain Employability through Participative Learning techniques .				
Course Content:					
Module 1	Airport as an Operational System	Assignment	Analysis of Research	10 Sessions	
The airport as a system, National airport systems, The function of the airport, Centralized and De centralized passenger terminal systems, The complexity of airport operations, Management and operational structures					
Module 2	Ground Handling	Article Review	Case Study	Article Review	

Introduction, Passenger Handling, Ramp handling, Aircraft Ramp Servicing, Ramp Layout, Departure control, Ground handling Responsibilities, Control of Ground handling efficiency				
Module 3	Airport terminal and ground access	Experiential Learning	Industry Visit	13 Sessions
Introduction to the airport layout and components, The historical development of airport terminals, Components of airport terminals, Airport ground access, VIP access, Visitor entry passes, Entry restriction on red alert				
Module 4	Air Freight operations	Experiential Learning	Industry Visit	10 Sessions
Introduction to Air Freight, Components, advantages and disadvantages, sustainability, regulated agents, all cargo carriers, integrated carriers, future and transport security trends in air freight, role of warehouse				
Targeted Application: Airline Operations Tools that can be used: Skyport by Navitaire				
Text Book <ul style="list-style-type: none"> T1. Sherry, L. (2009). Introduction to Airports Design and Operations. <i>George Mason University Center for Air Transportation Systems Research: Washington, DC, USA.</i> 				
References Books <ul style="list-style-type: none"> R1. Young, S. B., & Wells, A. T. (2011). <i>Airport planning and management</i>. McGraw-Hill Education. R2. Maniriho, E. A., & Uwayo, E. (2018). <i>Airline and Airport Operations</i>. Éditions universitaires européennes. R3. Amalia, D. (2019). Promoting just culture for enhancing safety culture in aerodrome airside operation. <i>International Journal of Scientific & Technology Research</i>, 8(10), 260-266. PU online library link <ul style="list-style-type: none"> Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. <i>Computers & Operations Research</i>, 34(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. <i>Journal of Air Transport Management</i>, 61, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e- 				

[88ac9720ed73%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww](https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf)

Online Resources

- <https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf>
- <https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%202007.pdf>

Topics relevant to EMPLOYABILITY SKILLS : Passenger Handling
Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by Mr. Ruban

Recommended by the Board of Studies on 4th Board of Studies, 11th July, 2024

Date of Approval by the Academic Council 24th Academic Council meeting held on 3rd August 2024

Course Code: COM 2008	Course Title: Corporate accounting Type of Course: Core, Theory Only Course	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none">• Basic Communication• General Knowledge in Accounts• Knowledge about Business World.				
Anti-requisites	NIL				
Course Description	This course on Corporate Accounting is offered as a compulsory paper in the second semester, and will allow learners to demonstrate technical proficiency. It is a branch of Financial Accounting that studies the accounting process of those operations that present specific unique features according to the legal status of the figure engaging in the business activity. This course is beneficial to assist in the intellectual, social and personal development of the student to a range of specialist and generalist business professions.				
Course Out Comes	At the end of the course, the student shall be able to: CO1. Explain the procedure for issue of shares and debentures CO 2. Discuss the Underwriter’s liability of shares CO 3. Discuss the process involved in Profit prior to Incorporation CO 4. Explain the process of computation of Valuation of Shares CO 5. Summarize the process of preparation of Company’s Final Accounts				
Course objective	The objective of the course is to familiarize the learners with the concepts of Corporate Accounting and attain Employability through Problem solving methodologies.				
Course Content:					
Module 1	ISSUE OF SHARES AND DEBENTURES	Case Study	E-Resource Review	12 Sessions [Comprehension]	
Meaning of share, Types of shares –Preference shares and Equity shares –Issue of Shares at Par, Premium and Discount, Pro-rata Allotment, Journal entries relating to issue of shares- Debentures – Meaning –Types of Debentures Journal entries relating to issue of Debentures.					

Module 2	UNDERWRITING OF SHARES	Case Study	E-Resource Review	10 Sessions [Comprehension]
Meaning – Terms used in underwriting – underwriter – marked application – unmarked application-Firm underwriting – Calculation of underwriter’s liability- Complete underwriting – Partial Underwriting –Calculation of Underwriters Commission.				
Module 3	PROFIT PRIOR TO INCORPORATION	Case Study	E-Resource Review	12 Sessions [Comprehension]
Meaning – calculation of sales ratio – time ratio – weighted ratio – treatment of capital and revenue expenditure – Ascertainment of pre-incorporation and post-incorporation profits by preparing Profit and Loss Account and Balance Sheet.				
Module 4	VALUATION OF SHARES	Assignment	E-Resource Review	10 Sessions [Comprehension]
Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation: Intrinsic Value Method, Yield Method, Earning Capacity Method, Fair Value of shares. Rights Issue and types - Problems.				
Module 5	COMPANY FINAL ACCOUNTS	Case Study	E-Resource Review	18 Sessions [Comprehension]
Knowledge on requirements of Companies Act for presentation of Profit and Loss Account and Balance Sheet of a company – Preparation of profit and loss account and balance sheet of corporate entities, excluding Calculation of managerial remuneration and Disposal of company profits.				
Targeted Application: Financial Statements in Excel & Tools that can be used: Microsoft PowerPoint and Excel .				
Delivery procedure (pedagogy): <ul style="list-style-type: none"> Self-learning topics – Meaning and Types of Shares: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03074350410768804/full/html Problem based learning – Problems on Valuation of Shares Participative learning – Profit & loss account and Balance sheet of corporate entities: 				

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CFRI-10-2021-0208/full/html>.

Case Studies :

<https://www.businesstoday.in/markets/company-stock/story/adani-power-shares-fall-hindenburg-report-368052-2023-01-30>

Youtube Materials:

https://www.youtube.com/watch?v=_F6a0ddbjtI

MOOCs:

<https://in.coursera.org/projects/create-financial-statement-using-microsoft-excel>

Reference:

Text Book:

Text Books And Reference Books:

1. S. Anil Kumar, B. Mariyappa and V. Rajesh Kumar (2022) Corporate Accounting (1st Edition). Mumbai: Himalayan Publishing House.
2. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.

Essential Reading / Recommended Reading

1. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
2. V.K. Goyal and Ruchi Goyal,. Corporate Accounting. PHI Learning.
3. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
4. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House
5. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
6. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education

PU Resources:

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CFRI-10-2021-0208/full/html>.

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03074350410768804/full/html>

Case study references:

1. Financial statements preparation: https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/	
2. Adani Downfall and Hindenburg Report: https://hindenburgresearch.com/adani/	
Topics relevant to SKILL DEVELOPMENT: Partial Under writing for Skill Development through Problem Solving methodologies. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Lokesh Y R Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2003	Course Title: Human Resource Management Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	2.0				
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management				
Anti-requisites	Nil				
Course Description	Course will enable the students to understand the concepts of compensation and its relevance from business perspective. The course is conceptual in nature and will enhance students’ knowledge about various traditional and modern practices of compensation methods in adherence to the government policies on compensation. Students will be able to have a better understanding about designing a compensation policy in line with skills sets of employees and marketed standards in various business operate.				
Course Out Comes	On successful completion of the course, the student shall be able to: CO 1: Outline the evolution of HRM and roles and responsibilities of a HR Manager. (Knowledge) CO 2: Describe the process of Human resources planning and Job design. (Comprehension) CO 3: Outline the factors affecting Recruitment and Selection Process. (Comprehension) CO 4: Recognize the importance of training and its process. (Comprehension) CO 5: Identify various methods of Performance Appraisal. (Comprehension)				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resource Management and attain Skill Development through Participative Learning techniques.				
Course Content:					
Module 1	Introduction to HRM	Group discussion	Group discussion on promotion	08 sessions	
Topics: Introduction to HRM: Meaning- Definition – Evolution - Overview of the functions of HRM - Role of HR manager – Challenges and Opportunities of HRM - HR Structure Recent trends in HRM- Introduction to HR Analytics.					
Module 2	Human Resources	Case analysis		08 sessions	

	Planning and Job Analysis			
Human Resources Planning and Job Analysis: Introduction and Characteristics – Importance – Process - Action plans in case of shortage or surplus of workforce. Forecasting future manpower planning. Job Analysis – Benefits of Job Analysis - Process- Job description - Job specification - Job Enrichment - Job Design Techniques.				
Module 3	Recruitment and selection	Case analysis & presentation		12 sessions
Recruitment and Selection: Recruitment– Factors affecting Recruitment - Sources of Recruitment – Process of Recruitment - E-Recruitment. Selection – Significance – Process - Types of Tests and Interviews.				
Module 4	Training and development	Case analysis and presentation		12 sessions
Training and Development: – Pre requisite for Training - Significance – Training Need Analysis - Process and Types of Training - On the job - Off the job – Training Aids – Training Evaluation.				
Module 5	Performance appraisal	Case analysis and presentation		09
Performance Appraisal: Performance Appraisal Introduction - Purpose, Process, Trait, Behavioral and Result methods of Performance Appraisal – Overcoming the Flaws in Performance appraisal systems - Role of Technology in performance appraisal.				
Targeted Application: developing customer data base, Market research Tools that can be used: MS office, MS excel, HRIS				
Text Book T1. V S P Rao 3 rd Edition: Human Resource Management: Text & Cases. Excel Books				
References R1. Robbins D A (2010): Fundamentals of Human Resource Management: New Delhi: Wiley. R2. Aswathappa (2011) Human Resource Management: Text & Cases. New Delhi: Mc Graw Hill. R3. Alan Price (2011), Human Resource Management: Cengage Learning. Presidency University link https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_REDO_1577				

https://presiuniv.knimbus.com/openFullText.html?DP=https://directory.doabooks.org/handle/20.500.12854/63829 https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_94	
Topics relevant to SKILL DEVELOPMENT: Human Resource Planning, Job Analysis, Job Description for Skill Development through Participative Learning Techniques This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Janmitha KL Assistant Professor School of Commerce Dr. Hemanth Professor School of commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3003	Course Title: Airport Operations Advanced Type of Course: Program Core, Theory Only Course	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic Communication Airport Operations Basics				
Anti-requisites	Nil				
Course Description	This conceptual course provides detailed and in-depth information about procedures to be followed at airport landside and airside areas. The course emphasizes operational readiness, how the cargo is handled within the terminal and at the apron, detailed documentation, and carrier process. Also, a detailed process of security and screening of passengers, baggage, freight and cargo, and overall airport security operations are included. Students also gain insights into how flight crew scheduling is				

	done and a detailed process of operations to be carried out by a flight crew from pre-flight to post-flight. This would enable the students in understanding how a typical job role of each employee in the operations division or as a flight crew would be. This would enable the students in gaining a greater understanding of the type of job roles they could apply for in the future.			
Course Out Comes	At the end of the course, the student shall be able to: CO1: Identify the operational areas, processes, constraints in airside and landside (Knowledge) CO2: Discuss the process of cargo operations with documentation (Comprehension) CO3: Review the security and screening process in the entire airport at different levels of operations (Comprehension) CO4: Recall the Airline flight operations (Knowledge)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Advanced Airport operations and attain Employability through Participative Learning techniques .			
Course Content:				
Module 1	Operational Readiness	Assignment	Analysis of Research	12 Sessions
Introduction, Aerodrome Certification, Operating constraints, Operational areas, Airfield inspections, Maintaining readiness.				
Module 2	Cargo Operations	Article Review	Case Study	10 Sessions
The cargo market, Expediting the movement, Flow through the terminal, Unit load devices (IATA 1992,2010), Handling within the terminal, Cargo Apron Operation, Examples of modern cargo terminal design and operation, Cargo operations by integrated carriers, AWB Features and validity, Documentation				
Module 3	Security and Screening	Experiential Learning	Industry Visit	10 Sessions
Introduction, ICAO framework of International Regulations, Annex 17 standards, Airport security program, Passenger screening, carryon baggage search and screening, Check-in baggage search and screening, Freight and cargo search and screening, Access control within and throughout airport buildings, Access Control of Entire Airport				
Module 4	Airline flight operations	Article Review	Case Study	10 Sessions
Flight crew scheduling, Flight crew Sign-in, Operations/ Planning, Pre-flight, Pre-departure, Gate departure, Taxi-out, Takeoff, Terminal Area Departure, Climb,				

Cruise, Descent, Terminal area arrival, Final approach, Landing and Rollout, Taxi in, Parking, Post-flight, Sky Marshal Briefing

Targeted Application: Airline Operations

Tools that can be used: Skyport by Navitaire

Text Book

- T1. Airport operations, 3rd Edition by Norman J Ashford, McGraw-Hill Education; 3rd edition

References

Books

- R1. The Global Airline Industry by Peter Belobaba, John Wiley & Sons Inc; 2nd edition
- R2. Principles of Airport management by Alexander T Wells, McGraw-Hill Education; 5th edition
- R3. Airline and Airport Operations by Edissa Uwayo, Notion Press; 1st edition (1 January 2016)

PU online library link

- Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. Computers & Operations Research, 34(6), 1532-1550.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww>
- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. Journal of Air Transport Management, 61, 81-94.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww>

Online Resources

- <https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf>
- <https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%202007.pdf>

Topics relevant to EMPLOYABILITY SKILLS : Flight crew scheduling for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Ramesh
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3004	Course Title: Regulatory Framework of Aviation Type of Course: Program Core, Theory Only Course		L-P-C	3	0	3
Version No.	1.0					
Course Pre-requisites	Basic Communication Basics of Aviation Industry					
Anti-requisites	Nil					
Course Description	This conceptual course provides the foundation to the regulatory authorities and the regulations put into action by the regulatory authorities. Students get exposure on various rules, regulations and operating procedures followed by the airlines. This trains the students to be industry ready.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the different regulatory organizations and rulemaking (Knowledge) CO2: Explain the process of Accident Investigation at AAIB (Comprehension) CO3: Interpret the different international conventions and their impact on today's Aviation (Comprehension) CO4: State the Civil Aviation Requirements (Knowledge) CO5: Recognize the National Law in Aviation (Knowledge)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Regulatory Framework of Aviation and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Regulatory Organizations and rule making	Article Review	Case Study	07 Sessions		
The International Civil Aviation Organization (ICAO), The Federal Aviation Administration (FAA), Directorate General of Civil Aviation (DGCA), The International Air Transport Association (IATA), Bureau for Civil Aviation Security (BCAS), Their organizational structure and rules, Joint Aviation Authority (JAA)						
Module 2	Aircraft Accident Investigation Bureau	Assignment	Analysis of Research	10 Sessions		
AAIB Functions, Accident Investigation Process, Safety Recommendations, AAIB accident data base, AAIB most wanted aviation safety improvements, National Provisions.						

Module 3	International Conventions	Article Review	Case Study	10 Sessions
Chicago Convention 1944, Unlawful Acts, Tokyo Convention, Hague Convention, Montreal Convention, Convention on the marking of plastic explosives, Annexures.				
Module 4	Civil Aviation Requirements (CAR)	Experiential Learning	Industry Visit	07 Sessions
Rules of Air, Freedoms of Air, Control of Departing & Arriving Aircrafts, Call Signs for aeronautical stations & Squawk Codes.				
Module 5	National Law	Experiential Learning	Industry Visit	08 Sessions
The Aircraft Act 1934, Aircraft Rules 1937, Aircraft Nationality & Registration Marks, Annex 17				
Targeted Application: Airline Operations Tools that can be used: Skyport by Navitaire				
Text Book <ul style="list-style-type: none"> T1. Blackshaw, C. (1992). AVIATION LAW & REGULATION: A FRAMEWORK FOR THE CIVIL AVIATION INDUSTRY. 				
References Books <ul style="list-style-type: none"> R1. Abeyratne, R. I. (2018). Aviation security: Legal and regulatory aspects. Routledge. R2. FRANCE, R. R. I. (2004). Regulatory Reform in the Civil Aviation Sector. Organisation for Economic Co-operation and Development, 7. PU online library link <ul style="list-style-type: none"> Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. <i>Computers & Operations Research</i>, 34(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. <i>Journal of Air Transport Management</i>, 61, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww Online Resources <ul style="list-style-type: none"> https://www.mondaq.com/india/aviation/1233240/civil-aviation-regulatory-framework-in- 				

india#:~:text=The%20primary%20legislation%20governing%20civil,aircr afts%20and%20licensing%20of%20aerodromes%22. <ul style="list-style-type: none"> • https://www.icao.int/NACC/Documents/Meetings/2014/SARSEMINAR/SAR-P20.pdf • https://www.skybrary.aero/articles/safety-regulation 	
Topics relevant to EMPLOYABILITY SKILLS : Accident investigation process for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Rakshith S
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2030	Course Title: Financial Management Type of Course: Core, Theory Only Course	L-P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic Communication • General Knowledge in Finance. • Knowledge about Business World. 				
Anti-requisites	NIL				
Course Description	This course intends to provide the basis for understanding the financial concepts and theories that influence the decisions relating to the financial attributes of investors and business firms. It enables the student to study the role and responsibilities of finance manager, finance function, accounting and financial information to management for decision making and will cover management of capital, working capital management and dividend policy.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Outline the concept and nature of Finance, Financial Management and Financial Manager. [Remember] CO 2: Discuss the Theory of Time value of Money. [Understand]				

	CO 3: Examine the Financing Decisions of an Organization. [Apply] CO 4: Summarize the investment and dividend decisions of an organization [Understand] CO 5: Recognize the various working capital management models. [Understand]			
Course objective	The objective of the course is to familiarize the learners with the concepts of Financial Management and attain Skill development through Problem Solving Methodologies .			
Course Content:				
Module 1	Introduction to financial management	Case Study	E-Resource Review	10 Sessions
Introduction - Meaning of Finance - Business Finance - Finance Function - Aims of Finance Function - Organization structure of finance - Financial Management - Goals of Financial Management - Financial Decisions - Role of a Financial Manager -Financial Planning - Steps in Financial Planning - Principles of a Sound Financial Planning.				
Module 2	Time value of money	Assignment	E-Resource Review	10 Sessions
Introduction - Meaning & Definition - Need - Future Value (Single Flow - Uneven Flow & Annuity) - Present Value (Single Flow - Uneven Flow & Annuity)- Doubling Period - Concept of Valuation				
Module 3	Financing decisions	Experiential Learning	Field Observation	12 Sessions
Capital Structure - Optimum Capital Structure - EBIT - EBT - EPS - Analysis - Leverages - Types of Leverages - Simple Problems.				
Module 4	Investment and Dividend decisions	Case Study	E-Resource Review	12 Sessions
Investment Decisions: Introduction - Meaning and Definition of Capital Budgeting - Features - Significance - Process - Techniques - Payback Period - Accounting Rate of Return - Net Present Value - Internal Rate of Return - Profitability Index - Simple Problems. Dividend Decisions: Introduction - Meaning and Definition - Determinants of Dividend Policy - Types of Dividends (Theory Only)				
Module 5	Working capital management and	Case Study	E-Resource Review	10 Sessions

	Receivables management			
Introduction – Concept of Working Capital – Significance of Adequate Working Capital– Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital – Inventory Management. Meaning of receivables management, purpose of receivables management - Cost of maintaining receivables - Factors affecting - Policies for managing receivables - Factoring services.				
Targeted Application: Financial Planning & Tools that can be used: Microsoft PowerPoint Presentation				
Delivery procedure (pedagogy): Lecture: All Modules Self-learning: Module 1: Role of Financial Manager Participative learning: Module 5: Group discussion on case studies in concepts or issues related to policies for managing receivables				
Reference: Text Book: T1: Khan and Jain, Financial Management, Tata McGraw Hill E-Reading / Essential Reading: R1: R.M. Srivastava: Financial Management –Management and Policy, HimalayaPublishers. R2: Dr. K.V. Venkataramana, Financial Management, SHB Publications. Web based resources: W1: Principles of sound financial planning: https://www.cfo.com/accounting-tax/2019/07/the-12-key-principles-of-financial-planning-and-analysis/ PU E-RESOURCES LINK: E1. Time value of Money: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JIABR-09-2018-0155/full/pdf?title=time-value-of-money-in-islamic-accounting-practice-a-critical-analysis-from-maqasid-al-shariah E2. Financial decisions: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/08876049510079862/full/html				

NTPEL VIDEO: Financing Decisions: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=RyA2Qk2AVB4 Case study references: Evergrande crisis: https://www.thehindu.com/business/expained-chinese-real-estate-firm-evergrande-crisis-a-lehman-moment/article36643709.ece	
Topics relevant to SKILL DEVELOPMENT: Future and present value calculation for Skill Development through Problem Solving Methodologies . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Prof. Monica S Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2005	Course Title: Marketing Management Type of Course: Program Core, Theory Only Course	L-P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Knowledge of marketing as a function of Management • Understand the importance of marketing for a business 				
Anti-requisites	Nil				

Course Description	The course is conceptual in nature and will help the students to gain insight about Marketing management practices from product and services perspective. After the completion of the course students will be able to understand products and services mix, its applicability in business.			
Course Out Comes	<p>On successful completion of the course, the student shall be able to:</p> <p>CO1: Describe the basic concept of Marketing and its application in business. (Knowledge)</p> <p>CO2: Infer the various internal and external factors which affects Marketing of a product in an organization. (Comprehension)</p> <p>CO3: Explain marketing mix to meet growing needs of the customer. (Comprehension)</p> <p>CO4: Identify the basis of segmentation, targeting and positioning for products and services. (Comprehension)</p> <p>CO5: Relate the factors influencing consumer behavior and its impact on consumer decision making process. (Application)</p>			
Course objective	The objective of the course is to familiarize the learners with the concepts of Marketing Management and attain Skill Development through Participative Learning techniques			
Course Content:				
Module 1	Introduction to Marketing Management	Case study analysis		10 sessions
<p>Meaning & Definition of Market, core concepts of marketing, Difference between Marketing & Selling-History of Marketing, Process of Marketing-Approaches to Marketing- Functions of Marketing.</p> <p>Contemporary Marketing Practices - E Marketing-, E- business, Green marketing, Green Marketing myopia, Social marketing, Societal marketing.</p>				
Module 2	Marketing environment	Group discussion		10 Sessions
<p>Type of Marketing Environment - Internal & External (Micro/Macro)- Internal Environment :5Ms- Micro Environment: Porters 5 force Model - BCG Matrix - Macro Environment - PESTEL. Value chain analysis,. Ansoff Matrix.</p>				
Module 3	Marketing mix	Group discussion		10 Sessions
<p>Introduction to 4 Ps of Marketing- History - Product-Concept - Classification of Products - Levels of products - PLC.</p>				

Pricing - Factors affecting pricing, Types of Pricing, Cost based, Buyer based & Competition based. Place – introduction - Factors affecting Channel selection- Types of Marketing channel levels. Promotion – Promotional mix, Personal Selling, Direct Marketing, Sales Promotion, PR, Advertising, AIDA.				
Module 4	Segmentation, targeting , positioning	Case study	Case study on industrial disputes	10 Sessions
Mass marketing Vs Segmentation. Need for Segmentation, Types of segmentation, Market segmentation process, Requirement of effective segmentation, Market Targeting: Target market, types of target market. Differentiation & Positioning: Positioning, Types of positioning, Brand positioning errors, Positioning Maps.				
Module 5	Consumer behavior and CRM			10 Sessions
Understanding Consumer Behaviour in Indian and Global context: Factors influencing buyer behaviour – Cultural, Social, Individual and Psychological Influences.-Understand the concept of customer loyalty and lifetime value. Relationship Marketing and CRM- Role of CRM, Pareto Principle				
Targeted Application: HR manual Tools that can be used: MS office, MS excel				
Text Book R1- Appanniah, H.R., Ramanath, H.R. and Bhaskar, H.R (2020) <i>Marketing Management</i> . HPH				
References T1 - Kotler, P and Keller, k. (2015). <i>Marketing Management: A south Asian perspective</i> . Person Publisher. Presidency University link L1 : Lane, E. (2012). Green Marketing Goes Negative: The Advent of Reverse Greenwashing. <i>European Journal of Risk Regulation</i> , 3(4), 582-588. doi:10.1017/S1867299X00002506 https://www.cambridge.org/core/journals/european-journal-of-risk-regulation/article/abs/green-marketing-goes-negative-the-advent-of-reverse-greenwashing/B413E8406151C8340665CB2FA50991EB L2: J. Haverila, M. (2013), "Market segmentation in the cell phone market among adolescents and young adults", <i>Asia Pacific Journal of Marketing and Logistics</i> , Vol. 25 No. 3, pp. 346-368. https://doi.org/10.1108/APJML-07-2012-0064				

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/APJML-07-2012-0064/full/html	
Topics relevant to SKILL DEVELOPMENT: 7 P's of marketing for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BSE2021	Course Title: Managerial Economics Type of Course: Theory	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of economics • Basic numeric skills • Familiarity with graphs and charts • General Knowledge in Business world 				
Anti-requisites	Nil				
Course Description	COURSE DESCRIPTION: This course deals with the application aspects of Microeconomics and Macroeconomics to decision-making science. This helps the student to develop not only the analytical capabilities but applications skills too also. This is needed in the changing global economic and management scenario.				
Course Out Comes	On successful completion of the course, the students shall be able to: CO 1: Outline the concept of Managerial Economics (Knowledge).				

	<p>CO 2: Identify the determinants of demand and supply for various goods and recognize the exceptions (Knowledge).</p> <p>CO 3: Explain the Diminishing Marginal Utility and Consumer's equilibrium (Knowledge).</p> <p>CO 4: Summarize the various Production functions and cost concepts relevant to decision making (Application).</p> <p>CO 5: Recognize price determination in different market structures (Application)</p>			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Managerial Economics and attain Skill Development through Participative Learning techniques			
Course Content:				
Module 1	Nature and Scope of Managerial Economics	Group Discussion	Role of Managerial Economist	06 Sessions
Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist – Economic Principles relevant to Managerial Decisions. Concept of scarcity and opportunity cost, Production Possibility curve.				
Module 2	Theory of Demand and Supply	Participative Learning	Demand estimation and forecasting	08 Sessions
Demand-law of demand, demand curve, determinants of demand derivation of individual and market demand schedules, exceptions to Law of demand. Elasticity of demand (Applications) Price Elasticity, Income Elasticity & Cross Elasticity - Changes in Demand and Changes in Quantity Demanded. Supply-law of supply, supply curve and determinants of supply - Market Determination of Price and Quantity. Elasticity of supply (Applications), Equilibrium of demand and supply.				
Module 3	Theory of Consumer Behavior	Group Discussion	Consumer equilibrium	08 Sessions
Historical Development of the Theory: cardinal and ordinal utility approach, Diminishing marginal utility, Indifference curve and its properties. Price-consumption curve, Income-consumption curve; Price, Income and substitution effects, Revealed Preference Hypothesis. Consumer's equilibrium, Consumer surplus.				
Module 4	Theory of Production,	Experimental Learning projects	Production and cost analysis	08 Sessions

	Cost and Revenue			
<p>Production function, Factors of production. Law of variable proportion, returns to scale, Isoquant- meaning and properties. Theory of Cost: classification of cost, short-run and long-run cost curves and its calculations, Internal Economies and External Economies.</p> <p>Revenue curves: total revenue, average revenue and marginal revenue and their relationships.</p>				
Module 5	Forms of Market Structure	Case study	Market structures	08 Sessions
<p>Perfect and Imperfect competition, Pure competition, Equilibrium of the firm and industry under perfect competition, supply curve under perfect competition, Equilibrium of the firm under monopoly, Discriminating monopoly, Conditions of equilibrium under price discrimination, Degree of monopoly power; Monopolistic competition and its features. Oligopoly: Features - Price and Output Determination - Cournot Model - Edgeworth Model - Chamberlin Model - Kinked Demand Curve Model</p>				
<p>DELIVERY PROCEDURE (PEDAGOGY):</p> <p>Lecture- All Modules 1,2,3,4 & 5</p> <p>Participative learning: All Modules 1,2,3,4 & 5</p> <p>Self-learning: Module-1 Role of Managerial Economist</p> <p>Case study- https://mitsloan.mit.edu/teaching-resources-library/case-studies</p> <p>Group Discussion- Role of Managerial Economist. Managerial Economics Case Studies Business Economics Case Study (etcases.com)</p> <p>Experimental Learning project: Production and cost analysis https://www.mhi.org/downloads/learning/cicmhe/resources/cs_shortCase_problems.pdf</p>				
<p>Textbook</p> <p>1. Koutsoyiannis A. Modern Microeconomics, Macmillan, London</p>				
<p>References</p> <ul style="list-style-type: none"> • Dominick Salvatore, (2012) “Managerial Economics: Principles and Worldwide Applications”, 7th Edition, Oxford University Press, • A.R. Aryasri, (2012) “Managerial Economics and Financial Analysis”, 4th Edition, TMH Publication, 2012. • R.L.Varshney & K.L Maheswari, (2018) “Managerial Economics”, 19 th Edition, S.Chand Publishers. 				

- Pindyck, R. S., & Rubinfeld, D. L. (2013). Micro Economics (8th Ed.). Pearson Education, USA.
- N. Gregory Mankiw (2012), Principles of Microeconomics, 4th Edition, Cengage Learning India.
- Ahuja H.L Advanced Economic Theory, S. Chand and Company, New Delhi.
- Dominick Salvatore, Theory and Problems of Microeconomic Theory, Schaum's Outline Series, McGraw-Hill Book Company, Singapore.
- Dwivedi D N (2015). Managerial Economics (8th Ed.). New Delhi: Vikas Publishing House Pvt Ltd.

Web Based Resources

- https://www.researchgate.net/publication/358923308_Managerial_Economics_Theory_and_Practice
- <https://www.pdfdrive.com/managerial-economics-d53313267.html>
- <https://www.youtube.com/watch?v=WccttEFtdKk>
- <https://www.youtube.com/playlist?list=PLU14u3cNGP62oJSoqb4Rf-vZMGUBe59G->

Swayam & NPTEL Video Lecture Sessions on Brand Management:

- https://onlinecourses.swayam2.ac.in/cec22_hs23/preview
- https://onlinecourses.swayam2.ac.in/imb22_mg38/preview

PU E-Library resources for articles and case references

- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_2208
- https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=BOOKYARDS_1_14631
- <https://presiuniv.knimbus.com/user#/searchresult?searchId=managerial%20economics&t=1660165538652>
- <https://presiuniv.knimbus.com/user#/searchresult?searchId=pricing%20strategies&t=1660165669465>
- <https://presiuniv.knimbus.com/user#/searchresult?searchId=firm%20heterogeneity&t=1660165699219>
- <https://presiuniv.knimbus.com/user#/searchresult?searchId=market%20structure&t=1660165729056>

<ul style="list-style-type: none"> https://presiuniv.knimbus.com/user#/searchresult?searchId=theories%20of%20firm&t=1660165759307 	
Topics relevant to SKILL DEVELOPMENT: Law of Demand for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Vishal Sharma Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3005	Course Title: AIRPORT AND AIRCRAFT EMERGENCIES Type of Course: Core, Theory Only	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> Basic Communication Skills Basics of Aviation Industry 				
Anti-requisites	Nil				
Course Description	This conceptual course provides the knowledge about different types of emergencies in Airport and Aircrafts, the process and procedures followed in an emergency situation, Safety drills, documentation process of emergency situations, safety management systems – process, Dangerous goods – effects of DG in aviation. Students get exposure on the process related to fire emergency, bomb threats, medical emergency, human factors in aviation, airline safety procedures.				
Course Out Comes	At the end of the course, the student shall be able to: CO 1: State the components of safety management systems (Knowledge) CO 2: Explain the procedures followed by airport/airlines in different emergency				

	<p>scenario (Comprehension)</p> <p>CO 3: Outline the importance of documentation in aviation industry (Knowledge)</p> <p>CO 4: Illustrate the importance of reducing human errors for the safety of airport/ aircraft (Application)</p> <p>CO 5: Interpret the hazards caused by the different dangerous goods as classified by ICAO (Application)</p> <p>CO 6: Explain the components of airline safety systems (Comprehension)</p>			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Airport and Aircraft Emergencies and attain Employability through Participative Learning techniques .			
Course Content:				
Module 1	Airport Safety Management Systems	Article Review	Case Study	06 Sessions
Safety Management System Framework, Safety Management Systems and Aerodromes, SMS Manual, Implementation, Factors in Airport SMS Implementation				
Module 2	Airport Aircraft Emergencies	Assignment	Analysis of Research	06 Sessions
General, Probability of an aircraft accident, Types of Emergencies, Level of Protection Required, Water supply and emergency access roads, Communication and Alarm requirements, Rescue and Firefighting Procedures, SOP for Bomb threat, Mitigating Hijack Crisis situation, Foaming of Runways.				
Module 3	Recording and Reporting Safety Data	Article Review	Case Study	07 Sessions
Accidents, Incidents, Incident Reporting Systems, Aviation Recording and Reporting Systems, DGCA recording and reporting systems, Sample reports evaluation.				
Module 4	Human Factors in Aviation Safety	Article Review	Case Study	09 Sessions
Human Factors, Human Factor Analysis and Classification Systems (HFACS), Management of Human Error, Control strategies to manage threats and errors.				
Module 5	Dangerous goods and Regulations	Assignment	Analysis of Research	07 Sessions

General, Classification and Authorized bodies, Packing of Radioactive material objects, Marking and labelling of Radioactive materials, Documentation for Radioactive material goods, Handling of DGR, Checklist format. Principles of storage, Disposal and accidental release of Hazardous materials.				
Module 6	Airline Safety	Experiential Learning	Industry Visit	05 Sessions
Introduction, International Development of Airline SMS, The ICAO SMS Framework of safety components and program elements, The Four Pillars, Accident investigation and Auditing, Training, SMS Infrastructure.				
Targeted Application: Airport and Airline Safety Tools that can be used: Research Paper, Case Study, Data Analysis				
Text Book <ul style="list-style-type: none"> T1. Leonard, B., 1991. <i>Airport Services Manual-Airport emergency planning</i>, vol 7. DIANE Publishing. 				
Reference Books <ul style="list-style-type: none"> R1. Price, J., & Forrest, J. (2016). <i>Practical airport operations, safety, and emergency management: Protocols for today and the future</i>. Butterworth-Heinemann. R2. J., 2002. <i>Handling in-flight emergencies</i>. New York: McGraw-Hill. 				
PU online library link <ul style="list-style-type: none"> Landry, J. (2012). <i>Lessons Learned from Airport Safety Management Systems Pilot Studies</i> (Vol. 37). Transportation Research Board. https://presiuiv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4116 Wood, E. (2008). Aircraft and airport-related hazardous air pollutants: research needs and analysis (No. 7). Transportation Research Board. https://presiuiv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_2403 				
Online Resources <ul style="list-style-type: none"> https://www.iata.org/contentassets/f1163430bba94512a583eb6d6b24aa56/airlines-erp-checklist.pdf https://dot.alaska.gov/faiiap/pdfs/FAI_airportemergencyplan.pdf https://www.icao.int/ESAF/Documents/meetings/2015/ICAO-WHO/ICAO-WHO-Day%203-Plan%20d%27urgence%20d%27a%C3%A9rodrome.pdf https://www.phoenix.gov/firesite/Documents/074743.pdf 				
Topics relevant to EMPLOYABILITY SKILLS : Sample reports evaluation for Employability Skills through Participative Learning Techniques . This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Mr. Rakshith S Faculty, Department of aviation			

Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3006	Course Title: AIR CARGO AND LOGISTICS Type of Course: Core, Theory Only Course	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic Communication Skills • Basics of Aviation Industry 				
Anti-requisites	--				
Course Description	The course provides detailed and in-depth information about how air cargo works. Students would learn about types of cargos, how to plan inventory, and how air cargo is categorized and shipped. This course emphasizes on handling materials and warehousing, which is one of the key areas to explore for students who wish to have a successful career in aviation sector.				
Course Outcomes	<p>At the end of the course, the student shall be able to:</p> <p>CO1: Discuss the types of cargo, and how freight is forwarded. (Comprehension)</p> <p>CO2: Illustrate the detailed process of cool chain business and logistics management. (Application)</p> <p>CO3: Define the various security threats and risks in cargo management.</p> <p>(Knowledge)</p> <p>CO4: Illustrate the inventory planning and management. (Application)</p> <p>CO5: Explain the material handling and warehousing process (Comprehension)</p>				

Course Objective	The objective of the course is to familiarize the learners with the concepts of Air Cargo and logistics and attain Employability through Participative Learning techniques .			
Course Content:				
Module 1	Introduction to Air Cargo	Assignment	Analysis of Research	07 Sessions
Introduction to Air Cargo, Types of Cargo, Freight Forwarding, Express and mail Cargo Procedures & Functions & Types of Aircraft Operations.				
Module 2	Cool Logistics and Special Air Cargo	Article Review	Case Study	07 Sessions
Supply Chain Management, Cool Chain Capabilities & Cool Air cargo Operations.				
Module 3	Cargo Security & Risks	Experiential Learning	Industry Visit	08 Sessions
Pilferage, Vulnerability of Cargo, Security Incidents on cargo, Prevention of Terrorist involvement in air cargo, Introduction to DGR. Different Temperature Variations based on the consignment.				
Module 4	Inventory Planning and Management	Experiential Learning	Industry Visit	10 Sessions
Analysis of Data & Inventory Management, Air Cargo Documentations, Acceptance & Booking				
Module 5	Materials Handling, Warehousing	Article Review	Case Study	07 Sessions
Consignment Handling, Emerging technologies of Artificial Intelligence, RFID, Machine Learning & Robotics in Material Handling in Warehouses.				
Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation				
Text Book: T1. Ailawadi, S. C., & SINGH, P. R. (2011). Logistics management. PHI Learning Pvt. Ltd.				
Reference: E-Reading / Essential Reading: R1. Myerson, P. (2015). Supply chain and logistics management made easy: methods and applications for planning, operations, integration, control and improvement, and network design. Pearson education. R2. https://www.sciencedirect.com/topics/engineering/logistics-management Weblinks: <ul style="list-style-type: none"> W1. https://www.iata.org/en/publications/newsletters/iata-knowledge-hub/what-types-of-cargo-are-transported-by-air/ 				

<ul style="list-style-type: none"> W2. https://globiteworld.com/what-are-the-different-types-of-air-cargo <p>Presidency University E-Resource Links:</p> <ul style="list-style-type: none"> Wang, S. (2017). Formulating cargo inventory costs for liner shipping network design. <i>Maritime Policy & Management</i>, 44(1), 62-80. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_3470 Lau, H. Y., & Zhao, Y. (2006). Joint scheduling of material handling equipment in automated air cargo terminals. <i>Computers in Industry</i>, 57(5), 398-411. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAB_1_4582 	
<p>Topics relevant to EMPLOYABILITY SKILLS : Security incidents in cargo for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.</p>	
Catalogue prepared by	Mr. Ruban
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2007	Course Title: Innovation and Creativity in Business Type of Course: Core, Theory Only Course	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> Basic Communication General Knowledge in Business world 				
Anti-requisites	--				

Course Description	Students shall learn the application of innovation and creativity concepts, techniques and principles in new ventures and within existing organizations also solving problems using various techniques of creativity, innovation processes.			
Course Out Comes	<p>At the end of the course, the student shall be able to:</p> <p>CO 1: Outline Creativity Techniques in Business [Knowledge]</p> <p>CO 2: Recognize the role of leaders in enhancing creativity.[Comprehension]</p> <p>CO 3: Discuss types of innovation and its application in product. process and service.[Knowledge]</p> <p>CO 4: Discuss the sources of new knowledge and ideas.[Knowledge]</p> <p>CO 5: Analyse the factors influencing commercialization of innovative ideas..[Comprehension]</p>			
Course objective	The objective of the course is to familiarize the learners with the concepts of Innovation and Creativity in Business and attain Skill Development through Participative Learning techniques			
Course Content:				
Module 1	Creativity	Lecture and Participative learning	Creative activities and puzzles	10 Sessions
Creativity - Significance of Creativity – Elements of Creativity –Factors influencing creativity– Myths about creativity -Methods and techniques of enhancing creativity -- Brainstorming, attributes listing.				
Module 2	Creative mind and groups in Organization	Lecture and self-learning	Enriching the physical workplace Role of Leaders in promoting creativity and innovation	10 Sessions
The creative mind - components of individual creativity - Characteristics of creative groups - Organizational enrichment - Enriching the physical workplace for enhancing creativity- Handling conflicts in groups - Role of Leaders in creating ambidextrous organization and application of portfolio thinking in creativity.				

Module 3	Introduction to the process of innovation	Case study	Radical and incremental innovation	10 Sessions
Innovation- types- Radical and Incremental Innovation-difference between radical and incremental-Innovation in product, processes and service innovations-The S curve- lessons-where do you stand on the S- curve? Limitations of S Curve.				
Module 4	Process of Innovation-I	Audio-visuals	Open market innovation	14 Sessions
Idea generation- meaning and definition- process of idea generation -New Knowledge-importance of new knowledge in innovation -Tapping the ideas of customers-learning from the lead users -Empathetic design -Invention factories and Skunkworks-Open market innovation - the role of mental preparation- encouraging idea generation process at organization - idea generating techniques.				
Module 5	Process of Innovation-II	Group Discussion	Role of innovation in organization	14 Sessions
Recognizing opportunities and Moving innovation to market- A method for opportunity recognition, Rough -cut business evaluation. The idea funnel, Stage-gate systems, a caution on funnels and stage-gate systems -Concept development and concept commercialization- gaps financial issues- Extending innovation through platforms.				
Targeted Application & Tools that can be used: Craig Stewart- Craig Stewart is a writer, SEO strategist and content marketer, and is a former editor of Creative Bloq.				
Text Book: T1. P. Rizwan Ahmed (2015). Creative & Innovation Management, Margham Publications. T2.R. Keith Sawyer (2014). Explaining Creativity: The Science of Human Innovation, Oxford University Press.				
Essential Reading/ Recommended Reading: E1. Richard Luecke (2003). Guide to Managing Creativity and Innovation, Harvard Business Press.				
Web Based Resources- W1. https://www.ideo.com/pages/innovation-resources				

W2..<https://jpl-nasa.libguides.com/subject-guides/creativity-innovation/ebooks>

W3- Building an Innovation Factory by Andrew Hargadon and Robert I. Sutton-
<https://hbr.org/search?term=andrew%20hargadon>

Swayam & NPTEL Video Lecture Sessions

1. [NOC:Innovation, Business Models and Entrepreneurship \(Video\)](#)
2. [NOC:Innovation by Design \(Video\)](#)

PU E-Library resources for articles and case references

<https://presiuniv.knimbus.com/user#/home>

Module-1 Creativity- Enhancing creativity in organizations: the role of the need for cognition- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/MD-04-2019-0516/full/html>

Module-2 Creative mind and groups in Organization - Leadership development: the key to unlocking individual creativity in organizations- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01437731011039343/full/html>

Module-3 Introduction to the process of innovation- Aligning Knowledge Development between Innovation-Driven Context and Knowledge Organization Systems- <https://dl.acm.org/doi/10.1145/2494188.2494212>

Module-4 Process of Innovation-I - Self-organization of social systems – a new challenge for organization sciences and systems design - <https://dl.acm.org/doi/10.1145/236410.236415>

Module-5 Process of Innovation-II - Successful IS innovation: Digital innovation and regulatory policy: why does development of digital technology not lead to innovation?- <https://dl.acm.org/doi/10.1145/3209281.3209400>

Topics relevant to SKILL DEVELOPMENT: Factors influencing creativity for **Skill Development through Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.

**Catalogue
prepared by**

Dr. Nethravathi N

Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2004	Course Title: ENTREPRENEURSHIP DEVELOPMENT Type of Course: Program Core	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic Communication General Knowledge in Business Environment Knowledge about different organizational structures Knowledge of a Managerial activities				
Anti-requisites	Nil				
Course Description	This course provides an overview of basic concepts of entrepreneurship and MSME. It also enables the students to understand and prepare a business plan and also the formalities in launching a business by availing various financial and non-financial assistance offered for MSME.				
Course Outcomes	On successful completion of the course the students shall be able to: CO 1: Discuss the theories of entrepreneurship. (Knowledge) CO 2: Identify the qualitative aspects of entrepreneur.(Comprehension,) CO3:Recognize the role of entrepreneurs in economic development.(Comprehension,) CO 4: Explain the process of formation of a new venture.(Comprehension,) CO 5: Identify various problems and measures to overcome the problems of MSME.(Analysis)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Entrepreneurship and Development and attain Skill Development through Participative Learning techniques.				
Course Content:					
Module 1	Introduction to Entrepreneurship	Lecture & Flipped Learning	Lecture & Flipped Learning Theories of Entrepreneurship	8 Sessions	
Topics: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship- Theory of McClelland, Theory of profit by knight, Innovation theory by Schumpeter					
Module 2	Qualitative aspects of entrepreneur	Lecture & Group discussion	Group discussion on Risk taking and decision making aspects of Entrepreneurship	10 Sessions	

Topics Managerial versus entrepreneurial Decision Making; Entrepreneurs versus inventors; Entrepreneurial attributes and characteristics; Traits/Qualities of Entrepreneurs, Entrepreneurial Culture, Entrepreneur leadership; Risk taking; Decision-making.				
Module 3	Types and Role of an Entrepreneurs	Lecture & Case study	Case study on challenges faced by entrepreneurs	10 Sessions
Topics: Types of entrepreneur-Women Entrepreneurs; Social Entrepreneurship, Serial entrepreneur Corporate Entrepreneurs, Green entrepreneur Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries, Challenges faced by an entrepreneur.				
Module 4	Formation of New Venture	Lecture & Class presentation	Class group presentation on External Environmental analysis	10 Sessions
Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Entrepreneurial strategy, Business planning process; Drawing business plan; Business plan failures. Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required.				
Targeted Application & Tools that can be used: - PPT, Videos and board & Chalk Method				
Text books and Reference books: 1. Dr. Vasant Desai: Entrepreneur development program & Management of SSI 2. Anil Kumar: Management and entrepreneurship, I.K International Publishers. 3. Dr. Venkataramana, Entrepreneurial Development, SHB publications				
E-Reading / Recommended Reading: R1: https://link.springer.com/book/10.1007/978-3-030-44248-4 R2 https://library.oapen.org/bitstream/20.500.12657/51891/1/9781000442038.pdf R3: https://directory.doabooks.org/handle/20.500.12854/46537 PU RESOURCES:				
Topics relevant to SKILL DEVELOPMENT: Business Plan for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Prof Umme Jahanara			
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024			

Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024
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Course Code: SOC1001	Course Title: CORPORATE GOVERNANCE AND BUSINESS ETHICS Type of Course: School Core	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic Communication • General Knowledge in Business world 				
Anti-requisites	Nil				
Course Description	The aim of course to give overall knowledge of auditing principles and concepts. The course is practices as it designed to provide in-depth study of auditing principles, concepts, and applies mainly to business and investors. Further, it will provide the student with a working knowledge of auditing procedures and techniques, standards as well as audit of various entity.				
Course Out Comes	On successful completion of the course the student will be able to : CO1 : Discuss the fundamental principles of Corporate Governance CO2 : Outline the various codes and systems of Corporate Governance CO3 : Identify the benefits of managing ethics in workplace CO4 : Explain various theories of business ethics CO 5 : Identify ethics in all the aspects of business				
Course objective	The objective of the course is to familiarize the learners with the concepts of Corporate Governance and Business Ethics and attain Skill Development through Participative Learning techniques.				
Course Content:					

Module 1	Introduction to Corporate Governance	Type of class activity	Specifically mention the class activity	8 Sessions
Corporate governance: meaning, definition, scope, objectives; need for corporate governance; fundamental principles; Factors affecting the quality of corporate governance; Benefits to society of good governance to corporation; Issues in Corporate Governance; Benefits of good corporate governance. Case studies				
Module 2	Codes and systems of Corporate Governance	Type of class activity	Specifically mention the class activity	12 Sessions
Development of Corporate governance codes; Framework of OECD Principles; 4 Ps' of Corporate governance; Elements of corporate governance to manage Strategic Risk, Corporate governance Systems:- Indian Model of Governance: The Anglo-American Model, German Model, Japanese Model; Obligations to society.				
Module 3	Introduction to Business Ethics	Type of class activity	GD	10 Sessions
Business Ethics: meaning, definition, importance, need, evolution; Relation between Business ethics and Corporate Governance; Relationship between Ethics and Law .Code of conduct and ethics for managers; Benefits of managing ethics in workplace; recognizing ethical organizations. Key difference between Ethics and Values. Ethics and Morality, Kohlberg's six stages of moral development, Importance of Business Ethics. Factors impacting Business Ethics.				
Module 4	Theories of Business Ethics	Type of class activity	Problem solving	10 Sessions
Consequentialist and non-consequentialist Normative and Applied theories: Egoism, Utilitarianism, Deontological/Kantian theories. Normative theories: Stockholder theory, Stakeholder theory, Social contract theory and criticism. Indian Ethical traditions: Gandhian Principles, Righteousness as the way in Gita, Business and Islam, teachings of the Church				
Module 5	Business and Ethics	Type of class activity		10 Sessions
Ethics of consumer protection; Environmental ethics; Marketing ethics; ethical issues and HRM; Financial Management ethics; Ethical dilemma, Ethics and Corporate Governance during Covid-19 pandemic; New trends in Business ethics and Corporate governance globally. Common Misconduct in Organizations				

Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Reference Text book Text Books and Reference Books: <ol style="list-style-type: none"> 1. A C Fernando (2011). Business Ethics and Corporate Governance: Principles, Policies & Practices, Pearson Education. Essential Reading/ Recommended Reading: <ol style="list-style-type: none"> 1. Balachandran V, & Chandrashekharan V, (2011). Corporate Governance, Ethics and social responsibility, PHI 2. Subhash Chandra Das (2013). Corporate Governance: Codes, Systems, Standards and Practices, PHI 3. P K Ghosh (2014). Corporate Governance, CBS Publishers & Distributors. 4. S.K.Bhatia (2013). Business Ethics and Corporate Governance, Deep & Deep Publication Pvt.Ltd. New Delhi. 	
Web Recourses- https://www.emerald.com/insight/content/doi/10.1108/S2043-052320140000006010/full/html	
Topics relevant to SKILL DEVELOPMENT: Internal Governance Structure for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Janmitha Assistant Professor School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV 3007	Course Title: Airline And Cabin Crew Management Type of Course: Core, Theory Only	L- P- C	3	0	3
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Version No.	1.1			
Course Pre-requisites	Basic knowledge about Airlines and Cabin crew department.			
Anti-requisites	NIL			
Course Description	The course provides detailed and in-depth information about the Airline industry concerning fleet management, scheduling, and route planning. This course emphasizes how staff management affects revenue management in airlines and practices followed by airlines to maintain a healthy balance in income and revenue management. It provides in-depth information about supply and demand in air transportation.			
Course Outcomes	<p>On completion of this course, the student will be able to:</p> <p>CO 1: Recognize the importance of Supply and Demand for Air Transport (Comprehension)</p> <p>CO 2: Interpret various types of Airline Industries. (Comprehension)</p> <p>CO 3: Illustrate Flight Schedule and Crew management. (Application)</p> <p>CO 4: Analyze Pricing and Revenue Management. (Knowledge)</p> <p>CO 5: Demonstrate excellent Route Planning. (Application)</p>			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Airline and cabin crew Management and attain Employability through Participative Learning techniques .			
Module 1	Supply and demand of air transport.	Article Review	Case Study	5 Sessions
Passenger Segmentation, Operational Requirement of Trained Cabin Crew Force, Route & Fleet Expansion, Increased Air Foot Fall, Fleet Assignment.				
Module 2	The airline industry	Experiential Learning	Industry Visit	7 Sessions
Birth of Aviation, Types of Aviation, Evolution of the Airline Industry, Airline Planning Process, Necessity & Importance of Flight Attendants in the Airline Industry for the Safety & Security of the Civilians.				
Module 3	Flight Schedule and Crew Management	Article Review	Case Study	10Sessions
Flight Schedule Development, Crew Rostering, Flight Duty Time Limitations, Crew Pairing, Standby Crew Requirements, Aircraft Swapping during IROP Scenario with the limitation of Crew Certifications.				
Module 4	Pricing and Revenue Management	Article Review	Case Study	8 Classes

Revenue management components, Revenue Management Product Characteristics, Revenue Management in Air Freight, Regulation & De-Regulation of Prices, Network Inventory & Allocation, Future of Revenue Management.				
Module 5	Route Planning	Assignment	Analysis of Research	12 Classes
Generic Route Structures, Point to Point, Linear, Hub and Spoke, Hub and Spoke Variation, Hub Airport Requisites.				
Targeted Application & Tools that can be used: Research Paper, Case Study.				
Text Book T1. Airline Operations and Management by Gerald N. Cook and Bruce G. Bilig, 2017, Routledge				
References Books: R1. 1st Edition, Airline Operations, A Practical Guide, Edited By Peter J. Bruce, Yi Gao, John M. C. King, Published November 20, 2017 by Routledge R2. Team-oriented Airline Crew Scheduling and Rostering: Problem Description, Solution Approaches, and Decision Support by Markus P. Thiel, VDM Verlag Dr. Müller, 2009				
PU Library References: https://presiuniv.knimbus.com/user#/home <ul style="list-style-type: none"> Stojković, M., Soumis, F., & Desrosiers, J. (1998). The operational airline crew scheduling problem. <i>Transportation Science</i>, 32(3), 232-245. Link: https://www-jstor-org-presiuniv.knimbus.com/stable/25768821?searchText=cabin+crew&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dcabin%2Bcrew%26so%3Drel&ab_segments=0%2FSYC-6451%2Ftest&refreqid=fastly-default%3A5407f307ea94cf756e82be404ca496a3#metadata_info_tab_content 				
Topics relevant to EMPLOYABILITY SKILLS : Necessity and Importance of Flight attendants for Employability Skills through Participative Learning Techniques . This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Ms. Sowmya Kumble			
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024			

Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024
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Course Code: BAV3008	Course Title: Aviation Maintenance Management Type of Course: Program Core, Theory Only Course	L-P-C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic Communication Basics of Aviation Industry				
Anti-requisites	Nil				
Course Description	The course provides detailed and in-depth information about how aviation maintenance works. Students would learn about types of maintenance planning, how to plan to forecast, and how phased checks must be planned. This course emphasizes maintenance and production planning control in aviation, which is one of the key areas to explore for students who wish to have a successful career in the aviation sector.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: Discuss the Definitions, Goals, and Objectives of Maintenance (Comprehension) CO2: List out the various documentation process (Knowledge) CO3: Illustrate the various process involved in Production Planning and Control (Application) CO4: Demonstrate the Line Maintenance Operation (Application) CO5: Discuss the process of Quality Assurance & Quality Control (Comprehension) CO6: Identify the element of load and trim (Knowledge)				
Course objective	The objective of the course is to familiarize the learners with the concepts of Aviation Maintenance Management and attain Employability through Participative Learning techniques .				
Course Content:					

Module 1	Definitions, Goals, and Objectives	Article Review	Case Study	05 Sessions
Definitions of Important Terms in Maintenance, Inherent Reliability, MCC Department, Operational & Functional Checks with Oriented Failures.				
Module 2	Documentation for Maintenance	Assignment	Analysis of Research	07 Sessions
Introduction, Manufacturer's Documentation, Airline-Generated Documentation, TPPM, Airplane Maintenance Manual, Component Vendor Manual, Fault Isolation Manual, Component Location Manual, Illustrated Parts Catalogue, Master Minimum Equipment List, Advisory Circulars, Federal Aviation Regulations, Airworthiness Directives, Notice of Proposed Rule Making, Inspection Manual.				
Module 3	Production Planning and Control	Article Review	Case Study	10 Sessions
Introduction, PP&C Organization, Manager, PP&C, Maintenance planner, PP&C, Long-range planner, PP&C, The Production Planning & Control Department's Function, Forecasting, Feedback for Maintenance, Brief of Regular Maintenance with Category Checks & Unanticipated Special Checks on Bird Strike for Potential Airframe Damage.				
Module 4	Line Maintenance (on-Aircraft)	Experiential Learning	Industry Visit	10 Sessions
Introduction, Functions that Control Maintenance, Maintenance Control Centre Responsibilities: Line Maintenance Operation—General, Ramp and Terminal Operations, Hangar Maintenance, Aircraft logbook, Preflight Inspections, Typical 48 Hour check 7 transit check on twin engine jet & Maintenance Crew Skill Requirements.				
Module 5	Quality Assurance & Quality Control	Experiential Learning	Industry Visit	05 Sessions
Requirement for Quality Assurance (QA), Quality Audits, Technical Records, Other Functions of QA, Quality Control Organization, FAA and JAA Differences, Basic Inspection Policies, Routine Checks.				
Module 6	Load and Trim	Experiential Learning	Industry Visit	05 Sessions
Importance, Objectives, Elements of Load and Trim, Balance and Weight, Load Sheet and Balance Chart, Formulas, Elements of Trim, Load and Trim Sheet Functionality, Aircraft Modification in relevance to flight operations, Loading the airplane to avoid tipping, CG Envelope Charts.				
Targeted Application: Airline Operations Tools that can be used: Skyport by Navitaire				

Text Book	
<ul style="list-style-type: none"> T1. Kinnison, H. A. (2013). Aviation maintenance management. McGraw-Hill Education. 	
References	
Books	
<ul style="list-style-type: none"> R1. Lee, S. G., Ma, Y. S., Thimm, G. L., & Verstraeten, J. (2008). Product lifecycle management in aviation maintenance, repair and overhaul. <i>Computers in industry</i>, 59(2-3), 296-303. R2. Mendes, N., Vieira, J. G. V., & Mano, A. P. (2022). Risk management in aviation maintenance: A systematic literature review. <i>Safety science</i>, 153, 105810. 	
PU online library link	
<ul style="list-style-type: none"> Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. <i>Computers & Operations Research</i>, 34(6), 1532-1550. https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. <i>Journal of Air Transport Management</i>, 61, 81-94. https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww 	
Online Resources	
<ul style="list-style-type: none"> https://www.accessengineeringlibrary.com/binary/mheaeworks/ccfcacffb7310982/4517b5566198596856e143761a78f1ab5d383b8a362c2bcc63565184e4b1bc10/book-summary.pdf https://mrcet.com/downloads/digital_notes/AE/IV%20Year/Aircraft%20Maintenance%20Engineering.pdf https://www.aerospool.sk/downloads/RTC/AS-AMM-01-000_I1_R1_20180202.pdf 	
Topics relevant to EMPLOYABILITY SKILLS : Maintenance in case of Bird Strike for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Rakshith S
Recommended by the	4 th Board of Studies, 11 th July, 2024

Board of Studies on	
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2010	Course Title: Strategic Management Type of Course: Program Core	L- P-C	4	0	4
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> • Basic Communication • Awareness of general business environment 				
Anti-requisites	Nil				
Course Description	This conceptual course provides an overview of key strategies that support the business functions and operations. This course helps the students to choose markets and focus on various strategies to increase their competitive advantage. It also provides the guidance to implement the right strategy by analyzing the environment. It also paves the way to create value for the business for long term by knowing different strategical reforms and control measures				
Course Out Comes	<p>On successful completion of the course the students shall be able to:</p> <p>CO 1: Describe the fundamentals of business strategy (Understand)</p> <p>CO 2: Use different analyses to develop the strategic profile (Apply)</p> <p>CO 3: Choose the strategy for various levels in Organization (Apply)</p> <p>CO 4: Infer Organizational policies and structure for strategy implementation (Analyze)</p> <p>CO 5: Analyze different techniques to control the strategy (Analyze)</p>				
COURSE OBJECTIVE	The objective of the course is to familiarize the learners with the concepts of Strategic Management and attain Skill development through Participative Learning techniques.				

Course Content:				
Module 1	Introduction	Participative Learning , Assignment Submission, Group Discussion	Submit the assignment by choosing any of the company strategic indent – individual (CA- 1) Group Discussion – Students have to pick any one company to discuss strategic indent and its failure.	10 Sessions
Topics: Definition of Strategic Management, Need for Strategic Management, Strategic Management – Process, Vision, Mission, Objectives and Business Definition				
Module 2	Strategic Formulation	Presentation on Assignment Submission (CA-2)	Submit the assignment by choosing any one strategic analysis and apply it in any one of the company by their own choice – individual (CA- 2)	10 Sessions
Topics: Environmental Appraisal: Concept- Characteristics - Internal Vs External (SWOT) - Environmental Sectors (PESTEL)- Environmental Scanning & Appraisal. Organizational Appraisal: Capabilities- Considerations-Methods & Techniques - Strategic Advantage Profile-Structuring Environmental & Organizational Profile				
Module 3	Levels of Strategies	Scale-Up	Scale -UP (Students are divided into groups and search the success factors of different company's strategy- It's an hands-on session in class)	12 Sessions
Topics: Corporate-Level Strategies; Business Level Strategies; Methods for Pursuing strategies- Strategic Analysis & Choice.				

Module 4	Strategy Implementation	New Strategy Designs- Brain Storming	Brain Storming Students are divided into group and bring up new ideas for business strategy	12 Sessions
Topics: Nature-Barriers. Structural Implementation; Forms-Structure-Systems. Behavioral implementation; Strategic Leadership- Politics-Power-Culture-Ethics. Functional & Operational Implementation; Plan & Policies				
Module 5	Strategy Evaluation & Control	Synectics	SYNECTICS - Business Failures and Problem Solving (Students have to find the business which was failed and also have to find alternatives and implement decision)	12 Sessions
Topics: Strategic Evaluation; Nature-Barriers-Requirements. Strategic Control & Operational Control: Techniques. Green Strategy for Sustainability.				
Targeted Application https://nptel.ac.in/courses/110/108/110108047/ https://puniversity.informaticsglobal.com/login Tools that can be used: ERP, Alison.com (online Course)				
Text Book 1. Kazmi A & Kazmi A (2015), Strategic Management, MacGraw Hill (T1)				
References 1. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill 2. Richard Lynch, (2021): Strategic Management, Sage Publications.				
Links Journals: <ul style="list-style-type: none"> E1- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb039134/full/html E2- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJEM-12-2013-0187/full/html Weblinks: <ul style="list-style-type: none"> https://nptel.ac.in/courses/110/108/110108047/ Case Studies:				

<ul style="list-style-type: none"> https://icmrindia.org/free%20resources/casestudies/freesample.htm <p>Blogs :</p> <ul style="list-style-type: none"> http://businessethicscases.blogspot.com/ https://hbsp.harvard.edu/product/R2103D-PDF-ENG?activeTab=include-materials&itemFindingMethod=#educator-copy 	
<p>Topics relevant to SKILL DEVELOPMENT: : Strategic Indent for Skill Development through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.</p>	
Catalogue prepared by	DR. A.JENCY PRIYADHARSHANY
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3012	Course Title: Airport Management Type of Course: Core, Theory Only	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> Basic Communication Skills Basics of Airport Management 				
Anti-requisites	Nil				
Course Description	<p>This conceptual course provides detailed and in-depth information about various strategic and planning methods that occur in airport and on aircraft and how to effectively handle such planning methods. It provides in depth information about Airport Maintaining methods to be practiced at airport and on aircrafts, the students should have understood about Strategic planning, how revenue is managed in airports, how aircraft fleet is scheduled and planned, which is very important for those students seeking career in aviation.</p>				

Course Out Comes	At the end of the course, the student shall be able to: CO1: Explain the Airport Strategic Planning and its various types. (Comprehension) CO2: Identify the financial methods and its best practices. (Knowledge) CO3: Review the Airline Pricing process and Revenue Management. (Comprehension) CO4: Interpret the Airline Planning Process. (Application) CO5: Apply Airline Schedule Optimization techniques. (Application)			
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.			
Course Content:				
Module 1	Airport Strategic Planning	Article Review	Case Study	07 Sessions
Definition, Key elements, Airport strategic planning framework, Strategic planning process, Phases of airport strategic planning process, Benefits of strategic planning, Airport strategic plan				
Module 2	Airport Financial Management	Article Review	Case Study	06 Sessions
Basic aspects of financial management, ICAOs principles of best practices, purpose, need and scope for financial management, Airport business plan and budget, financing and cash management, internal and external auditing, economic performance management				
Module 3	Airline Pricing and Revenue Management	Assignment	Analysis of Research	07 Sessions
Airline prices and O-D Markets, Airline fare restrictions, Airline fare structure, Trends in airline pricing, Computerized revenue management system, Flight overbooking, EMSR Methods, Revenue from air traffic operations, ground handling charges and non-aeronautical activities.				
Module 4	Airline Planning Process	Experiential Learning	Industry Visit	10 Sessions
Fleet planning, Route planning, Airline schedule development, Fleet assignment and Aircraft rotations, Integrated airline planning, Operations control				
Module 5	Airline Schedule	Article Review	Case Study	10 Sessions

	Optimization			
Schedule optimization problems, Schedule design optimization, Crew scheduling and pairing, Aircraft maintenance routing and crew pairing optimization, Real time recovery models, Cancellation tools, Swap tool, Robust fleet assignment model				
Targeted Application: Airport Strategic Management Tools that can be used: Research Paper, Case Study, Data Analysis				
Text Book <ul style="list-style-type: none"> T1. Young, S. B., & Wells, A. T. (2011). <i>Airport planning and management</i>. McGraw-Hill Education. 				
Reference Books <ul style="list-style-type: none"> R1. Fernandes, E., & Pacheco, R. R. (2010). A quality approach to airport management. <i>Quality & Quantity</i>, 44(3), 551-564. R2. Cook, G. N., & Billig, B. G. (2017). <i>Airline operations and management: a management textbook</i>. Routledge. R3. Günther, Y., Inard, A., Werther, B., Bonnier, M., Spies, G., Marsden, A., ... & Niederstraßer, H. (2006). <i>Total Airport Management (Operational Concept and Logical Architectur)</i> (Doctoral dissertation). 				
PU online library link <ul style="list-style-type: none"> Simó Guzmán, P. (2017). From Editors: Seven years on the Editorial Team of the Journal of Airline and Airport Management (JAIRM). <i>Journal of Airline and Airport Management</i>, 7(2), 123-125. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAJ_1_8589936704 National Research Council. (1996). <i>Airline Passenger Security Screening: New Technologies and Implementation Issues</i> (Vol. 482, No. 1). National Academies Press. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4614 				
Online Resources <ul style="list-style-type: none"> https://cdn11.bigcommerce.com/s-m5qljysoqy/content/look-inside/AIRPT-MGT.pdf https://soaneemrana.org/AIRPORT%20PLANNING%20AND%20MANAGEMENT%20BY%20SETH%20B.%20YOUNG%20&%20ALEXANDER%20T.%20WELLS1.pdf https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf 				

Topics relevant to development of Employability Skills: Airline Schedule Optimization. Entrepreneurial skill: Environment and sustainability:	
Catalogue prepared by	Mr. Rakshith S Faculty, Department of aviation
Recommend ed by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA 2009	Course Title: Services Management Type of Course: Program Core Theory Only Course	L-P-C	4	0	4
Version No.	1.1				
Course Pre-requisites	<ul style="list-style-type: none"> ○ Basic knowledge of Marketing functions ○ Awareness of service industries in the global scenario ○ Soft Skills - Creativity, communication ○ Basic analytical ability 				
Anti-requisites	Nil				
Course Description	<p>Services today account for an increasing share of the gross domestic product and the employment base in most developed and developing economies. While the service sector is going through a revolution, marketing and other strategic decisions are still based on antiquated product-centric business models. Strategic thinking is being driven by outdated assumptions of what makes firms succeed in markets. This course is designed to focus on the unique marketing and management problems faced by service firms or the service arms of manufacturing firms, and develop an understanding of the strategic initiatives necessary to build world-class service organizations.</p>				

Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Describe the factors responsible for growth of service sector (Understand) CO2: Examine the consumer behaviour in services (Apply) CO3: Identify the role of non-monetary cost in services (Analyze) CO4: Infer the stages in service innovation (Analyze) CO5: Relate the role of services in diverse sectors (Analyze)			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Service Management and attain Skill development through Participative Learning techniques .			
Course Content:				
Module 1	Introduction to Services	Group Discussion	Group discussion in the class regarding current trends in Services	08 Hours
Topics: Meaning of Services, differences between goods and services, characteristics of Services, Service marketing mix, challenges in services pricing, classification of Services, significance of services marketing, growth of service sector, factors responsible for growth of service sector in India.				
Module 2	Consumer Behavior in Services	Assignment & Case analysis	Case study on Ola Cabs and Consumer Behaviour in services topic for group discussion	11 Hours
Topics: Service Expectations, Types of expectations, Zone of tolerance, Factors influencing customer expectations of service, Issues involved, Customer Perceptions, Customer satisfaction, Service quality and E-service quality, GAPS Model, Service encounters- importance and types, Service Life cycle.				
Module 3	People and Price Element in Services	Case study	Case study on Beyond booking	12 Hours
Topics: Employees' Roles in Service Delivery- Strategies for Delivering Service Quality through People- SERVQUAL model-Boundary-Spanning Roles-Service scape, Customer-oriented service delivery. Role of non-monetary costs, price as an indicator of service quality, approaches of pricing services: cost based and competition-based pricing, pricing and service tiering.				
Module 4	Process & Physical	Case study	Case study analysis of Make my trip.com	12 Hours

	Evidence Elements in Service			
<p>Topics: Process-Service Blueprinting: components of blueprint; Impact of service failure and recovery; Service Recovery Strategies, Challenges of Service Innovation & Design, types of service innovation, stages in service innovation and development.</p> <p>Physical evidence-types of Servicescapes, strategic roles of Servicescape, Role of information technology in improving service quality post COVID.</p>				
Module 5	Service Management across diverse sectors	Case study	Case study analysis of Qantas Airlines	12 Hours
<p>Topics: Introduction to Banking and Insurance Services, Hospital and Educational Service and Tourism Service Marketing strategies in service sectors post COVID - Financial services, hospitality, IT & ITES, healthcare, telecom, tourism, retail, NGOs and public utility services.</p>				
<p>Targeted Application & Tools that can be used: Service manager, retail manager & MS office</p>				
<p>Presentation on Service industries in India, analysis of case study on different types on service sector companies.</p>				
<p>Text Book</p> <p>T1: Services Marketing: Integrating Customer Focus across the Firm, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Ajay Pandit, 5th Edition, Tata McGraw Hill, International Edition.</p>				
<p>References</p> <p>R1: Services Marketing: The Indian Context, R Srinivasan, 4th Edition, Prentice Hall of India.</p> <p>R2: Services Marketing: Text & Cases, Harsh V Varma, Pearson Education.</p> <p>R3: Services Marketing: Text and Cases – Dr. Rajendra Nargundkar, 3rd Edition, Tata McGraw Hill, International Edition.</p> <p>R4: Lovelock,C., Wirtz, j. Chatterjee, J.(2011). Services Marketing. Pearson Prentice Hall.</p> <p>R5: S.M. Jha: Services Marketing HPH</p> <p>E-Library resources Presidency university</p> <p>https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-04-2022-0121/full/html</p>				

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-02-2020-0067/full/html>

E-Resources:

https://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdf

<https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf>

Topics relevant to SKILL DEVELOPMENT: Types of service innovation for **Skill Development through Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr Mounica Vallabhaneni, Assistant Professor, School of Commerce
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3020	Course Title: Inflight operations management Type of Course: Discipline Elective, theory	L- P- C	4	0	4
Version No.	1.1				
Course Pre-requisites	Basic knowledge about grooming and Cabin crew department.				

Anti-requisites	NIL			
Course Description	This course provides an in-depth knowledge of cabin crew profession, its origin and current practices.			
Course Outcomes	<p>On completion of this course, the student will be able to:</p> <p>CO1 : List the basics of airline grooming standards. [Knowledge]</p> <p>CO2 : Practice the various safety procedures followed by Airlines. [Application]</p> <p>CO3 : Illustrate the procedures followed in case of an emergency. [Application]</p> <p>CO4 : Explain the in-flight standards of airline. [Comprehension]</p> <p>CO 5 : Discuss the service standard provided by airlines during flight. [Comprehension]</p>			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Inflight Operations Management and attain Employability through Participative Learning techniques .			
Module 1	Introduction to grooming standards.	Article Review	Case Study	12 Sessions
Introduction, eligibility criteria, lifestyle, hours and environment, makeup application and hairstyle, grooming kit contents, BMI, flight bag, uniform and accessories, importance of nutrition and physical fitness				
Module 2	Inflight safety procedures	Article Review	Case Study	12 Sessions
Aircraft rules, types and familiarisation, SEP certifications, safety and emergency procedures, removable safety equipment, CRM, FTL, FDTL and rest period, announcements				
Module 3	Inflight medical emergency/first aid	Article Review	Case Study	12 Sessions
Minor inflight medical emergencies, otic barotrauma, hypoxia, decompression sickness, transportation of injured passenger, minor burns and wounds, emergency resuscitation				
Module 4	Standards expected during flight	Experiential Learning	Industry Visit	12 Sessions
Dress code, etiquette, body language, personal hygiene, discipline and code of conduct, effective communication, social skills, courtesy, correct forms of greeting and conversation.				
Module 5	Inflight service standards	Assignment	Analysis of Research	12 Sessions

Introduction, food and beverage management, galley equipment, service types, food plating, TSU, special meals, menu card, trolley service, wine, champagne, beverage cart and tools.	
Targeted Application & Tools that can be used: Research Paper, Case Study.	
Project work/ Assignment:	
Text Book T1. Emmy Arsonval . Airline cabin crew training manual.	
References Books: R1. John Furst, The complete first aid pocket guide R2. Paul Claybrook, The basics of nutrition and wellness PU Library References https://presiuniv.knimbus.com/user#/home <ul style="list-style-type: none"> Stojković, M., Soumis, F., & Desrosiers, J. (1998). The operational airline crew scheduling problem. <i>Transportation Science</i>, 32(3), 232-245. Link: https://www-jstor-org-presiuniv.knimbus.com/stable/25768821?searchText=cabin+crew&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dcabin%2Bcrew%26so%3Drel&ab_segments=0%2FSYC-6451%2Ftest&refreqid=fastly-default%3A5407f307ea94cf756e82be404ca496a3#metadata_info_tab_content_s 	
Videos https://www.youtube.com/watch?v=c-8rLmxAyH0 https://www.youtube.com/watch?v=iStj7EiO7xg https://www.youtube.com/watch?v=mya_Uqdxey4	
Topics relevant to EMPLOYABILITY SKILLS : Emergency procedure for Employability Skills through Participative Learning Techniques . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Sowmya Kumble
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by	24 th Academic Council meeting held on 3 rd August 2024

the Academic Council	
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Course Code: BAV3016	Course Title: Certifications in airline industry Type of Course: Discipline Elective	L- P- C	4	0	4
Version No.	1.0				
Course Pre-requisites	Basic knowledge about airline operations.				
Anti-requisites	Nil				
Course Description	<p>This course gives a fundamental knowledge about the certifications offered by the airlines and the requirements to get one.</p> <p>This course helps in preparedness of the student to take the examinations conducted by airlines</p>				
Course Out Comes	<p>At the end of the course, the student shall be able to:</p> <p>CO 1: Explain the procedures of airline security</p> <p>CO 2: Classify the dangerous goods.</p> <p>CO 3: Identify the safety requirements of airline and airport.</p> <p>CO 4: Understand the significance of FAC department.</p> <p>CO 5: Explain the process of weight distribution in an aircraft.</p> <p>CO6: Explain the different security equipment used in airports.</p> <p>CO 7: Understand the requirements of airlines in terms of customer handling.</p>				
Course objective	The objective of the course is to familiarize the learners with the concepts of certifications in Airline Industry and attain Employability through Participative Learning techniques.				
Course Content:					
Module 1	Aviation Security - Basic	Case study	Case study analysis	10 Sessions	

Overview of international civil aviation security, Access control – People, Access Control – Vehicles, Recognition of Explosives Devices and other prohibited articles, Building and search area procedure, Protection of parked Aircraft, Behavior detection, Insider Threat.				
Module 2	Dangerous Goods Regulations	Case study	Case study analysis	08 Sessions
Classification, Identification, Packing, Marking and Labelling, Storage and Loading, Dangerous goods emergency response, Limitations, Indian legal regime.				
Module 3	Ramp Safety	Case study	Case study analysis	10 Sessions
Personal Protective Equipment, Safety Diamond, Vehicle speed limits, Foreign object debris, Safety in low visibility conditions, Importance of lights and marshaling, Restricted items for staff usage, Passenger safety.				
Module 4	Family Assistance and Care	Group discussion	Group discussion	06 Sessions
Disaster management, Departments in FAC, Customer care, Process of data collection and delivery, Requirements of a FAC member, Training procedures.				
Module 5	Load and Trim Functions	Group discussion	Group discussion	08 Sessions
Load and trim definitions, Regulatory requirements, Weight and balance, Weight limitations, Important components of aircraft, Load and trim sheet, General Procedures.				
Module 6	Aviation Security – Advanced (screeners)	Group discussion	Group discussion	10 Sessions
Terminologies, X-Ray theory – Safety Precautions, CTP, TIP, Door frame metal detector, Handheld metal detector, ETD and EVD, Security control measures, IEDs/Dangerous Goods/Prohibited items, Abbreviations.				
Module 7	Customer Handling/CRS -GDS	Group discussion	Group discussion	08 Sessions
Suggested Verbiage, Floor walker-duties and responsibilities, Tags and forms, Customer categories, Medical restrictions for Air travel, Central reservation system/Global distribution system used in airlines, Passenger addressing system.				
Targeted Application & Tools that can be used: Skyport – Navitaire.				
Text Book:				

1. Herc, K., & Zakrzewska, B. (2018). Air Transport of Explosives–Modern Solutions. <i>Safety & Defense</i> , 4(1), 37-42.	
Reference E-Reading / Essential Reading: https://books.google.co.in/books?hl=en&lr=&id=ktcEbZJk1kC&oi=fnd&pg=PP1&dq=iata+and+icao&ots=kL-m2vjHRX&sig=8Mew65fzyFPFPgFyPaOQiN0_xp8&redir_esc=y#v=onepage&q=iata%20and%20icao&f=false	
Topics relevant to EMPLOYABILITY SKILLS: Training procedures for Employability Skills through Participative Learning Techniques . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Rakshith S
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BAV3011	Course Title: AIR TRAFFIC CONTROL Type of Course: Discipline Elective	L- P- C	3	0	3
Version No.	1.0				
Course Pre-requisites	Basic Communication Basics of Aviation industry				
Anti-requisites	Nil				
Course Description	This conceptual course gives students a foundation-level knowledge regarding the safety & sensitivity concern of Air Traffic Control System along with their functions. To enable the students to learn about issues & challenges while managing the flow of Air Traffic Operations.				

Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the elements of ATC systems in airport. (Knowledge) CO2: Explain how ATC is structured, ATC procedures and control tower operations and air traffic management (Comprehension) CO3: Discuss the various ATC communications procedures (Comprehension) CO4: Explain how control tower operations involved in ATC (Comprehension) CO5: Identify the component of NexGen for the future Air Traffic Management (Comprehension)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Air Traffic Control and attain Employability through Participative Learning techniques .			
Course Content:				
Module 1	Elements of ATC System	Assignment	Analysis of Research	10 Sessions
Communication Systems, Navigation Systems, Surveillance Systems, Flight and Weather Information Systems				
Module 2	Airspace and ATC Structure	Article Review	Case Study	10 Sessions
ATM Systems, Airspace Structure, handling a typical Airline Flight, Airport Traffic Control Tower, Terminal Airspace Control Centre, Surveillance, and Navigation for precision instrument approaches, En-Route control centers				
Module 3	Communication Procedures	Participative Learning	Industry Visit	10 Sessions
Clearance, Aircraft Identification, Destination Airport/ Intermediate fix, Departure Instructions, Route of Flight, Altitude Assignment, required reports, Holding Instructions				
Module 4	Future Air Traffic Management	Article Review	Case Study	11 Sessions
NexGen, NexGen Components, ATFM operations, Ground Delay Programs, Improved Aircraft separation, Negotiated Routes				

<p>Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method</p>
<p>Project work/Assignment: Mention the Type of Project/Assignment proposed for this course:</p> <ol style="list-style-type: none"> 1. Refer to the research paper assigned from the PU library and analyse the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.) 2. Experiential learning: Visit to Jakkur Aerodrome and note the communication procedures.
<p>Reference Text book</p> <ol style="list-style-type: none"> 1. T1. Brim, L. (2008). Fundamentals of Air Traffic Control. In <i>ParaDise Seminar, Feb.</i>
<p>Reference</p> <ul style="list-style-type: none"> • R1. Nolan, M. S. (2011). Fundamentals of air traffic control. Cengage learning. • R2. Belobaba, P., Odoni, A., & Barnhart, C. (Eds.). (2015). The global airline industry. John Wiley & Sons. • R3. De Neufville, R., Odoni, A. R., Belobaba, P. P., & Reynolds, T. G. (2013). Airport systems: Planning, design, and management. McGraw-Hill Education. <p>PU library link</p> <ul style="list-style-type: none"> • Cook, A. (Ed.). (2007). <i>European air traffic management: principles, practice, and research</i>. Ashgate Publishing, Ltd.. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=INTECH_1_1102 • Metzger, U., & Parasuraman, R. (2001). The role of the air traffic controller in future air traffic management: An empirical study of active control versus passive monitoring. <i>Human factors</i>, 43(4), 519-528. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_4691 <p>E resources:</p> <ul style="list-style-type: none"> • https://www.princeton.edu/~ota/disk3/1982/8202/820205.PDF • https://www.researchgate.net/publication/319565998_Design_of_Air_Traffic_Control_Operation_System/link/5a798064a6fdcc4ffe911d1b/download
<p>Topics relevant to EMPLOYABILITY: Airspace Structure for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout</p>

Catalogue prepared by	Prof. Chitra Srinivas Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: BBA2019	Course Title: Travel and Tourism Management Type of Course: Major Core	L- P- C	4	0	0
Version No.	1.0				
Course Pre-requisites	Basic knowledge about travel industry				
Anti-requisites	Nil				
Course Description	This course provides fundamental knowledge to understand the various types in tourism and gives an idea on effectively managing a tourism business. This course helps to generate new and creative ideas for the future of Air travel business.				
Course Out Comes	At the end of the course, the student shall be able to: CO1: Outline the evolution of the travel industry CO2: List the requirements for travel documents CO3: Explain the different types of tourism in India CO4: Defend the importance of IATA Accreditation for a travel agent CO5: Interpret new ideas for travel industry				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Travel and Tourism Management and attain Skill Development through Participative Learning techniques.				
Course Content:					
Module 1	History of Travel Trade	Knowledge level	Lecture and PPT	10 Sessions	
Introduction of American Express - Thomas Cook Inc., Traveller’s Cheque, History of Travel Agency business in India, Roles of TAAI and IATO, Functions of IATA and ICAO, IATA Geography and Global Indicators.					

Module 2	Traveler Identification Management	Application level	Lecture and PPT	12 Sessions
TIM (Travel Information Manual), IATA Currency regulations, Concepts of Itinerary planning, Travel Documentation – Types of Passports and its uses, Types and Process of Visa, OCI, PIO, PAP, RAP, Travel Insurance, future of Biometrics in airports.				
Module 3	Tourism in India and its various types	Knowledge level	Lecture and PPT	10 Sessions
Introduction to Tourism, Adventure Tourism, Wildlife Tourism, Medical Tourism, Pilgrimage Tourism, Eco tourism, Cultural Tourism, Wellness Tourism, Business Tourism, Heritage Tourism, Leisure Tourism, Sports Tourism, Educational Tourism.				
Module 4	IATA Accreditation and Government Recognition	Comprehension level	Lecture and PPT	12 Sessions
IATA Accreditation of IATA Agents – Benefits of Full Accreditation, IATA Billing and settlement Plan – credit Period, Control Bank Guarantee, Global Distribution System, IATA – Training for Travel Agents, Travel Partners, Difference between Travel Agents and Tour Operators.				
Module 5	Future Trends in Tourism Industry	Comprehension level	Lecture and PPT	12 Sessions
Automation in travel industry, Promoting Sustainability, Culture of preparedness, Technology - Virtual travel, Closer to Home Travel, Redefining luxury in travels, Space Tourism, Dark Tourism, Voluntourism, Culinary Tourism.				
Targeted Application & Tools that can be used: Skyport – Navitaire.				
Project work/Assignment: Mention the Type of Project/Assignment proposed for this course: Assignment 1: IATA Geography Assignment 2: Types of tourism				
Text Book: 2. Tourism in India and it's various types – Dr. Sutinder Singh, Dr. Manohar Jain. 3. Manual of Travel agency practice – Gwenda Syrratt and Jane Archer.				
Reference Books				

- R1. Sharpley, R. (2006). Travel and tourism. *Travel and tourism*, 1-240.
- R2. Harris, R., Williams, P., & Griffin, T. (Eds.). (2012). *Sustainable tourism*. Routledge.

E-Reading / Essential Reading:

- Operations Management in the Travel Industry – Research Gate

PU online library link

- Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, 34(6), 1532-1550.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww>
- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, 61, 81-94.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww>

Online Resources

- <https://hwb.gov.wales/api/storage/3f708892-2cfe-4b78-bed2-2ec90ce5fc52/Section1-IntroducingTourism.pdf>
- <https://uou.ac.in/sites/default/files/slm/ETS-102.pdf>

Topics relevant to SKILL DEVELOPMENT: Adventure Tourism for Skill Development through **Participative Learning Techniques**. This is attained through assessment component mentioned in course handout

Catalogue prepared by	Prof. Sneha N Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Rajanukunte, Yelahanka, Bengaluru 560 119