

Apprenticeship-based BMS Degree Programme in Aviation Services & Air Cargo

COLLABORATIVE PROGRAMME OF LSC



REGULATION & CURRICULUM

VERSION 2020 - 21

SEMESTER I								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	CF	TLA2101	Tamil I	3	0	0	3	3
	CF	FLA2101	French I					
2	PC	L20AC02	Statistics for Data Analysis	3	1	0	4	4
3	PC	L20AC03	Analysing Financial Accounting Statements	3	1	0	4	4
4	PC	L20AC04	Fundamentals of Logistics	3	1	0	4	4
5	PC	L20AC05	Introduction to Aviation Industry & Airport Operations	3	1	0	4	4
6	PC	L20AC06	Word & Presentation Tools - Practical	0	0	4	2	4
7	PC	L20AC07	Communicative English - Practical	0	0	4	2	4
			Total	15	4	8	23	27

SEMESTER II								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	PC	L20AC08	Organisational Behaviour	3	0	0	3	3
2	PC	L20AC09	Environmental Studies	3	0	0	3	3
3	PC	L20AC10	Quantitative Techniques	3	1	0	4	4
4	PC	L20AC11	International Business	3	1	0	4	4
5	PC	L20AC12	Introduction to Air Cargo Industry	3	1	0	4	4
6	PC	L20AC13	Air Cargo Manuals and Regulations	3	1	0	4	4
7	PC	L20AC14	Data Analysis using Spreadsheet - Practical	0	0	4	2	4
			Total	18	4	4	24	26

SEMESTER III								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	PC	L20AC15	Cost Accounting	3	1	0	4	4
2	PC	L20AC16	Marketing Management	3	0	0	3	3
3	PC	L20AC17	Revenue Management & Pricing	3	1	0	4	4
4	PC	L20AC18	Air Cargo Operation Processes	3	0	0	3	3
5	PC	L20AC19	Air Cargo Customer Services	3	0	0	3	3
6	PC	L20AC20	Aviation & Air Cargo: Security & Safety	3	0	0	3	3
7	PC	L20AC21	Air Cargo Agreements & Alliances	3	0	0	3	3
			Total	21	2	0	23	23

SEMESTER IV								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	PC	L20AC22	Management Accounting	3	1	0	4	4
2	PC	L20AC23	Human Resources Management	3	0	0	3	3
3	PC	L20AC24	Quality Management Systems in Air Cargo	3	0	0	3	3
4	PC	L20AC25	IT Applications in Aviation & Air Cargo	3	0	0	3	3
5	PC	L20AC26	Freighters & Charters	3	0	0	3	3
6	PC	L20AC27	Special Cargo Handling	3	0	0	3	3
7	PC	L20AC28	Employability Skills	0	0	4	2	4
			Total	18	1	4	21	23

SEMESTER V								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	PC		Allied Course 1 (MOOC)	3	0	0	3	3
2	PC	L20AC30	Air Cargo Terminal Processes - Practical	0	0	4	2	4
3	PC	L20AC31	Air Cargo Business Support Functions - Practical	0	0	4	2	4
4	PC	L20AC32	Apprenticeship I	0	0	0	23	23
5			Total	3	0	8	30	34

SEMESTER VI								
No.	Course Category	Course Code	Course	L	T	P	C	TCH
1	PC		Allied Course 2 (MOOC)	3	0	0	3	3
2	PC	L20AC34	Freighter Handling at Airport - Practical	0	0	4	2	4
3	PC	L20AC35	Mechanised Handling & ULD Operations - Practical	0	0	4	2	4
4	PC	L20AC36	Apprenticeship II	0	0	0	23	23
5			Total	3	0	8	30	34

List of Allied Courses (MOOC)							
Sem.	No.	Course Code	Course	Type	Hours	Credit	Marks
V	1	L20AC29-1	Introduction to Aviation Law	General	45	3	100
	2	L20AC29-2	Air Cargo Sales & Marketing	General	45	3	100

Sem.	No.	Course Code	Course	Type	Hours	Credit	Marks
VI	1	MGD4293	E-COMMERCE TECHNOLOGY AND MANAGEMENT	General	45	3	100
	2	L20AC33-2	Exim Policy, Procedure & Documentation	General	45	3	100

COURSE TITLE	FRENCH I {Common to BCOM,BCOM(BM),BBA,BBA(TTM),BSc(Vis.Com)}			CREDITS	3
Course Code:	FLA2101	Course Category	CF	L-T-P-C : 3:0:0:3 TCH 3	
CIA:40%		ESE: 60%			
Learning Level		BTL – 2 (Understand)	Assessment Model		TA 1
	COURSE OUTCOMES				PO
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language				PO2
2.	Applying the concepts for oral and written mastery of the language				PO2
Prerequisites: Basic Knowledge in English					
MODULE – 1:					
1.1	Se presenter a des publics different et saluer			-1 hr	12 L
1.2	Salueretprendre conge			-1 hr	
1.3	La presentation, s ‘appeler et etre et pronomssujets, C’ est / ilest / elle est.			-1 hr	
1.4	Articles definis /indefinis, Voici / voila/ilya			-1 hr	
1.5	Des cartesd’identite.			-1 hr	
1.6	Presenter quelqu’un			-2 hrs	
1.7	Parler de soi			-1 hr	
1.8	Les nationalites, les verbs er(commencer, habiter...)			-2 hrs	
1.9	Les chiffres 1 a 50			-30 min	
1.10	Des vedettesetleurs nationalities			-30 min	
1.11	Epreuves			-1 hr	
MODULE – 2:					
2.1	Exprimer ses gouts, ses preferences.			-1 hr	11 L
2.2	La negation, les articles definis.			-1 hr	
2.3	Les moiset les jours / le calendrier.			-1 hr	
2.4	Les verbs er (suite).			-1 hr	
2.5	L’interrogation avec intonation			-1 hr	
2.6	decrireun lieu, les noms des differentessalles...			-1 hr	
2.7	Les adjectives qualificatifsmon, ma, mes et notre, nos			-1 hr	
2.8	Epreuves			-1 hr	
MODULE – 3: lecons 5 et 6					
3.1	Donner des directions / localizer un lieu / trouver un lieu			-1 hr	11L
3.2	Les verbs alleretmettre.			-1 hr	
3.3	L’articlecontracteet les prepositions de lieu (en, a, au...)			-1 hr	
3.4	L’ imperatif			-1 hr	
3.5	Les mots de caracterisation d’un lieu et les lieuxurbains			-2 hrs	
3.6	Les transports			-1 hr	
3.7	Discuteretacheter des produits, Ca fait...et les expressions De quantite, les fruits, les legumes, les produitsalimentaires				

	Les produits propres aux pays différents.	-1 hr	
3.8	La négation et le COD	-1 hr	
3.9	Le conditionnel (je voudrais) et les verbes Irreguliers : pouvoir, vouloir, prendre.	-1 hr	
3.9.1	Epreuves	-1 hr	
MODULE – 4: Leçon 7			
4.1	fixer un rendez-vous avec le médecin	-2 hrs	11L
4.2	L'heure	-1 hr	
4.3	Les nombres de 51 à 100	-1 hr	
4.4	Les verbes sortir et partir	-1 hr	
4.5	L'interrogation avec est-ce que	-1 hrs	
4.6	Les parties du corps, avoir + les expressions et les Maladies communes	-1 hr	
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,....	-1 hr	
4.8	Le COI	-1 hr	
4.9	L'entraînement DELF	-1 hr	
4.9.1	Epreuves	-1 hr	
TOTAL			45 Hrs
TEXT BOOKS			
Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011			
REFERENCE BOOKS			
1. CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008 2. MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004 3. MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009 4. POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2001			

COURSE TITLE		ENGLISH I		CREDITS	3
Course Code	ELA2101	Course Category	CF	L-T-P-S TCH	3:0:0:0 3
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-4 (ANALYZE)		ASSESSMENT MODEL	TA 1
	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.				PO 2 PO 1
2.	Demonstrating speaking skills and ways to improve.				PO 3, PO 2
3.	Understanding and appreciating poetry				PO 7, PO 1, PO 2
4.	Enabling to draft mail and emails.				PO 3, PO 1, PO 2
5.	Eliciting and imparting the knowledge of English using comprehension skills				PO 1, PO 2
Prerequisites :Basic English competency					
MODULE – 1: LISTENING SKILL (9L)					
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension--Functional grammar--Enriching word power- Extensive reading--Functional writing--Reading for pleasure-- Making formal speech--Academic writing--Speech practice--Pronunciation practice—Interpretation— Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self evaluation through Self test.					
MODULE – 2: READING COMPREHENSION (9L)					
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading—Interpretation--Poetry appreciation—Project--Soft skills---Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading & Note making-- Functional grammar -- Proverb expansion Self test –Developing conversational skills by telling jokes.					
MODULE – 3: POETRY APPRECIATION 9L					
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others.					
MODULE – 4: WRITING SKILL 9L					
Speech practice -- Reading and Note making -- Critical thinking Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc.					

MODULE – 5: COMPREHENSION SKILLS	9L
Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation—Making short speeches before small groups to check fluency—Writing small pieces of discourse meant for day to day communication—Writing short academic pieces for exam purposes—Doing self-check grammar tests to improve grammatical accuracy.	
TEXT BOOKS	
<ul style="list-style-type: none"> Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018 	
REFERENCE BOOKS	
<ul style="list-style-type: none"> Reflections, An anthology of prose, poetry and fiction Embark English for Undergraduates by Steve Hart, Aravind Nair, Veena Bhambhani by Cambridge University Press 2016. Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014. 	

COURSE TITLE		STATISTICS FOR DATA ANALYSIS			CREDITS	4
Course Code	L20AC02	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Gain conceptual and working knowledge of Business Statistics And use it in the applications of business.					
2	Learn the methods of solving problems on basic concepts and Analytical business statistical model.					
3	Enable the student to use introductory level of Transportation and queuing theory.					
Prerequisites :						
MODULE – 1: Data collection						
Collection and Presentation of Data - Statistical data – Primary and Secondary; Methods of collection of Primary data; Presentation of Data – Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Give); Frequency distribution.					12L	
MODULE – 2: Measures of Central Tendency						
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.					12L	
MODULE – 3: Correlation Analysis:						
Methods of Studying Correlation for Grouped and Ungrouped Frequency Conceptual Distribution. Regression Analysis: Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.					12L	
MODULE – 4: Index Number						
Index Number – Construction, Price and Quantity index numbers, Laspeyres', Paasche's, Edgeworth- Analytical Marshall's, Fisher's method, Relative methods, Tests of index number formulae: Time and Factor reversal tests, General index number, Chain base index number, cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.					12L	
MODULE – 5: Probability and Sampling						
Probability theory – concept and approaches; Probability rules – addition Analytical and multiplication theorem, Binomial, Poisson and Normal Distribution and their applications Sampling – Purpose and Methods of Sampling, Merits and limitations of Sampling.					12L	
TOTAL					60 Hrs	
TEXT BOOKS						

1. Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. Statistics for Business Economics. (Vikas: New Delhi)
3. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making

COURSE TITLE		ANALYSING FINANCIAL ACCOUNTING STATEMENTS			CREDITS	4
Course Code		L20AC03	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Apply fundamental accounting concepts, principles and conventions					
2	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business					
3	Record accounting transactions on the dissolution, amalgamation, and sale of partnership firms					
Prerequisites :						
MODULE – 1: (a) Theoretical Framework						
Introduction to Financial Accounting- Accounting as an Information System - its Importance, Scope and Limitations; Users of Accounting Information; Basic concepts and conventions: entity, money measurement, going concern, cost realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.						12L
(b) Accounting Process:						
The Accounting Equation; Recording of business transactions and preparation of Trial Balance; Recording of transactions in Cash Book and in Subsidiary Books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book; Opening and Closing Entries.						12L
MODULE – 2: (a) Business Income						
(i) Capital and revenue expenditures and receipts; (ii) Revenue recognition and recognition of expenses (iii) Depreciation: concept of depreciation; Factors in the measurement of depreciation; Methods of computing depreciation: straight line method and diminishing balance method; change of methods.						12L
(b) Final Accounts:						
Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor						12L
MODULE – 3: Accounting for Hire Purchase and Instalment Systems						
Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors’ system; Concepts of operating and financial lease (theory only)						12L
MODULE – 4: Accounting for Inland Branches						
Concept of dependent branches; accounting aspects; debtors’ system, stock and debtors’ system, branch final accounts system and wholesale basis system. Independent branches: concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.						

MODULE – 5:	
Accounting for Dissolution of the Partnership Firm Accounting of Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
<p>Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13-th Ed. 2013.</p> <p>2. M.C. Shukla, T.S. Grewal and S.C. Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.</p> <p>3. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.</p> <p>4. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.</p> <p>5. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House</p> <p>6. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.</p> <p>7. Tulsian, P.C. Financial Accounting, Pearson Education.</p> <p>8. M. Haniff & A. Mukherjee, Financial Accounting 2nd Edition</p> <p>9. Basu & Das, Financial Accounting, Rabindra Library</p> <p>10. SP Jain & K. L Narang, Financial Accounting, Kalyani Publishers</p>	

COURSE TITLE		FUNDAMENTALS OF LOGISTICS			CREDITS	3
Course Code	L20AC04	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the Basic knowledge of Logistics in the real-life situation					
2	This subject will enable them to enhance their ability and professional skills in Logistics					
Prerequisites :						
MODULE – 1: Introduction to Logistics:						
History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics					9L	
MODULE – 2 : Logistics and Customer Service						
Logistics and Customer Service – Definition of Customer Service Elements of Customer Service- Conceptual Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing					9L	
MODULE – 3: Global Logistics						
Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Analytical Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centers in Integrated Logistics, Role of 3PL & 4PL.					9L	
MODULE – 4: Subsectors-Part I						
a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.					9L	
MODULE – 5: Subsectors-Part II						
a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load Analytical handling and brief on trans-shipment. b) Supply chain. c) Cold chain.					9L	

d) Liquid Logistics. e) Rail Logistics.	
TOTAL	45 Hrs
TEXT & REFERENCE BOOKS	
1. Course Material Prepared by LSC 2. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998. 3. Vinod V. (2009) Logistic Management (2nd Edn.) Pearson Limited. 4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009. 5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997. 6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008	

COURSE TITLE		INTRODUCTION TO AVIATION INDUSTRY & AIRPORT OPERATIONS			CREDITS	4
Course Code		L20AC05	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the Basic knowledge of Aviation and Airport Operations in the real-life situation					
2	This subject will enable them to enhance their ability and professional skills in the Aviation Industry & Airport Operations					
Prerequisites :						
MODULE – 1: History of Aviation & Key Organizations in the Aviation Industry						
a. History of Aviation through the ages-Origins in Greek Mythology- The Wright Brothers- Aviation in the era of World War 1 & 2- Commercial Aircraft Era- Modern Jetliners b. Key Organizations in the Aviation Industry- 1. ICAO- International Civil Aviation Organization, 2. IATA- International Air Transport Association 3. MoCA- Ministry of Civil Aviation, 4. AAI- Airports Authority of India, 5. AAICLAS- Airports Authority of India Cargo Logistics Allied Services 6. AERA- Airport Economic Regulatory Authority 7. BCAS- Bureau of Civil Aviation Security					12L	
MODULE – 2 : Freedoms of the Air & the Airline Business						
a. Freedoms of the Air- Overview- Nine Freedoms of the Air b. Airline Business Business Models- Legacy, Low Cost, Charter, Regional, Cargo & Hybrid ii Airplane Manufacturers- Primary Manufacturers- Boeing, Airbus and others iii Narrow Body v/s Wide Body- Definition & Features iv The Airline Industry as a Business- Key Functions in the Airline Business v Airline Codeshares & Alliances. Concept, b. Key Benefits, c. Major Airline Alliances vi Airline Cabin Classes- First, Business, Premium Economy & Economy					12L	
MODULE – 3: World Geography & Airline Communication Protocol						
Traffic Conference Areas, Time Zones, Codes- Country, City, Carrier, Currency, Aircraft Registration, Airline Phonetics					12L	
MODULE – 4: Airport Operations						
a. Key Stakeholders, Airport Types, Airport Revenue Sources, Airport Functional Layout- Landside, Governmental Agencies at Airport, Baggage Handling, Airside Operations b. Airport as an Operational System- Infrastructure & Facilities, Airport Operations Control Centre (AOCC), Airport Collaborative Decision Making (ACDM), Key Information Technology Systems at Airports					12L	
MODULE – 5: Concessionaire Activities at Airports (terminology restricted to Indian scenario)						

a. Non-Aero Activities- Retail, Food & Beverage, Real Estate, Car Rentals Car Parking, Currency & Banking, Advertising b. Maintenance Repair & Overhaul (MRO)- Types of MRO Models c. Ground Handling i Concept, ii Self-Handling V/s Outsourced Handling iii IATA Standard Ground Handling Agreement	12L
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
1. Course Material Prepared by LSC 2. Airport Operations- Norman Ashford, Pierre Coutu, John Beasley- McGraw-Hill Education; 3 edition (16 December 2012) 3. Principles of Airport Economics- P.S. Sengupta- Excel Books (1 December 2007) 4. Managing Airports- An International Perspective- Anne Graham-Routledge; 5 edition (June 9, 2018) 5. IATA Airport Handling Manual 6. IATA Ground Operations Manual	

COURSE TITLE		WORD & PRESENTATION TOOLS – PRACTICAL			CREDITS	2
Course Code	L20AC06	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the Word & Presentation tools in real-life application.					
2	Enable students to enhance their ability and professional skills in the Computer Application in MS-Word & Presentation					
Prerequisites :						
MODULE – 1						
Windows 2000- working with windows – moving formation within windows arranging Icons Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files Opening documents – Manipulating Windows – simple Editing- Printing Files.					9L	
MODULE – 2						
Word Basics – Using Auto text – Using Auto Correct Word editing technique finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.					9L	
MODULE – 3						
Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.					9L	
MODULE – 4: MS-Word-Practical						
Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre. -Prepare a job application letter enclosing your Bio-Data-Perform Mail Merger Operation and Preparing labels. -Prepare the document in newspaper column layout.					9L	
MODULE – 5: MS POWER POINT-Practical						
Prepare a PowerPoint presentation with at least three slides for department Inaugural Function-Draw an organization chart with minimum three hierarchical levels-Design an advertisement campaign with minimum three slides-Insert an excel chart into a power point slide.						
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						
1. Office 2000 Complete Reference by Stepher L. Nelson. 2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,						

COURSE TITLE		COMMUNICATIVE ENGLISH - PRACTICAL			CREDITS	2
Course Code	L20AC07	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Expose learners to variety of texts to interact with them					
2	Capability to increase learners to visualize texts and its reading formulas					
3	Develop critical thinking					
4	Develop a more humane and service-oriented approach to all forms of life around them.					
5	Improvement in their communication skills for larger academic purposes and vocational purposes					
6	Critical participants in their everyday business life					
Prerequisites :						
MODULE – 1						
Introduction to Business Communication-Characteristics of Effective Organizational Communication Basic Forms of Communication-Process of Communication- Principles of Effective Business Communication-7 C's.					9L	
MODULE – 2						
Academic Vocabulary and English for Business-Creative Writing Critical Thinking: Introduction to critical thinking – Benefits - Barriers – Reasoning —Arguments - Deductive and inductive arguments – Fallacies - Inferential Comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.					9L	
MODULE – 3						
Business letters – layout of Business letters - types - Business enquiries and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquiries- Email Writing-The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E-Mail – The T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off- Teleconferencing, video conferencing					9L	
MODULE – 4						
Communication in Business Environment: Business Meetings, Notice, Agenda, Minutes - Press Releases - Corporate Communication: Internal and External, Group Discussion, Seminars, Presentations. - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release -Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.					9L	
MODULE – 5						
Reports and Presentations -Business reports and Proposals, Format, visual aids and contents,						

Oral Business presentations. -Job Application and Resume Writing.	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
1. R.C. Bhatia. Business Communication. 2. R.K. Madhukar. Business Communication. 3. Shraf Ravi. Effective Technical Communication. 4. Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking, 5. Lesikar R.V & Flatly M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009. 6. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009.	

COURSE TITLE		ORGANISATIONAL BEHAVIOUR			CREDITS	3
Course Code	L20AC08	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Enable the students how to apply the concepts of planning, organizing, executing/leading and controlling for effective management					
2	Application of Concepts of organizational behaviour to enhance organizational effectiveness					
Prerequisites :						
MODULE – 1						
Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviourist’s framework, social learning framework. Basic understanding of Individual behaviours personality – meaning, development, Freudian stage, Neo Freudian stage.					9L	
MODULE – 2						
Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction: - nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics: - Nature of Groups, types- committee organization its nature & functions. Informal Organization structure, Informal communication system.					9L	
MODULE – 3						
Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control: - Nature and meaning of decision making, phases of decision-making process, Meaning of Control, elements of control process.					9L	
MODULE – 4						
Organization Change and Development: Definition and Meaning, need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions.					9L	
MODULE – 5						
Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fiedeler’s contingency model) modern approach to leadership theories—leadership styles.						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Business Organization and Management by Bhushan Y.K. 2. Business Organization by Gupta C.B 3. Organizational Behaviour by L.M. Prasad						

COURSE TITLE		ENVIRONMENTAL STUDIES			CREDITS	3
Course Code	L20AC09	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					PO
1	Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.					
2	Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems					
3	Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.					
Prerequisites :						
MODULE – 1 : Ecology						
Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity.					9L	
MODULE – 2 : Pollution						
Water Pollution - Sources of water, water quality standards, type of pollutants - its sources and effects. Air Pollution - composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Greenhouse effect, global warming, acid rain, ozone depletion, Noise Pollution - Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.					9L	
MODULE – 3 : Solid Waste Management						
Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste – Generation, collection and disposal.					9L	
MODULE – 4 : Non-Conventional energy sources						
Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.					9L	
MODULE – 5 Social Issues and EIA						
Sustainable Development-Rainwater harvesting. Public awareness and environmental education. Environmental Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Agarwal Shikha, Suresh Sahu, Environmental Engineering and Disaster Management, Dhanpat Rai & Co., 2010						

2. Brunner R.C., Hazardous Waste Incineration, McGraw Hill Inc. 1989.

Textbooks & Suggested Readings:

3. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)

4. Cunningham, W.P, Cooper, T.H. Gorhani, E & Hepworth, M.T., Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2001.

COURSE TITLE		QUANTITATIVE TECHNIQUES			CREDITS	4
Course Code	L20AC10	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Understand various quantitative & statistical methods					
2	Understand data and draw inference from data					
3	Calculate and interpret statistical values by using statistical tool (correlation & regression)					
4	Demonstrate an ability to apply various statistical tool to solve business problem					
Prerequisites :						
MODULE – 1						
Quantitative techniques-introduction-meaning and definition-classification of QT, QT and other disciplines application of QT in business-limitations.					12L	
MODULE – 2						
Statistical inference-testing of hypothesis-procedure-error in testing-two tail test and one tail test-nonparametric tests-Chi-Square test, Wilcoxon test. Parametric tests-Z test-test of significance of large samples-test for two sample means-small sample mean tests-Student t test-Analysis of variance-F test-one-way ANOVA and two-way ANOVA tests.					12L	
MODULE – 3						
Analysis of Time Series - Components of a time series, Adjustment in time series, Measurement of trend by moving average and least squares methods (linear and quadratic trends), Measurement of seasonal variation by simple Average method, Forecasting, De-seasonalisation.					12L	
MODULE – 4 : Transportation and Assignment Problems						
Nature and scope of transportation and allocation Analytical models, different methods for finding initial solution - N-W Corner Rule, Least Cost Method and VAM. Unbalanced TP, Test for optimality - MODI method, AP a variant of Transportation model, Hungarian method, Restricted Assignment problems. Queuing Theory – Models – Simple Problem - Introduction to simulation					12L	
MODULE – 5						
Statistical Quality Control: Introduction; Sources of Variations; Statistical Process Control Methods; Control Charts; Acceptance Sampling; Advantages of Statistical Quality Control.					12L	
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						
1. David M. Levine: Business statistics 2. S.P. Gupta; Statistical methods						

COURSE TITLE		INTERNATIONAL BUSINESS			CREDITS	3
Course Code	L20AC11	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Analyse the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.					
2	Analyse current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities.					
3	Develop a framework to support successful decision-making in all relevant functions and activities of any international business or international operations					
Prerequisites :						
MODULE – 1						
Introduction-Globalisation – Meaning and implications - Globalisation of markets and production – The emerging global economy - Drivers of Globalisation. Modes and entry strategies of international business – arguments for and against – trends in international trade. Differences between domestic and international business.					9L	
MODULE – 2						
International Business Environment-Cultural aspects, values and norms, social structure, religious and ethical systems, language, education, implications of cultural differences on business. International business environment, Political and legal factors, political systems, legal systems, International business environment, Economic factors, the determinants of economic development. Tariffs, subsidies, local content requirements, administrative policies, anti-dumping policies, political and economic arguments for intervention, Development of the world trading system.					9L	
MODULE – 3						
WTO and Regional Integrations-GATT, the Uruguay round of negotiations. WTO, genesis and functions, the future of WTO. Regional Integrations, Trading Blocks, nature and levels of integration, arguments for and against regional integration, Trading blocks, European Union, ASEAN, APEC, NAFTA, SAARC.					9L	
MODULE – 4 :						
Multinational Corporations, Organisation, design and structures, headquarters and subsidiary relations in multinational corporations. International Monetary System, Funding facilities and strategies of IMF and World Bank, Expatriation and Repatriation, Ethical dimensions in International Business.					9L	
MODULE – 5						
Foreign Exchange Market-Functions, nature of foreign exchange market, the trading mechanism, exchange rate determination, balance of trade, stability of exchange rate, currency convertibility					9L	

TOTAL	45 Hrs
TEXT & REFERENCE BOOKS	
1. Charles W L Hill. And Arun Kumar Jain. International Business: competing in the global marketplace, Mc Graw-Hill. 2. John D. Daniels Lee H Radebaugh, International Business: Environments and Operations Addison Wesley. 3. Justin Paul – International Business – Prentice Hall of India. 4. Oded Shenkar Yadong Luo: International Business – John Wiley and Co. 5. Wild J. John, Wild L. Keneth and Han C. Y. Jerry, International Business: An integrated approach, Prentice Hall	

COURSE TITLE		INTRODUCTION TO AIR CARGO INDUSTRY			CREDITS	3
Course Code		L20AC12	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the Basic knowledge of Air Cargo Industry in the real-life situation					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : History of Air Cargo & Multi Modal forms of Transport						
a. History of Air Cargo & Mail, Air Freight, Air Express, Overnight Air Express & Air Mail b. Other Multi Modal forms of Transport- Rail, Sea & Surface Transport- Key Concepts					9L	
MODULE – 2 : Key Organizations Facilitating Air Cargo						
International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), International Federation of Freight Forwarders Association (FIATA), The International Air Cargo Association (TIACA)					9L	
MODULE – 3 : Air Cargo Business Models						
Freighters, Charters, Integrators, Combination Carriers, Systems), Couriers, E-commerce, Postal mail a. Key Concepts- Brief Introduction to the Business Models b. Impact of various Business Models in relation to geography, size and scope					9L	
MODULE – 4 : Key Stakeholders & Key Terminologies						
a. Key Stakeholders- Airports, Airlines (Direct), Airlines through General Sales Agents (GSA) or General Sales & Service Agents (GSSA), Shippers, Freight Forwarders, Custom Brokers, Consolidators, Trucking b. Key Terminologies & Abbreviations					9L	
MODULE – 5 : Training & Development in Air Cargo Industry						
a. Importance of Training in the Aviation & Cargo Industry b. Areas of Training in the Air Cargo Industry c. Key Organizations facilitating Training & Development in the Aviation & Air Cargo Industry.					9L	
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course Material Prepared by LSC 2. Air Cargo Management- Air Freight and The Global Supply Chain- Michael Sales- Routledge (2016) 3. Air Cargo and Logistics - Classics and Contemporary practice by Rico Merket and Jackie Walters 4. Moving Boxes by Air - The Economics of International Air Cargo by Peter S. Morrell and Thomas Klein						

COURSE TITLE		AIR CARGO MANUALS & REGULATIONS			CREDITS	3
Course Code	L20AC13	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the basic knowledge of various Air Cargo Industry Manuals and understand Regulations governing it.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Air Cargo Industry Manuals & Regulations						
a) Key differences between Manuals & Regulations b) Key Regulations affecting Air Cargo- Environmental, Safety & Security, Traffic Rights					9L	
MODULE – 2 : Manuals Governing Distribution, Cargo Standards & Databases						
Cargo Agency Conference Resolution Manual, Cargo Country Statistics, Cargo Services Conference Resolution Manual, Cargo Link- Directory of Cargo Professionals					9L	
MODULE – 3 : Manuals Governing Cargo Rules & Pricing						
The Air Cargo Tariff (TACT)- Key Concepts a) Industry, country and carrier rules, b) Acceptance of goods and Air Waybill completion, c) Charges on import, transit and export, d) Airport and storage facilities, handling equipment, e) Airline, city and airport codes, AWB prefixes Rates & surcharges, Industry and carrier specific rates, Industry, country and carrier specific charges for charges collect, class rates and dangerous goods, Calculation of charges and cargo claims-Customs & security					9L	
MODULE – 4 :						
Manuals Governing Operations, Customer Services & Guidelines for Shipping of Specific types of Cargo IATA- Cargo Handling Manual, Airport Handling Manual, Cargo Claims Prevention Handbook, Lithium Batteries Shipping Guidelines, Infectious Substances Shipping Guidelines					9L	
MODULE – 5 : Regulations Governing Air Cargo						
IATA- Dangerous Goods Regulations, Live Animal Regulations, ULD (Unit Load Device) Regulations Perishable Cargo Regulations, Temperature Control Regulations, ICAO Annexes					9L	
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						

1. Course Material Prepared by LSC
2. IATA- Cargo Handling Manual
3. IATA- The Air Cargo Tariff (TACT)
4. IATA- Dangerous Goods Regulations
5. IATA- Live Animals Regulations
6. IATA- Perishable Cargo Regulations
7. IATA- Perishable Cargo Shipping Guidelines
8. IATA- Infectious Substances Shipping Guidelines
9. IATA- Lithium-battery-shipping-guidelines
10. IATA- ULD (Unit Load Device) Regulations
11. IATA-Temperature-control-regulations
12. ICAO Annexes Booklet
(https://www.icao.int/safety/airnavigation/NationalityMarks/annexes_booklet_en.pdf)

COURSE TITLE		DATA ANALYSIS USING SPREADSHEET - PRACTICAL			CREDITS	2
Course Code		L20AC14	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Support the E communication effectively with help of Spread Sheet					
2	Summarize data with data analysis, Pivot Tables, and Pivot Charts.					
3	Work with charts and the drawing tools.					
4	Import and export data from other applications					
Prerequisites :						
MODULE – 1						
Introduction to Excel, About Excel & Microsoft, Uses of Excel, Excel software, Spreadsheet windowpane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook & sheets Columns & Rows					9L	
MODULE – 2						
Selecting Columns & Rows, Changing Column Width & Row Height, Auto fitting Columns & Rows, Hiding /Unhiding Columns & Rows, Inserting & Deleting Columns & Rows, Cell, Address of a cell, Components of a cell – Format, value, formula, Use of paste and paste special Functionality Using Ranges. Using Ranges, Selecting Ranges, Entering Information into a Range, Using AutoFill					9L	
MODULE – 3						
Creating Formulas, Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum, Advance Formulas Concatenate, Lookup, Lookup, Match, Count if, Text, moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding, Protecting worksheets					9L	
MODULE – 4						
Creating Charts, Different types of chart, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table Data Analysis Sorting, Filter, Text to Column, Data Validation					9L	
MODULE – 5 :						
PivotTables, Creating PivotTables, manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, Displaying a PivotChart, Setting PivotTable Options, Adding Subtotals to PivotTables Spreadsheet Tools, Making Macros, Recording Macros, Running Macros, Deleting Macros					9L	

TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
Microsoft Excel 2016: Comprehensive, Freund, Starks, and Schmieder, Cengage Learning, 2017, ISBN: 9781305870727.	

COURSE TITLE		COST ACCOUNTING			CREDITS	4
Course Code	L20AC15	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Student will be able to apply costing techniques in different types of industries.					
2	Student will be able to apply costing techniques in business decisions.					
3	Understand and use the basic concepts of costing and costing systems in their professional life.					
4	Integrate cost accounting with financial accounting for management decision making.					
Prerequisites :						
MODULE – 1						
Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability					9L	
MODULE – 2						
Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee’sAccounts, Escalation clause. Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-processprofits, Joint products and by-products- Meaning, features, differences, problems on process accounts includingjoint and by products.					9L	
MODULE – 3						
Standard Costing and Variance Analysis: Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour andOverhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting- Responsibility Accounting – Meaning and Objects – types of Responsibility Canters- Management Reporting.					9L	
MODULE – 4						
Activity based costing (ABC); Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing					9L	
MODULE – 5 : Regulations Governing Air Cargo						
Marginal Costing and Cost-Volume-Profit (CVP) analysis: meaning, concept - assumptions and practical applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor – export decision - plant merger - shut down of a product line- Du Pont Analysis.						
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						

1. Cost Accounting: N.K. Prasad
 2. Practical Costing: Khanna, Pandey & Ahuja
 3. Cost Accounting: M.L. Agarwal
 4. Cost Accounting: Jain & Narang
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COURSE TITLE		MARKETING MANAGEMENT			CREDITS	3
Course Code	L20AC16	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Discuss the importance of macro and micro environment in the company's marketing function.					
2	Differentiate the consumer and institutional buyer behavior					
3	Define the target segments for the product.					
4	Justify the importance of products, branding and new product development					
5	Understand the importance of Channel of distribution					
Prerequisites :						
MODULE – 1 : Marketing						
Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.						9L
MODULE – 2 : Consumer Behaviour & Market Segmentation						
1. Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. 2. Market segmentation – criteria - Bases of segmentation – benefits. Marketing research process: Defining research problem, research objective research techniques						9L
MODULE – 3 : Product Planning & Development and Pricing						
1. Product Planning & Development -Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.-Product Planning – Genesis and Importance of Product Planning in Marketing. –Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products. 2. Pricing- Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.						9L
MODULE – 4 : Distribution Channel and Promotion						
1. Distribution Channel- meaning, Types of Distribution channel- Direct & Indirect. Role of intermediaries and distribution channel management. Channel Management Decisions, Returns Management and Reverse Logistics. 2. Promotion – elements of promotion mix- Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.						9L
MODULE – 5 : Promotion & Marketing and Society						
1. An overview. Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.						

2. Marketing and Society-Social responsibility and ethical issues in marketing. Global marketing program. The old and new economies. Demand side marketing. Legal issues in marketing. marketing skills, Brand marketing skills, CRM. Marketing in Indian Context. Marketing in 21st Century	
TOTAL	45 Hrs
TEXT & REFERENCE BOOKS	
1. N. Rajan Nair, Marketing Management, Sultan Chand & Sons. 2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan. 3. Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd., 4. S. Jayachandran, Marketing Management, Excel Books. 5. Rajan Saxena, Marketing Management, TMH.	

COURSE TITLE		REVENUE MANAGEMENT & PRICING			CREDITS	4
Course Code		L20AC17	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding Revenue Management as a Function, Key Concepts & Pricing					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Revenue Management						
a. Fundamentals of Revenue Management					9L	
b. Key differences between Passenger and Air Cargo Revenue Management						
MODULE – 2 : Understanding Airline Cargo Pricing Strategy						
a. Key Factors affecting an Airline Cargo Pricing Strategy					9L	
b. B2B, B2C						
c. Dynamic Pricing in the Air Cargo Industry						
MODULE – 3						
a. Capacity Optimization- Key Concepts					9L	
b. Yield Management- Key Concepts						
c. Load/Space Factor optimization- Key Concepts						
d. Sector/Route revenues- Key Concepts						
MODULE – 4						
Revenue Management Approaches, Overbooking, Flight leg Optimization (Rate type/Commodity Mix), NetworkOptimization with RFS (RoadFeeder Services), freighters and supplemental capacity, Ancillary Revenues					9L	
MODULE – 5						
a. Review of basic cargo rating principles; The Air Cargo Tariff (TACT)-IATA areas and sub - areas –chargeableweight - rates and charges - Air Waybill completion						
b. Currency regulations; conversion rates - rounding off procedures, construction rates (general cargo, specificcommodity and class rates)						
d. Combination of rates and charges (international general cargo rates, specific commodity and class rates)						
e. Mixed consignments; declaration of the goods - rating - Air Waybill completion						
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC						
2. Merchandising Ancillary Revenue, Fare Families, Branded Fares and “a la carte” Pricing: Module 14 (Practical Revenue Management in Passenger Transportation)- Gary Parker- Kindle Edition						
3. Dynamic Capacity Control in Air Cargo Revenue Management- Rainer Hoffmann-KIT Scientific Publishing (April 23, 2013)						

COURSE TITLE		AIR CARGO OPERATION PROCESSES			CREDITS	3
Course Code		L20AC18	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire proficiency in Operational Processes in the Air Cargo Industry and apply them in real life situations					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 :Cargo Acceptance Process						
a. General Cargo- Weight & Volume Concept b. Special Cargo- Animal Carriage, Human Remains, Heavy Cargo, Valuable Cargo, Dangerous Goods, Perishable Meat, Flowers, Seafood, Vulnerable Cargo- Weight & Volume Concept					9L	
MODULE – 2						
a. Storage, Documentation in Air Cargo-Import, Export, Transit/Transshipment b. Regulations- Import & Export Regulations in India, Customs Act, INCO terms, GST c. Multi-modal Cargo Handling Principles					9L	
MODULE – 3 : Air Waybill						
a. Introduction to Air Waybill (AWB), Master Air Waybill (MAWB), House Air Waybill (HAWB) b. Consolidation and Mixed Consignment					9L	
MODULE – 4						
Build-up of Export Cargo, ULD (Unit Load Device) & Bulk Cargo Concepts, Manifesting & Unit or Dead Load Weight Statements					9L	
MODULE – 5						
Cargo Delivery Process, Breakdown and tally, Mishandled shipments/ Short shipped Shipments, Storage – General and Special Cargo, Documentation requirements – Import Shipments, Delivery process - Delivery Challan/DeliveryOrder						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course Material Prepared by LSC 2. IATA- Cargo Handling Manual (ICHM) 3. IATA- The Air Cargo Tariff (TACT) 4. IATA- Dangerous Goods Regulations (DGR) 5. IATA- Live Animals Regulations (LAR) 6. IATA- Temperature Control Regulations (TCR) 7. IATA- Perishable Cargo Regulations & Shipping Guidelines (PCR&SG) 8. IATA- Infectious Substances Shipping Guidelines (ISSG) 9. IATA- Lithium Battery Shipping Guidelines (LBSG) 10. IATA- Unit Load Device Regulations (ULDR)						

COURSE TITLE		AIR CARGO CUSTOMER SERVICES			CREDITS	3
Course Code	L20AC19	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will acquire proficiency in understanding basic principles of Customer Service & application in the Air Cargo Industry.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1						
a. Philosophy (Standard Operating Procedure) of Customer Service, b. Basics of Customer Service, Understanding Cultural Differences, c. Airline Passenger/Cargo-Customer Characteristics					9L	
MODULE – 2						
a. Customer Relations- Introduction, The relevance of CRM (Customer Relations Management) b. Service Recovery- Introduction, Service Recovery Methods c. Handling Conflicts with Customers- Basic Principles and Key Considerations to handling Customer Conflicts					9L	
MODULE – 3 : General Categories of Cargo Claims- Key Concepts						
a. Full & Partial Loss b. Delay c. Visible Damage d. Concealed Damage					9L	
MODULE – 4 : Irregularities						
a. Concept of Tracking & Tracing b. Claims- Key Considerations					9L	
MODULE – 5						
a. Introduction b. The importance of a Loss Prevention Program c. Key Considerations to effective Loss Prevention						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course Material Prepared by LSC 2. A Practical Guide to Airline Customer Service: From Airline Operations to Passenger Services- Colin C Law-Brown Walker Press 3. IATA- Cargo Claims and Loss Prevention Handbook						

COURSE TITLE		AVIATION & AIR CARGO- SAFETY & SECURITY			CREDITS	3
Course Code		L20AC20	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire proficiency in understanding the basic concept of Safety & Security and its applicability in the Aviation and Air Cargo Industry.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Security & Safety						
a. Definition of Security & Safety b. Difference between Security & Safety					9L	
MODULE – 2						
Aviation Security Principles, Threat Perception, Security of Cargo- Measures at various touchpoints to avoid intentional damage, pilferage etc.					9L	
MODULE – 3 : Aviation Security						
a. Legislations, Conventions & Special Focus on Legislations in India, b. ICAO Annex 17- Security & Facilitation, c. Security Program, d. Anti-Terrorism and Bomb Scare, Hijacking- Measures, Case Studies.					9L	
MODULE – 4 : Aviation Safety						
a. Legislations, Governing Principle, Management, Enforcement, Cargo Safety Impacting Aircraft Safety Including Dangerous Goods (ICAO Annex 18), Safety Parameters					9L	
MODULE – 5 : Safety Management Systems (SMS)-ICAO Annex 19						
a. Introduction b. Framework c. SMS Manual d. Key Personnel in the SMS Framework						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Aviation and Airport Security: Terrorism and Safety Concerns, Second Edition Hardcover – Kathleen Sweet- CRC Press 3. IATA- Security Management System Manual 4. Air Cargo Security (Defence, Security and Strategies) - Pierre Turion- Nova Science Pub Inc- UK Ed. 5. IATA Safety for Ground Operations Program (ISAGO) 6. IATA Operational Safety Audit Program (IOSA)						

COURSE TITLE		AIR CARGO AGREEMENTS & ALLIANCES			CREDITS	3
Course Code		L20AC21	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire knowledge of various Air Cargo Agreements & the Concept of Alliances within the Air Cargo Industry					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Agreements						
Definition of an Agreement, Types of Agreements- Bilateral, Multilateral, Interline					9L	
MODULE – 2						
Concept of Transfer Cargo, Transit & Transhipment					9L	
MODULE – 3 : Alliances & Codeshares						
a. Airline Alliances- The Need for Alliances, b. Global Alliances in the Airline Industry, c. Codeshares- Key Concepts, Codesharing in Air Cargo Industry					9L	
MODULE – 4 : Competition						
a. Global Anti-trust Laws And Provisions b. Competition Commission of India- Role, Key Officials & Responsibilities c. The Competition Act, 2002 d. Key Case Studies on Competition in the Aviation Industry					9L	
MODULE – 5						
Mergers and Acquisitions in the Airline Industry, Key Mergers & Acquisitions- Learnings from Successful and Failed Mergers (Covering both Passenger & Cargo Carriers)						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Integrated Carriers, Threat or Opportunity to Conventional Air Cargo Airlines by Kai-Chi Lau-Open Dissertation Press (26 January 2017) 3. Wow and SkyTeam Cargo: An In-Depth Analysis of Strategic Alliances for Air Cargo Carriers and the Impact on Cargo Airlines’ Operations and SU- Florian Smeritschnig- Anchor Academic Publishing (August 1, 2013) 4. Competition Act, 2002- Dr V.K. Agarwal-Bharat Law House, Delhi; 2019 edition						

COURSE TITLE		MANAGEMENT ACCOUNTING			CREDITS	4
Course Code	L20AC22	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	The student will able to understand the importance of management accounting as a key input for managerial/ financial decision making.					
2	The students will be able to take financial decisions using tools of management accounting.					
3	Students will be able to apply the Basic knowledge of Management and cost accounting in the real-life situation					
4	This subject will enable them to enhance their ability and professional skills					
Prerequisites :						
MODULE – 1						
Management Accounting –Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting.					9L	
MODULE – 2						
Analysis and Interpretation of financial Statement: - Meaning- Types and Methods of Financial Analysis –Comparative statements – Trend Analysis – Common size statements (a general discussion only). Ratio Analysis: -Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover, Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios –Judgment of financial stability through ratios					9L	
MODULE – 3						
a. Fund Flow Statements: Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance b. Cash Flow Statement: Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.					9L	
MODULE – 4						
Budget and Budgetary Control: Meaning, - establishing a system of Budgetary Control – Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)-Performance budgeting					9L	
MODULE – 5						
Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement (AS-7): Direct method and Indirect Method.						
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						
1. Dr. S.N. Maheswari: Management Accounting 2. Made Gowda: Management Accounting 3. Dr. S.N. Goyal and Manmohan: Management Accounting 4. B.S. Raman: Management Accounting						

5. R.S.N. Pillai and Bagavathi: Management Accounting
6. Foster: Financial Statement Analysis, Pearson Education.
7. PN Reddy & Appanaiah: Essentials of Management Accounting.

COURSE TITLE		HUMAN RESOURCES MANAGEMENT			CREDITS	3
Course Code	L20AC23	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Understand the financial impact of HRM activities on organizations.					
2	Understand the implications of increasing diversity and globalization for HRM processes.					
3	Students will be able to apply the Basic knowledge of Human resource management in the real-life situation					
4	This subject will enable them to enhance their ability and professional skills					
Prerequisites :						
MODULE – 1						
Introduction to HRM - Functions of HR Management - Qualities of HR Manager-Role of HR Executives International Human Resource Management - Concepts of IHRM Approaches to IHRM-Features of IHRM - Importance of IHRM- Factors affecting IHRM					9L	
MODULE – 2						
Human Resource Planning - Objectives of HR Planning-HR Planning at different Planning Levels- Conceptual Process of HR Planning Job Analysis and Design: Job Analysis Information - Uses of Job Analysis - Process of Job Analysis-Methods of collecting Job Analysis Data-Job Description. Recruitment and Selection- Recruitment Policy- Objectives of Recruitment- Selection Procedure-Essentials of Selection Procedure-Steps in Selection Procedure.					9L	
MODULE – 3						
Promotion, Transfer, Job Rotation & Career Planning, Career Development-Need for Career Planning-Career Development-Suggestions for Effective Career Development; Performance Appraisal- Evaluation Process-Performance Appraisal Methods-Management by Objectives- Behaviourally Anchored Rating Scale-Pitfalls in Performance Appraisal-Use of Performance Appraisal.					9L	
MODULE – 4						
Employee Training and Development -Steps in Training Programmes - Training Evaluation- Areas of Training-Importance of Learning-Employee Training Methods-Evaluating Management Development Program Compensation Management-Process of Job Evaluation-Techniques of Job Evaluation- Advantages of Job Evaluation-Types of Incentive Plans-Employee Benefits- Objectives of Employee Benefits					9L	
MODULE – 5						
Occupational Safety and Health -Causes of Sa fety and Health pr oblems at the workplace- Provisions to prevent Accidents in the w orkplace-Stress and Consequences on Employee Performance. Grievance Handling-Concept of Grievance-Causes of Grievance-Effective Grievance Redressal – Steps in Grievance Redressal Procedures. Discipline Action-Aims and Objectiv es of Discipline-Forms						

and Types of Discipline-Principles of Maintaining Discipline-Disciplinary Procedure-Types of Disciplinary Actions-Dismissal.	
TOTAL	45 Hrs
TEXT & REFERENCE BOOKS	
1. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000. 2. Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001. 3. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2	

COURSE TITLE	QUALITY MANAGEMENT SYSTEMS IN AIR CARGO	CREDITS	4
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Course Code	L20AC24	Course Category	PC	L-T-P-C:3:0:0:3	
				TCH 3	
CIA		40%		ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES				
1	Students will acquire understanding of Quality Measures & Management in the Air Cargo Industry.				
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry				
Prerequisites :					
MODULE – 1 : Quality Management					
a. Introduction to Quality Management b. The Concept of Home-Grown v/s Branded Systems					9L
MODULE – 2 :Quality Assurance					
a. Principles of Quality Assurance b. Difference between Quality Assurance and Quality Control					9L
MODULE – 3					
Quality Audits - Parameters for conduct, review and conclusion, Key role played by standards and evidence					9L
MODULE – 4					
Concept of CAPA (Corrective and Preventive Action), Penalties for Non-compliance, Record keeping					9L
MODULE – 5 : Certifications- Key Concepts & Relevance in the Air Cargo & Aviation Industry					
a) ISAGO- IATA Safety Audit for Ground Operations b) IATA CEIV- Centre of Excellence for Independent Validators in Pharmaceutical Logistics (CEIV Pharma), c) GDP- Good Distribution Practice d) TAPA- Transported Asset Protection Association e) ACC3- Air Cargo or Mail Carrier operating into the Union from a Third Country Airport” f) RA3- EU Aviation Security Validated Regulated Agents, g) IATA SFOC - Smart Facility Operational Capacity					
TOTAL					60 Hrs
TEXT & REFERENCE BOOKS					
1. Course material prepared by LSC 2. Total Quality Management- Terry L Richardson- Delmar Cengage Learning; New edition (4 September 1996) 3. Delivering Excellent Service Quality in Aviation: A Practical Guide for Internal and External Service Providers 1st Edition, Kindle Edition- Mario Kossmann 4. Total Quality Management- by B. Vijaya Ramnath R. Keagan, C. Elanchezhian- Dreamtech Press.					

COURSE TITLE		IT APPLICATIONS IN AVIATION & AIR CARGO			CREDITS	3
Course Code		L20AC25	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of the Information Technology Landscape in the Aviation & Air Cargo Industry. They will also learn the new technology trends that is defining these industries.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Key Systems used in the Aviation & Air Cargo Industry						
a. Computerised Reservation Systems (CRS), Global Distribution Systems (GDS) b. Air Cargo Systems- Reservations, Revenue Management, Revenue Accounting- Key Functions & Key Players in the Market c. Cargo Community Network (CCN)/ Cargo Community Systems (CCS)					9L	
MODULE – 2						
a. E- Freight & E- Air Waybill & Other Documents b. Cargo Messaging Standards- Cargo Interchange Message Procedures (Cargo-IMP) & IATA Cargo XML					9L	
MODULE – 3 : Technology Evolution in the Aviation & Air Cargo Industry						
a. Legacy systems- Why they are redundant in Current times, b. Modern Technologies-Blockchain, Internet of Things, Artificial Intelligence, Machine Learning, Robotics					9L	
MODULE – 4 : Drones						
a. Introduction of Drones, b. Applicability in Aviation Industry, c. Regulatory Issues- Global and in India					9L	
MODULE – 5 : Business Trends						
a. E-commerce as a significant component, b. Concept of logistics parks, c. Distribution/Fulfilment centres, d. Multi-modal coordinated logistics townships, e. Free Trade Zone, Build up of Unit Load Device at customer’s facility termed as BUP (Bulk Unitization Plan) - prevalent in many parts of the world except developing nations including India.						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Airline Industry: Poised for Disruptive Innovation- Nawal Taneja- Routledge; 1 edition (30 June 2016) 3. The Passenger Has Gone Digital and Mobile: Accessing and Connecting Through Information and Technology Hardcover – Routledge; 1 edition (30 September 2011)						

4. IATA- Whitepaper on Blockchain (<https://www.iata.org/publications/Documents/blockchain-in-aviation-whitepaper.pdf>)
5. IATA- Cargo Interchange Message Procedures
6. IATA- Passenger Services Conference Resolution Manual

COURSE TITLE		FREIGHTERS & CHARTERS			CREDITS	3
Course Code	L20AC26	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will acquire proficiency in understanding the concept of Freighters (Cargo Aircraft) & Charters. They will also learn General Principles of Loading & Operations					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Air Cargo- Aircraft Types						
a. Passenger, b. Cargo (Freighters) c. Combi Aircraft, d. Nature of Business & Permits for Operation of Freighters & Charters, e. Types of Lease/Ownership- Concept of Dry Lease & Wet Lease					9L	
MODULE – 2 : Ground Support Equipment (GSE)						
a. Overview of Ground Service Equipment used in Aircraft Operations & Turnaround					9L	
MODULE – 3 : Loading Principles						
a. Weight and Volume considerations, b. Usage of Spreaders, c. Cargo needing special attention and Restrictions in Air Cargo Acceptance					9L	
MODULE – 4 : Airside Operations						
a. Ramp Safety Basics, b. Handling of Incidents, c. Reporting of Incidents/Accidents					9L	
MODULE – 5 : Load Control						
a. Objectives of Load Control b. Key Terminologies in Load Control Process c. Loading Priorities d. Special Load Remarks e. Load & Trimsheet- General, Submission, Last Minute Changes, Regulatory Filing requirements						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Boeing Commercial Market Forecast (https://www.boeing.com/commercial/market/cargo-forecast/) 3. Airbus Global Market Forecast(https://www.airbus.com/aircraft/market/global-market-forecast.html) 4. IATA- Airport Handling Manual						

COURSE TITLE		SPECIAL CARGO HANDLING			CREDITS	3
Course Code	L20AC27	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of Special Cargo Handling, Specifics of Cargo requiring Temperature Control & Basics of Dangerous Goods.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Special Cargo						
Categories- Valuable Cargo, Heavy Cargo, Big, Human Remains, Temperature Sensitive Cargo, Infectious Substances-Acceptance, Storage, Handling, Delivery, Special Documentation					9L	
MODULE – 2 : Perishable Cargo						
a) Types- Perishable Flowers, Meat, Vegetables & Fruits, Seafood b)Acceptance, Storage, Handling, Delivery & Documentation					9L	
MODULE – 3 : Pharmaceuticals						
Legislation, Certification, Facilities, Standards					9L	
MODULE – 4 : Dangerous Goods Regulation (DGR)						
a) Introduction- Purpose, General Philosophy (Standard Operating Procedure) b) DGR Legislations- Key Legislations governing transport of DGR c) Categories & Training requirements for each category					9L	
MODULE – 5 : Carriage of Live Animals						
a) Introduction - Various types of Live Animals b) Importance of use of appropriate IATA standard container c) CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) Convention d) Exotic animals and prevention of illicit trade in wildlife						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. IATA- Cargo Handling Manual 3. IATA- Dangerous Goods Regulations 4. IATA- Live Animals Regulations 5. IATA- Perishable Cargo Shipping Guidelines 6. IATA- Infectious Substances Shipping Guidelines 7. IATA-Temperature-control-regulations						

COURSE TITLE		EMPLOYABILITY SKILLS			CREDITS	2
Course Code	L20AC28	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will be able to apply these skills while transition from Campus to Corporate and acquire the much-needed employability skills					
Prerequisites :						
MODULE – 1						
Soft Skills- What are Soft Skills, The Importance of Soft Skills during transition from Campus to Corporate					9L	
MODULE – 2						
Soft Skills- Time Management, Stress Management, Grooming Skills, Listening Skills, Creative Thinking, Telephone Etiquette, Social Media Etiquette					9L	
MODULE – 3 : Communication Skills						
a) Non-Verbal- Types of Non-Verbal Communication, Essentials, Barriers b) Verbal- Types of Non-Verbal Communication, Essentials, Barriers					9L	
MODULE – 4 : Interview Handling & Preparation						
a) Types of Interviews- Face to Face, Videoconferencing, Skype, Telephonic b) Identifying job openings c) Applying for a job d) Preparing Cover letters e) Preparing a CV/Resume and Effective Profiling f) Group Discussions g) Behavioural Event Interviews					9L	
MODULE – 5 : Leadership Skills						
a) Leadership Styles b) Decision Making c) Intrapersonal & Interpersonal Skills d) Problem Solving Skills e) Negotiation Skills f) Critical Thinking						
TOTAL					60 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Sizzling Soft Skills for Spectacular Success- P Ameer Ali- Publisher: Notion Press; First edition (2017) 3. Soft Skills: An Integrated Approach to Maximise Personality-Gajendra Singh Chauhan, Sangeeta Sharma- Wiley (2015) 4. Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette And Soft Skills- Cyrus M Gonda- Embassy Books; First edition (2016) 5. How to Get That Job (A Guide for the Journey beyond Academics)- Jogesh Jain- Notion Press; First						

edition (2017)

6. The 21 Irrefutable Law of Leadership-John C. Maxwell- Maanu Graphics Publishers (2013)

COURSE TITLE		INTRODUCTION TO AVIATION LAW			CREDITS	3
Course Code	L20AC29-1	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of Aviation Law & Various Legislations that Govern the Industry					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Law & Legal Systems						
a. Introduction to Law, Concept of Law b. Indian Legal System, c. Classification of Law- Civil Law, Criminal Law, d. Indian Courts and Hierarchies					9L	
MODULE – 2 : Contract Law						
General Principles of Contracts as per Law- Indian Contract Act,1872, Aircraft Lease Agreements- Key Considerations					9L	
MODULE – 3 : Domestic Air Law in India- General- Key Concepts						
a) Aircraft Act b) Aircraft Rules, c) Airport Authority of India Act, d) Airport Economic Regulatory Authority of India Act					9L	
MODULE – 4 : Domestic Air Law in India- Security & Safety Related- Key Concepts						
a) Anti-Hijacking Act, b) The Suppression of Unlawful Acts against Safety of Civil Aviation Act, c) Aircraft (Security) Rules, d) Aircraft (Carriage of Dangerous Goods) Rules,					9L	
MODULE – 5 : International Conventions Governing Civil Aviation- Key Concepts						
a) The Chicago Convention, 1944 b) The International Air Services Transit Agreement, 1944 c) The International Air Transport Agreement, 1944 d) The Warsaw Convention, 1929 e) The Hague Protocol, 1955 f) The Geneva Convention, 1948 g) The Rome Convention, 1952 h) The Tokyo Convention, 1963 i) The Hague Convention, 1970 j) The Montreal Convention, 1971 k) The Cape Town Convention, 2001						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						

1. Course material prepared by LSC
2. Sizzling Soft Skills for Spectacular Success- P Ameer Ali- Publisher: Notion Press; First edition (2017)
3. Soft Skills: An Integrated Approach to Maximise Personality-Gajendra Singh Chauhan, Sangeeta Sharma- Wiley (2015)
4. Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette And Soft Skills- Cyrus M Gonda- Embassy Books; First edition (2016)
5. How to Get That Job (A Guide for the Journey beyond Academics)- Jogesh Jain- Notion Press; First edition (2017)
6. The 21 Irrefutable Law of Leadership-John C. Maxwell- Maanu Graphics Publishers (2013)

COURSE TITLE		AIR CARGO SALES & MARKETING			CREDITS	3
Course Code		L20AC29-2	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of Sales and Marketing Principles that apply to the Air Cargo Industry in General.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1						
a) Unique points of Air Cargo Sales b) Competitor Analysis c) Sales Strategy					9L	
MODULE – 2						
a) Key Account Management- Key Considerations, Essentials of Good Key Account Management b) Customer Relationship Management- Key Concepts, CRM Systems					9L	
MODULE – 3						
a. Product Linked Incentives- The concept in Passenger and Air Cargo Industry b. Block Space Agreements- Key Concepts					9L	
MODULE – 4						
a) Key Considerations for Cargo Marketing b) Competitor Analysis, SWOT Analysis c) Benchmarking of Products & Services d) Types of Distribution Channels					9L	
MODULE – 5						
a. Brand Perception- Product perception, Brand Perception, Key Enablers b. Social Media Marketing- Importance of Social Media in Airline Industry, Case Studies of Successful Social Media Campaigns						
TOTAL					45 Hrs	
TEXT & REFERENCE BOOKS						
1. Course material prepared by LSC 2. Airline Marketing and Management- Stephen Shaw- Routledge; 7 edition (7 July 2011) 3. Soar: How the Best Airline Brands Delight Customers and Inspire Employees- Shashank Nigam- Ideapress Publishing (12 January 2017) 4. https://simpliflying.com/ (Simplifying Blog)						

COURSE TITLE		AIR CARGO TERMINAL PROCESS - PRACTICAL			CREDITS	2
Course Code		L20AC30	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of Operational Principles and Processes that apply to the Air Cargo Terminal in General.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Export Acceptance - Physical, Information And Documentation						
- Familiarisation includes location, systems for information and documentation - general and special cargo - Regulate the Truck movement/docking in relation to space availability - For all the functions given below, make necessary computerised systems entries - Check/accept documents for export including Air Waybill, accompanying documents complying with regulations/requirements including the necessary payments - Visually check, count, weigh, measure, screen and accept cargo - Store in appropriate location - For last minute cargo, courier and mail which are sent to build-up area directly - In case of non-conformity to any of the above requirements, apply the reverse process					9L	
MODULE – 2 : Export Build Up - Physical, Information And Documentation						
On receipt of 'FBL' from the airline, prepare build-up' list - Assess the number of ULD (Unit Load Device), bulk space required - Assemble ULD, nets and other equipment as appropriate at build-up location - Retrieve cargo from location as found in the build-up list - Ensure build-up of cargo as per SOP (Standard Operating Procedure) with focus on safety, security and space optimisation requirements - Prepare final Manifest and DWS (ULD/Bulk Deadload Weight Statement) - Prepare NOTOC (Notification to Captain) and pass it on to Load Control Unit - Pass DWS details to Load Control (Weight & Balance) Unit and send the finalised manifest with AWBs to aircraft for loading - Send FFM (Freight Manifest) electronically after the aircraft is air borne - In case of shipment offload at any stage, apply reverse process - Ensure safety, security and operational procedures are strictly adhered to at all times					9L	
MODULE – 3 : Import Break Down - Physical, Information And Documentation						
- Check incoming FFM and make pre-arrival arrangements, particularly for special cargo - Receive physical cargo and documents in the cargo terminal - Break down the cargo from ULD/bulk and tally them with the incoming manifest - Store the shipments at appropriate locations and send notification to customer - Identify missing/found cargo, part shipments, damaged cargo and take action					9L	
MODULE – 4 : Import Delivery - Physical, Information And Documentation						
- Upon request from the customer and ensuring correct identify of the customer, Issue necessary delivery slip and collect applicable charges					9L	

<ul style="list-style-type: none"> - Facilitate delivery of cargo to customer through customs involvement as appropriate - Ensure Special cargo delivery satisfies additional scrutiny of documents, delivery arrangements <p>Regulate the Truck movement/docking in relation to space availability</p>	
MODULE – 5 : Transshipment - Physical, Information And Documentation	
<ul style="list-style-type: none"> - Identify such shipments from the incoming FFM (Flight Manifest) and keep the carrier (either same or a different carrier) Uupdate the concerned carrierd prior tobefore flight arrival - On arrival, Ssuch shipments shall be brought to a designated location prior to transferring them to theonward carrier - Prepare CTM (Cargo Transfer Manifest) to be and are signed by both transferring carrier and onward carrier representatives or by the GHA on their behalf at the time of document and shipment transfer - Specify any deviation observed on both the shipment/s as well as document/s as appropriate to determine the appropriate liability - Ensure information on NOTOC (Notification To Captain) is passed on to onward carrier through a relevant NOTOC (Notification To Captain) - After transfer, follow the export process for such shipment/s of the onward carrier 	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. IATA Cargo Handling Manual 2. IATA Publications related to Handling of Special Cargo 	

COURSE TITLE		AIR CARGO BUSINESS SUPPORT FUNCTIONS - PRACTICAL			CREDITS	2
Course Code		L20AC31	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of various Air Cargo Business Support functions/activities applicable to the Air Cargo Industry.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Booking Of Air Cargo Shipment						
- Receive Clear and Comprehensive information from the customer (Shipper, Forwarder) - Process such information to create a booking record considering all key elements such as weight/volume, description of commodity, applicable rate, other charges, details of shipper, consignee, and their respective forwarders, where appropriate - Ensure relevant information is passed on to Customs and other authorities					9L	
MODULE – 2 : Applying Air Cargo Rates, Rules And Industry Local Requirements						
- Apply the relevant sections of TACT Rules/local circulars while processing the booking - Calculate the chargeable weight as per TACT Rules - Apply rate from TACT Rates/local tariff sheet as applicable - Issue Air Waybill, if required - Seek supporting documents such as packing list, weight certificate where appropriate, product certificates, permits and approvals related to special cargo shipments					9L	
MODULE – 3 : Cargo Terminal Handling Equipment						
- Ensure the SOP and requirements related to movable ground equipment such as tugs, tractors and forklifts are observed, and the equipment operated in a safe manner - Ensure the fixed warehouse equipment such as PCHS (Pallet and Container Handling System) and MHS (Mechanised Handling System) are utilised as per SOP					9L	
MODULE – 4 : Cargo Pricing/Interline/Multilateral Agreements						
- Prepare tariff sheet for: a) Online points in accordance with Company policy, station/country/region wise as applicable, season wise b) Offline points in accordance with interline/multilateral pricing agreements - Provide ad hoc pricing within the Company policy/monitor use of such ad hoc pricing - Seek feedback from the route network and review current pricing policy pricing					9L	
MODULE – 5 : Business Support Tools Such As Sales, Marketing And Industry Global/Local Events						
- Marketing: a) Ensure marketing plans are prepared and approval obtained b) Identify global, regional and local events with potential return on investment c) Prepare support material for such events as approved in the market plan d) Support organising of specific market events such as road shows, etc e) Obtain feedback from the field sales and take appropriate action - Sales:						

a) Prepare daily, weekly, monthly, annual sales plan b) Implement those plans through sales calls of various types c) Prepare sales visit/contact report/s on a pre-agreed frequency and follow up d) Provide regular and constant market feedback to local sales and head office e) Gather relevant market intelligence from all possible sources f) Provide immediate and comprehensive feedback with recommendations to overcome potential adverse impact to senior sales and marketing personnel	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
1. IATA Cargo Handling Manual 2. IATA Publications relating to Special Cargo 3. Airline Marketing- Stephen Shaw	

COURSE TITLE		APPRENTICESHIP I			CREDITS	23
Course Code	L20AC32	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)	ASSESSMENT MODEL			TA 1
	COURSE OUTCOMES					
1	On completion of Apprenticeship Training students would be able to carry out activities / works assigned to them in real work environment at ease.					
Prerequisites :						
MODULE – 1 : Exports booking/acceptance - Freight forwarding agent/Airline						
Make cargo reservations in the systems using all the minimum parameters prescribed for a direct customer across the counter, for a telephonic request and for an online booking request. Seek necessary documents for booking such as Shipper’s Letter of Instruction, packing list, approvals where appropriate, specific relevant documents related to special cargo, either physically or through electronic means as permitted. In case of direct booking, assess freight charges and other charges, prepare Air Waybill, collect amount/Cheque as permitted, record and take accounting actions to conclude it. In case of an airline/cargo handling scenario, Check physical cargo for its gross weight, measure the cargo of its greatest length, height and width and calculate volume weight. Ensure compliance with carrier/national and international regulations prior to acceptance with particular focus on Special Cargo. In the case of DG, only those authorized to perform this activity shall accept these consignments. In the case of airline, ensure that these are fulfilled by the forwarder while accepting the consignment. Ensure information is entered into computerized system to create appropriate milestones and dispatch of messages. Ensure consignments are screened as per regulatory requirements and passed by customs, in case of international shipments.					9L	
MODULE – 2 : Exports - Storage/documentation/build up - Airline/Cargo handling agent						
Receive the screened and customs permitted cargo inside the cargo terminal and store them in the appropriate racks or assign them to appropriate location in case of mechanised handling system. Special cargo shall be stored/ handled as appropriate. Ensure they are recorded in the computerized system close to real time basis. Prior to the scheduled time of build-up, prepare load plan of the consignments meant for the flight indicating allocation of ULDs and bulk load. Assemble consignments planned for the flight at build up station at the scheduled time of build up for that flight. Prepare a serviceable ULD with accessories at the build-up station. Build up the ULD applying the relevant principles. Prepare final manifest of cargo to include transit/transshipment as well. Weigh every ULD and bulk including transit/transshipment and pass ULD/Bulk weight information unit-wise to Load Control unit for Weight and Balance purposes. Ensure all LMC (Last Minute Change) information are factored in the manifest as well as in passing such information to Load Control on real time basis. Obtain Customs approval on the export manifest manually and/or system based on local procedure.					9L	
MODULE – 3 :Imports - Break down/storage/documentation - Airline Cargo						
Once incoming FFM is received, plan all actions required prior to flight arrival, with particular focus on Special Cargo. Upon arrival of the aircraft, obtain the incoming AWB pouch with manifests. Submit copies of manifests to Customs. Receive ULDs/bulk from the aircraft in the warehouse and unload them and tally them with the incoming manifest. Prepare the summary of break down process including					9L	

<p>recording of any FDCA (FoundCargo), MSCA (Missing Cargo), FDAW (Found AWB), MSAW (Missing AWB), Damaged cargo and Part shipments. Store the cargo at appropriate locations with particular focus on Special Cargo. Submit the finalized incoming manifest to Customs for their approval. Send notification to customers of the arrival of their shipment including all relevant details of opening hours, charges payable and so on. Send messages to upline station/s related to shipment discrepancies observed on the incoming flight.</p>	
MODULE – 4 :Import - Delivery/Claims/Disposal of undelivered cargo - Airline/Handling Agent	
<p>Issue delivery order to the consignee or his authorized representative upon checking the relevant identification/receipt of documents and payment as applicable. Facilitate placing the arrival shipment at the customs designated location for their inspection, levy of duty if any. Facilitate the customs cleared shipment to be placed in the delivery dock for pick up by the consignee or his representative.</p> <p>In case of missing cargo, damaged cargo or part shipment delivery, record the event on the delivery order and incoming manifest/AWB as applicable. Check for update on such discrepancies towards its resolution.</p> <p>Facilitate inventory to record actual information at the time of delivery to facilitate processing of claims, if and when filed by the consignee.</p> <p>In addition to the immediate notification to consignee on arrival of the shipment, a reminder notification needs to be sent in one week from the arrival of the shipment and efforts made to contact him by phone or any other practical means. In the absence of any response, a second and last reminder shall be sent in 14 days after the arrival of the shipment. Simultaneously the origin station shall be advised of this status seeking them to contact shipper and his agent to seek delivery/disposal advice.</p> <p>All undelivered shipments shall be stored in a designated location and disposed with the approval of customs authorities, who auction such goods. In the case of perishables, it shall be disposed almost immediately within its usable period, if the consignee does not/refuses to pick up the consignment.</p> <p>For all activities stated above, if they are performed by a cargo handling agent, the airline must measure the performance of the handler to ensure it meets the standards mutually agreed between the airline and the handler.</p>	9L
TOTAL	1035 Hrs

Course Title	E-COMMERCE TECHNOLOGY AND MANAGEMENT			Credits	3
Course Code	MGD4293	Course Category	OE- OPEN ELECTIVE	L-T-P-S	3-0-0-1
CIA	50%			ESE	50%
LEARNING LEVEL	BTL - 2: UNDERSTAND			ASSESSMENT MODEL	TA3
COURSE OUTCOMES					
CO-1: To understand E-commerce framework, history, advantages and disadvantages					
CO-2: Acquire in-depth knowledge of e-commerce business models and managing an e-enterprise					
CO-3: To demonstrate clear, concise, thoughtful and good understanding of electronic payment system and its types					
CO-4: To demonstrate a good understanding of e-marketing and its types					
CO-5: Comprehend the future trends in e-commerce					
Pre-requisites: Basics of e-Commerce					
MODULE – 1: INTRODUCTION TO E-COMMERCE					
Fundamentals of Electronic Commerce, Electronic Commerce Framework, Evolution of E-commerce, E- Commerce Business Models, Advantages and Disadvantage of E-commerce, Data Mining and Data Warehousing					9L
MODULE – 2: BUSINESS APPLICATIONS IN E-COMMERCE					
Retailing, Market Research on Internet Marketing, Service sector, Advertising in E- Commerce					9L
MODULE – 3: ELECTRONIC PAYMENT SYSTEMS AND SECURITY					
Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems. E – Security Protection					9L
MODULE – 4: E-MARKETING					
The scope of E-Marketing, Internet Marketing Techniques, Consumer Market, Affiliate marketing strategy, E-CRM					6L
MODULE – 5: ISSUES RELATING TO E – COMMERCE ENVIRONMENT					
Legal, Ethics, Privacy issues, Cyber laws, consumer protection					9L
TOTAL					45 Hrs.
LAB / MINI PROJECT / FIELD WORK					
Case Discussion on Self Study Topics					
TEXT BOOKS					
1	Efraim Turban et al., ‘Electronic Commerce – A managerial perspective’, Pearson Education Asia. (2008)				
2	Kalakota et al, ‘Frontiers of Electronic Commerce’, Addison Wesley. 2000				
REFERENCE BOOKS					
1	Sandeep Krishnamurthy, ‘E-Commerce Management – Text and Cases’, Thomson Learning.2002				
2	Greenstein Firsman, ‘Electronic Commerce’, Tata McGraw Hill. 2001				
3	Nabil Adam et al, ‘Electronic Commerce – Technical, Business and Legal Issues’. Prentice Hall. 2003				

COURSE TITLE		EXIM POLICY, PROCEDURE & DOCUMENTATION			CREDITS	3
Course Code		L20AC33-2	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will be able to apply the various Rules and Regulations in the Export-Import Business during their apprenticeship and corporate career.					
Prerequisites :						
MODULE – 1						
Introduction: Features and Rationale of Export and Import Business. Essentials for Starting Export Business. Provisions Regarding Registration of Exporters. Steps Involved in Export Order Procedure. Regulation, Procedure and Documentation for Obtaining Export License and Export Credit Insurance. Selection of Overseas Agents for Export Trade.						9L
MODULE – 2						
Export Documentation-I: Purpose of Export Documentation. Major Export Documents – Export Invoice, Bill of Lading Bill of Exchange, GR Form, SDF Form, PP Form, Shipping Bill, Air Bill/Air Consignment Note, etc. Marine Insurance – Need, Types and Procedure.						9L
MODULE – 3						
Export Documentation-II: Nature and Contents of Commercial Invoice, consular Invoice, Customs Invoice, Packing List, Certificate of Inspection, Certificate of Origin, etc. Letter of Credit – Nature and Types. Electronic Data Interchange System.						9L
MODULE – 4						
Import Procedure and Documentation: Essentials for Starting Import Business. Steps involved in ImportProcedure. Registration of Importers. Categories on Importers. Provisions Regarding Obtaining Import License.Special Schemes for Imports. Provisions Regarding Imports for Personal Use. Provisions Regarding Imports ofGifts. Import of Passenger Baggage.						9L
MODULE – 5						
Quality Control and Pre-shipment Inspection Schemes: Procedures for Quality Control and Pre-shipment Inspection. Excise and Customs Clearance – Regulations, Procedure and Documentation. Procedure and Documents for Claiming Export Assistance.						
TOTAL						45 Hrs
TEXT & REFERENCE BOOKS						
1. https://dgft.gov.in/hand-book-of-procedures-2015-20-primary-tabs 2. Export Import Management-Justin Paul & Rajiv Aserkar- Oxford; 2 edition (28 October 2013) 3. Nabhi’s How to Export 2020 by Ajay Kumar Garg 4. Export-Import Handbook by Ajay Srivastava- Business Data Publishing Company 5. Commercial’s Manual on Export Documentation by P. Veera Reddy and M. Mamatha- Commercial Law Publisher 6. Commercial’s Manual on Import Documentation by P. Veera Reddy and M. Mamatha- Commercial Law Publisher 7. How to Import as per New Foreign Trade Policy & Procedures 2009-14 and RBI Guidelines by Nabhi Publication						

COURSE TITLE		FREIGHTER HANDLING AT AIRPORT - PRACTICAL			CREDITS	2
Course Code		L20AC33-2	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of Freighter handling functions applicable to Ramp handling area of Air Cargo activities.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Features Of Freighter Aircraft Operations						
- Familiarisation of the types of freighter aircraft - Wide bodied and Narrow bodied - Use the side cargo door in the upper deck and know height/contour limitations - Demonstrate Change in direction of loading - Ensure anti-tipping procedures are followed to ensure proper unloading/loading - Conduct sequential unloading/loading route-wise ensuring within safety limits - Strictly adhere to Dangerous Goods loading provisions/limitations					9L	
MODULE – 2 : Planning Of Freighter Handling						
- Obtain the FBL (Freight Booked List) from the airline - Plan the number and type of ULD (Unit Load Device) for main deck and lower deck - Identify and plan ‘nose loading’ requirements where applicable - Identify cargo/ULD (Unit Load Device) which would exceed various load limitations - Plan the sequence of loading, based on route/weight/contour					9L	
MODULE – 3 : Freighter Handling Equipment And Other Unique Requirements						
- Advise anomalies observed, if any, to the ground engineer immediately - Ensure on board crane, where available is used as per SOP - Ensure when floating pallet is used inside the freighter, appropriate locks are in place - Ensure SOPs are followed while loading/unloading/turning ULDs inside the aircraft					9L	
MODULE – 4 : Freighter Handling Weight & Balance Requirements						
- Prepare a trial trim with the help of the available information - Discuss with load planner about the load, based on the route/type of cargo - Liaise with fueller to understand and factor in the operational limitations - Situations that require change in load plan needs to factor in all critical elements such as delay, offloading,punctuality, crew duty time limitations - Prepare Weight and Balance and submit to the Commander along with NOTOC					9L	
MODULE – 5 : Special Charters And Their Unique Handling Requirements						
- Determine the type of charter - one way or multi sector or return - Liaise with authorities well in advance to obtain ground and flying permits - Liaise with various service providers to facilitate charter movement - On arrival of charter, facilitate immigration clearance/aircraft guarding by security - Advise anomalies, if any, to the ground engineer immediately - For unplanned crew layover, arrange transport to/from crew hotel and payments - Prepare NOTOC and/or act upon incoming NOTOC, as appropriate						

- Strictly adhere to Dangerous Goods loading provisions/limitations	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
1. IATA Airport Handling Manual	

COURSE TITLE		MECHANISED HANDLING AND ULD (UNIT LOAD DEVICE) HANDLING - PRACTICAL			CREDITS	2
Course Code		L20AC35	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3	
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	Students will acquire an understanding of mechanised handling and ULD (Unit Load Device) handling functions area of Air Cargo activities.					
2	This subject will enable them to enhance their ability and professional skills in the Air Cargo Industry					
Prerequisites :						
MODULE – 1 : Mechanised Handling - Levels Of Manual/Automated Handling						
In a manual warehouse without racking, create and apply a locating system - In a warehouse with racking, ensure the packages are stored in a pre-designated area - In a semi-automated warehouse, ensure the package is sent to the system assigned location and where size/shape doesn't permit, choose an alternate location and record it - In a fully automated warehouse, where there is a discrepancy between the information available in the system as against the physical location, take immediate corrective action in the system					9L	
MODULE – 2 : ULD (Unit Load Device) And Accessories Management						
- Ensure empty ULDs have a dedicated storage area and are stored in that area - Relocate those empty ULDs on the ground or with inappropriate base protection - Ensure built ULDs are placed in appropriate dolly, lazy roller or stillages - Where pallet nets are used separately, ensure their availability nearby - Where pallet nets are attached to the ULD, ensure they are spread on the pallet - Place the lashing belts, carrier wise and have a procedure to account for them - Send unserviceable ULD/s to repair station as advised by the airline, follow up and inspect on return of such ULD/s to ensure they are serviceable					9L	
MODULE – 3 : ULD (Unit Load Device) Prebuild up						
Check for ULD's serviceability on all sides including the bottom - Send unserviceable ULD/s to the repair yard/workshop area by tagging it/them - Place the serviceable ULD/s in the build-up area with plastic sheets of sufficient size - Locate all the shipments required for that ULD - when it is not located or only part shipment is available, plan alternate shipments - Assemble as much of shipments available prior to build up to optimise the loading					9L	
MODULE – 4 : ULD (Unit Load Device) Build Up And Its Safety Criticality						
- Identify and load larger pieces in the base to ensure optimum base utilisation - Load in such a way to prevent movement of pieces within the ULD - Where appropriate, apply restraints within the ULD - At all times, load within floor load limitations of the pallet provided					9L	

<ul style="list-style-type: none"> - Where the package/s exceed floor load limitations, calculate spreader requirements - Prepare Weight and Balance and submit to the Commander along with NOTOC, if any 	
MODULE – 5 : ULD (Unit Load Device) related communication including LUC (ULD EXCHANGE CONTROL MESSAGE)	
<ul style="list-style-type: none"> - Send UCM (ULD Control Message) after each flight including deviation - Check incoming UCM and tally it with actual ULDs received on the flight - Report any damage/discrepancy to incoming ULD to origin and upstream stations - Send SCM (ULD Stock Control Message) and indicate discrepancies for airline' action - When an airline ULD is sent to a third party or other airline, issue a LUC - While receiving ULD under LUC, carry out all the mandatory checks 	
TOTAL	60 Hrs
TEXT & REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. IATA Airport Handling Manual 2. IATA ULD (Unit Load Device) Regulations 	

COURSE TITLE		APPRENTICESHIP II			CREDITS	23
Course Code	L20AC36	Course Category	PC	L-T-P-C:3:0:0:3 TCH 3		
CIA		40%			ESE	60%
LEARNING LEVEL		BTL-2 (Understand)		ASSESSMENT MODEL		TA 1
	COURSE OUTCOMES					
1	On completion of Apprenticeship Training students would be able to carry out activities / works assigned to them in real work environment at ease.					
Prerequisites :						
MODULE – 1						
Marketing, Sales, Pricing, Systems, Capacity management, Customer Relations/service recovery, handling agreements, trucking and other functions In the case of marketing, assist in the preparation of annual marketing plan for the individual station, region, route network through obtaining inputs from all those areas, collating them and providing it to senior management to determine a marketing plan to arrive at appropriate market segmentation. Disseminate such plan to all stakeholders seeking their feedback to fine tune the plans for final implementation by all stakeholders. Assist field personnel through marketing tools such as brochures, advertisement material, planning of road show, exhibitions, seminars, conferences, training programmes and special promotion initiatives					9L	
MODULE – 2						
- For sales, assist preparation of sales forecast, sales visit plan, sales report, collation of market intelligence, sales follow up, identification of new potential, competitors’ activities and so on.					9L	
MODULE – 3						
In the case of pricing, provide inputs for creation of tariff, product-wise, station-wise, region-wise based on several inputs including costs from the handling/trucking agreements. Assist in entering into bilateral and multilateral agreements with other airlines to arrive at SPA-C (Special Prorate Agreement-Cargo). Prepare and dispatch tariff sheet to all stations and stakeholders. Constantly obtain feedback on market pricing intelligence including determination of appropriate ad hoc pricing over and above the published tariff.					9L	
MODULE – 4						
In the case of Systems, understand the various functionalities within the cargo system and initiate systems entries at appropriate levels for specific activities right from booking of cargo to loading them on the flight on the export side. On the import side, right from offloading of the cargo from the flight till the cargo is delivered and the case is closed. All message protocols need to be followed such Cargo-IMP, XML and so on. Co-ordinate with individual cargo handling agent at all stations to ensure their compatibility with the requirements. Assist operational performance measurement through appropriate systems tools					9L	
MODULE – 5 :						
In capacity management area, the scheduled capacity based on the type of aircraft, configuration shall be managed sector by sector to ensure optimum utilization and revenue maximization. This is to be done based on volume, weight, loadability and compatibility of the shipments carried. Work closely with pricing to ensure that the capacity utilized is charged commensurate with such utilisation as well as inputs/efforts undertaken.						

MODULE – 6	
In the case of deviation from normal cargo transportation/delivery, speedy and adequate recovery measures need to be taken by analyzing the individual case and providing solutions. Overall international, national, industry, company policies will govern the nature and quantum of compensation paid to customers in case of loss, damage and/or delay.	
MODULE – 7	
Handling agreements/Trucking: Assist in potential service providers being identified, analysed, evaluated and final decision to appoint an organisation. Set of requirements need to be prepared and provided in advance including the expectation of service standards level to be achieved, activity-wise. They need to be incorporated in the final agreement and the performance of such handling agents/trucking companies must be monitored in relation to the agreed service levels. This has a direct bearing on the costs incurred in securing such handling/ Trucking services.	
TOTAL	1035 Hrs