BHARATHIAR UNIVERSITY ; COIMBATORE-46
BBA – AIRLINE & AIRPORT MANAGEMENT
(Annual Pattern)
(For the SDE students admitted from the academic year 2011-12 & onwards)
Course Syllabus

FIRST YEAR COMMON PAPER of BBA

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TITLE OF THE PAPER</th>
<th>EXAM DURATION</th>
<th>MAX MARKS</th>
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<tbody>
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<td>I</td>
<td>LANGUAGE – I - TAMIL</td>
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<td>LANGUAGE – II - ENGLISH</td>
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<td>MANAGEMENT PROCESS</td>
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<td>ACCOUNTING FOR MANAGERS</td>
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<td>MATHEMATICS FOR MANAGEMENT</td>
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<td>II</td>
<td>AVIATION</td>
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<td>ANCILLARY SERVICES</td>
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<td>AIRLINE AND AIRPORT ORGANISATION</td>
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<td>AIRLINE AND TRAVEL MANAGEMENT</td>
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<td>II</td>
<td>RESOURCE AND LOGISTICS MANAGEMENT AT AIRPORTS</td>
<td>3</td>
<td>100</td>
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<td>III</td>
<td>AIRCRAFT MAINTANCE &amp; CREW MANAGEMENT</td>
<td>3</td>
<td>100</td>
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<td>III</td>
<td>AIRLINE MARKETING &amp; AVIATION SAFETY MANAGEMENT</td>
<td>3</td>
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<td>III</td>
<td>PRINCIPLES OF TRAVEL, TOURISM &amp; AVIATION SAFETY</td>
<td>3</td>
<td>100</td>
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<td>III</td>
<td>TRAVEL AGENCY OPERATIONS</td>
<td>3</td>
<td>100</td>
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<td>III</td>
<td>SERVICE MARKETING AND PUBLIC RELATIONS IN THE AVIATION INDUSTRY</td>
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Eligibility: Plus Two or Equivalent

Duration: Three Years
Objective: On successful completion of this course, the students should have understood
The nature and types of business organizations
Principles & functions of Management
Process of decision making
Modern trends in management process.

UNIT - I
Business - meaning -business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business
Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies -
Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT –II
Nature and Scope of Management process – Definitions of Management –
Management: a science or an art? - Scientific Management - Managerial functions and roles –
The evolution of Management Theory.

UNIT –III
Planning: meaning and purpose of planning - steps in planning - types of planning.

UNIT - IV
Organising: Types of organisation - Organisational structure - span of control - use of staff
units and committees. Delegation: Delegation and centralisation - Line and Staff relationship.
Staffing: Sources of recruitment - Selection process - training.

UNIT - V
Directing: Nature and purpose of Directing. Controlling: Need for co-ordination -
meaning and importance of controls - control process - Budgetary and non-Budgetary controls

REFERENCE BOOKS
1. Business Organization - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organization and Management – P.N. REDDY
ACCOUNTING FOR MANAGERS

Objective: On successful completion of this course, the students should have understood
The basic accounting concepts
Fundamentals of Financial Accounting
Preparation of final accounts, etc.
Fundamentals of Cost and Management Accounting

UNIT - I
Basic Accounting concepts - Kinds of Accounts – Branches of Accounting -
Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of
problems - Trial balance – problems.

UNIT - II
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with
simple adjustments.

UNIT - III
Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and
Management Accounting - distinction between Cost, Management and Financial Accounting -
Elements of cost-cost concepts and costs classification.

UNIT – IV
Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels
- Pricing of Materials Issues - problems ( FIFO, LIFO, and AVERAGE COST methods only) -
labour cost - remuneration and incentives - problems.

UNIT – V
Standard Costing - Variance Analysis – problems (Material and Labour Variances only) -

REFERENCE BOOKS
1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
6. Jain and Narang : Cost Accounting
7. Nigam and Sharma : Cost Accounting
8. RK Sharna & K. Gupta : Management Accounting
9. S.N.Maheswari : Management Accounting
MATHEMATICS FOR MANAGEMENT

Objective: On successful completion of this course, the students should have understood
Set operations, matrix and Mathematics of Finance
Statistical tools and their applications

UNIT - I
Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II
Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III
Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV
Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson’s Coefficient of correlation – Rank correlation - Regression lines.

UNIT-V
Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

REFERENCE BOOKS
1. Sundaresan and Jayaseelan - An Introduction to Business Mathematic and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics
**Objective:** On successful completion of this course, the students should have understood

- Evolution of Aviation Industry and its growth
- World Aviation Bodies and their functions
- Airport Services and Crisis Management

**UNIT I – HISTORY OF AVIATION**

The Evolution of Aviation - Growth Drivers - Issues and Challenges - Global Aviation Industry - Aviation Industry in India - An Overview - Aircraft Types and Structures - Aircraft Manufacturers

**UNIT II – WORLD AIRLINES AND AIRPORTS, WORLD AVIATION BODIES**

Airports - Civil, Military - Training - Domestic/International - Passenger/Cargo Terminals - World Airlines - World’s Major Airports – IATA / ICAO - National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

**UNIT III – GENERAL SUBJECTS**


**UNIT IV – AIRPORT HANDLING**

Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse Management Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Coordination-Security Clearance-Baggage

**UNIT V – CRISIS MANAGEMENT AT AIRPORTS**

Various Crisis at Airport - SOP for Bomb Threat - Mitigating Hijack Crisis Situation - Response to Acts of Unlawful Interference: Developing Plans

**REFERENCE BOOKS**

ANCILLARY SERVICES

Objective: On successful completion of this course, the students should have understood

- Types of Ground Handling and their responsibilities.
- Infrastructural requirements related to security.
- Miscellaneous services related to Airport Management

UNIT I – GROUND HANDLING SERVICES

Role and Responsibilities of Ground Handlers - Ground Handling: Self Handling vs. Outsourcing - Ground Handling: Case Studies at India and Abroad - IATA Ground Handling Council

UNIT II – PASSENGER SERVICES

Passenger Handling: Departure Concourse - Passenger Handling: Transit and Arrivals - Passengers’ Baggage Handling - Specialized Handling of Passengers: VVIPs, VIPs, Physically Challenged

UNIT III – CARGO SERVICES

Cargo Services at Export Shed - Cargo Services at Import Shed - Cargo Services at Transit Shed - Cargo Aircraft Handling, Air Cargo - Concept - Cargo Handling-Booking of Perishable Cargo and Live Animals - Industry Relation - Type of Air Cargo - Air Cargo Tariff, ratios and Charges - Airway Bill, Function, Purpose, Validation.

UNIT IV – OTHER SERVICES: RESPONSIBILITIES

Catering: Preparation, Escort and Security, Inter-terminus Transfers - Medical Services, Accommodation and Hospitality, Information Dissemination - Airport Operations - Airport Management

UNIT V – AVIATION SECURITY: INFRASTRUCTURAL REQUIREMENTS


REFERENCE BOOKS

AIRLINE AND AIRPORT ORGANISATION

Objective: On successful completion of this course, the students should have understood

• Terminals, Airport Operators and their functions

• Duties and responsibilities of ground handling agencies.

• Documentation related to Airport Management.


UNIT II – RAMP SERVICES : GROUND HANDLING AGENCIES AND DOCUMENTS

Handling of Passengers - Handling of Baggage - Aircraft Handling -Catering Planning, Aircraft Fleet and its Maintenance - Ground Handling Agreements - Scheduling and Approvals - Crew Management and Documentation

UNIT III – AIRPORT OPERATOR

Passengers’ Terminal Management: Domestic - Passengers’ Terminal Management: International - Cargo Terminal: Domestic and International - Airside Management: Ground and Flight safety

UNIT IV – INTERNATIONAL TOUR AND TRAVEL MANAGEMENT


UNIT – V - AIRPORT OPERATIONS

Airport planning-Operational area and Terminal planning, design, and operation-Airport - operations-Airport functions-Organization structure of Airline and Airports sectors-Airport - authorities-Global and Indian scenario of Airport management – DGCA –AAI.

REFERENCE BOOKS

Objective: On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making

UNIT I – THE TRANSPORTATION INDUSTRY and MARKET FOR AIR TRANSPORTATION

Air Transportation Industry - Land Transportation Industry - Sea Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix – Application of Marketing Principles to Airline management-Airline Business and its Customers – Market segmentation - PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT ANALYSIS


UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE

Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft Types and Codes - World Terminals - Calculation of Flying time, Ground Time and Elapsed Time.

UNIT IV – Airport Planning


UNIT V - Airlines-Revenue Management and Distribution and Promotion


REFERENCE BOOKS:

**Objective:** On successful completion of this course, the students should have understood

- Relevance of Resource Management
- Human Resource Management
- Allocation of Resources

**UNIT I – HUMAN RESOURCES**

The role of Human Resources - Dealing with Superiors - Dealing with Peers and Subordinates - Dealing with Others: Passengers, Regulatory Authorities and Civic Bodies

**UNIT II – SPATIAL CONSIDERATIONS**

Space allocation in Terminals and Airside - Hold / Gate Allocation - Baggage Management: Make-up and Break-up - Challenges and Solutions

**UNIT III – STAFF AND EQUIPMENTS ALLOCATIONS**

Air Operators and Service Providers: Staffing issues - Security and Other Sovereign Functions: Manpower Planning - Equipment requirements - Budgeting and Cost Analysis

**UNIT IV – RELEVANCE OF RESOURCE MANAGEMENT**


**Unit-V -**

Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality concept and Total Quality Management-improving Logistic performance-Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

**Reference Book:**

Objective: On successful completion of this course, the students should have understood

- Evolution and Impact of Crew Resource Management
- Need of CRM and training benchmarks.
- Scope for improvement in CRM

UNIT I

UNIT II

UNIT III


UNIT V

REFERENCE BOOKS
Reference Books:
Objective: On successful completion of this course, the students should have understood

- Safety Culture in Airlines
- Nature of Accidents and Managing Human Errors


UNIT II – Promotion Marketing-Fundamentals of relationship marketing – components of a relationship marketing strategy – frequent flyer programmers – the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms


UNIT IV - MAJOR ACCIDENT ANALYSIS & MANAGING HUMAN ERRORS

Identifying root causes of Human Errors - Human Reliability Assessment - Safety cultures in Airlines - Threat and Error Management (TEM) - Mid-Air Collisions - Runway Incursions - Weather Factors - Human Factors and Mechanical Failures

UNIT V – NATURE OF ACCIDENTS, MAJOR ISSUES: A CONTEMPORARY ASSESSMENT


REFERENCE BOOKS:

2. Risk Management and Error Reduction in Aviation Maintenance – Manoj
3. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
5. Strategic Management – An Integrated Approach – Hill Jones – (Dreamtech Bictantia)
Objective: On successful completion of this course, the students should have understood

• Perception of Tourism Worldwide

• Hospitality and Tourism Industry

UNIT I –

Travels and tourism - Principles – Scope and Operations - Perception of Travel worldwide - Perception of Tourism worldwide - India a tourist destination - Indian States, Capitals, Public holidays, Banks - Important Festivals and Tourist attractions - State Tourist Organizations - Important Travel Agents & Tour Operators

UNIT II –

World Tourism - Important Countries/Capitals / Currencies / Exchange - World Tourism Attractions - Indian Tourism – Types – Transportation Commercial Aviation-Air Taxi Operations--Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. -IATA Geography and Global indicators Travel Agent Management - Travel Partners


REFERENCE BOOK

2. Reference Books:
3. Risk Management and Error Reduction in Aviation Maintenance – Manoj
4. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
5. Commercial Aviation Safety: Alexander T. Wells, Clarence
6. Aviation and Airport Security: Terrorism and Safety Concerns,
7. IATA Manual on Diploma in Travel & Tourism Management
TRAVEL AGENCY OPERATIONS

Objective: On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making

UNIT I

Travel agent -Formation- Role and Responsibilities - Travel Agents Body in India – TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations - Private Operation - Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT II

Tour Operators Role and Responsibilities - Planning Tours and Preparation of Tour Brochures - Operating Conditions for Tour packages and Legal position in case of non compliance and other reasons - Pricing of Tour packages

UNIT III

Airline Operational Management- Domestic- International Departure Formalities,- Security Check- In. Hand Baggage Screening -Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight

UNIT IV


UNIT V

Aviation Industries terminologies – OAG - Pooling of baggage and Allowances - Weight and piece concept - Legal liability for Passengers and Baggage - Checked and Unchecked International travel documentation - Passports – Visas- Health documentation- Airline Tickets Airlines Terminal Management

REFERENCE BOOK
SERVICE MARKETING & PUBLIC RELATIONS IN THE AVIATION INDUSTRY

Objective: On successful completion of this course, the students should have understood

• Role, Importance and Challenges of PR in Aviation Industry
• Role of PR in Aviation Crisis Management
• Strategy and PR Planning

UNIT I


UNIT II


UNIT III

Public Relations: An essential in Aviation - Issues in PR: Airport Operators, Air Operators, Security Requisites of a Good PR professional – Challenges: Accessibility, Integrity of Information and Neutrality Handling the media - Types and Role of Media Handling - Do’s and Don’ts in Media Handling - Preparation for Elective Media Handling - Electronic Media

UNIT IV


UNIT V


REFERENCE BOOK:

1. Services Marketing – Indian experiences – Ravishankar, Aouth Asia publication 1998, Delhi
5. Advertising and Promotion” – Kruti shah and Alan D'souza Tata McGraw -Hill