

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER - I

FINANCIAL ACCOUNTING – I	BUSINESS COMMUNICATION
<ol style="list-style-type: none">1. Meaning and scope of Accounting2. Basic Accounting Concepts and Conventions3. Objectives of Accounting4. Accounting Transactions5. Double Entry Book Keeping6. Journal7. Ledger8. Preparation of Trial Balance9. Preparation of Cash Book10. Preparation of Final Accounts of a Sole Trading Concern11. Adjustments12. Receipts and Payments Account13. Income & Expenditure Account and Balance Sheet of Non Trading Organizations14. Average Due date15. Account Current16. Bank Reconciliation Statement17. Depreciation- Meaning- Causes- Types18. Insurance claims19. Average Clause (Loss of stock & Loss of Profit)20. Single Entry- Meaning- Features- Defects21. Differences between Single Entry and Double Entry System22. Statement of Affairs Method23. Conversion Method	<ol style="list-style-type: none">1. Communication – Definition, Nature, Process, Objectives2. Forms and Dimensions of Communication.3. Oral and Written Communication4. Principles of Effective Communication5. Barriers & measures to overcome barriers in communication6. Media and Modes of Communication7. RWLP-Skills8. Meetings and Conferences9. Communication for Career Advancement10. Interview Skills and Group Discussion11. Modern forms of communication

PRINCIPLES OF MICRO ECONOMICS	BUSINESS STATISTICS
<ol style="list-style-type: none"> 1. Wealth 2. Welfare and Scarcity Views on Economics 3. Scope and Importance of Business Economics 4. Concepts: Production Possibility frontier 5. Micro economies and Macro economies 6. Meaning of Demand 7. Determinants and Distinctions of demand 8. Law of Demand 9. Elasticity of Demand and supply 10. Demand Forecasting 11. Law of Diminishing Marginal utility, Equimarginal Utility 12. Consumer's Equilibrium 13. Indifference Curve 14. Definition-Properties and equilibrium 15. Law of Variable Proportion 16. Relation between Production and cost function 17. Market structure and classification 18. Price and Output Determination under various market structures. 19. Price Discrimination 20. Pricing objectives and Methods. 	<ol style="list-style-type: none"> 1. Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data. 2. Introduction –Measures of central tendency. 3. Range 4. Standard Deviation 5. Mean Deviation 6. Quartile Deviation 7. Analysis of Time series 8. Methods of measuring trend and seasonal variations 9. Sampling procedures 10. Hypothesis testing 11. Large sample Test 12. Small sample test 13. T, F, Chi square (without proof)

INTRODUCTION TO AIRLINE INDUSTRY

1. Airline Industry
2. Air Cargo Transport
3. Economic and Social impact
4. Airline Profitability
5. Airline Alliances
6. Types of Airline Personnel
7. Flight crew and Cabin Crew
8. Organizational Culture
9. Airports
10. Airport Security
11. Air Navigation Services
12. Types of Aircraft
13. Role of Regulatory Agencies
14. Air Safety and Security
15. Airside Safety
16. Culture of Safety
17. Accident and Incident Investigation
18. Future of Airline Industry

SEMESTER – II

BUSINESS LAW	CORPORATE AND MANAGERIAL SKILLS
<ol style="list-style-type: none">1. Indian Contract Act2. Capacity3. Performance4. Tender5. Discharge6. Remedies for breach of contract	<ol style="list-style-type: none">1. Transition from Campus to workplace;2. The need and benefits of Grooming –3. shift from local to going Global;4. People Skills - Email etiquettes, Mobile etiquettes,5. Culture impact of various cultures;6. 6 . The woman executive “dos and don'ts” for women; Video Clips7. Art of Social and professional Networking;

PRINCIPLES OF MANAGEMENT	HUMAN RESOURCE MANAGEMENT
<ol style="list-style-type: none"> 1. Nature & Definition of Management 2. Management as a Science or Art 3. Evolution of Management Thought 4. Functions of Management 5. Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century. 6. Nature and Definition of Planning 7. Importance and Steps in planning 8. Types of Plans 9. Forecasting and Decision Making 10. Organizational structure 11. Organization-Nature & purpose, Need 12. Types of Organization 13. Authority and Responsibility. 14. Theories of Motivation 15. Motivation and Behavior 16. Co-ordination/Cooperation 17. Techniques of Coordination 18. Macro and Micro environmental factors of business 19. SWOT analysis 20. Communication 21. Barriers of communication 22. Organisation Culture 2 23.3. Process Control – Procentypes 24. Types of Control 25. Planning Operation 	<ol style="list-style-type: none"> 1. HRM – Nature and scope 2. Environment of HRM 3. Roles of HR Managers 4. HR planning 5. Auditing of HR resources 6. Factors affecting recruitment 7. Selection Process 8. Types of interviews 9. Appointment Order 10. Induction 11. Training – Methods & Techniques 12. Competency Mapping 13. Promotion and termination of services 14. Career development 15. Performance appraisals methods 16. Components of remuneration 17.17. Human Resource Audit

AIRLINE AND AIRPORT MANAGEMENT

1. History of aviation - major players in the airline industry
2. SWOT analysis of different airline
3. companies in India & Abroad
4. New airport development plans in India –
5. challenges and opportunities
6. 4. Airport planning -design and operation
7. 5. Organization structure in an airline
7. (AAI) & its functions of role
8. Comparison of global and Indian airport
8. management
9. Various air transport services
10. International air transport services
11. An overview of airports in Delhi,
12. Mumbai, Hyderabad and Bangalore
9. The role of private operators
10. Airport development and maintenance
11. Role of DGCA
12. Economic regulations
13. Air traffic control – case studies

SEMESTER – III

CORPORATE GOVERNANCE AND BUSINESS ETHICS	FUNDAMENTALS OF LOGISTICS
<ol style="list-style-type: none">1. Business Ethics- Meaning and nature2. Types of business Ethics3. Business Ethics in Global Economy4. Relationship Between Business Ethics & Business Development5. Moral issues in Business Justice & Economic system6. Social responsibility & Business ethics 7. Meaning of functional ethics8. Marketing ethics9. Foreign trade ethics and ethics relating to Copyrights10. Organizational Ethics Individual Ethics11. Professional ethics12. Ethical behavior	<ol style="list-style-type: none">1. History of Logistics2. Need for logistics3. Benefits of efficient Logistics4. Technology & Logistics5. Logistics optimization6. Customer Service Elements7. Procurement and Outsourcing8. Global Logistics – Modes of transportation/Barriers/Markets & Competition Financial issues in Logistics9. Performance10.10. Integrated Logistics11.11. Warehouse12.12. Transportation13.13. Courier/Express14.14. E-Commerce15.15. Bulk load handling and brief on trans-16. shipment17.16.E. Rail Logistics

COST & MANAGEMENT ACCOUNTING	MARKETING MANAGEMENT
<ol style="list-style-type: none"> 1. Management Accounting 2. Meaning, scope 3. Importance and limitations 4. Management Accounting vs. Cost Accounting 5. Accounting 6. 4. Management Accounting vs. Financial Accounting 7. Accounting 8. 5. Analysis and Interpretation of Financial Statements 9. Financial Statements 10.6. Comparative Statements 8. Common Size statement and trend analysis 11. Ratio Analysis 10. Funds flow and Cash flow statements 11. Budgets and budgetary control 12. Marginal costing (excluding decision making) 12. Absorption costing and marginal costing 13. CVP analysis 	<ol style="list-style-type: none"> 1. Marketing concept 2. Marketing environment 3. Market Structure 4. Buyer Behaviour 5. Market Segmentation 6. Marketing strategy 7. Market Structure 8. Product Life Cycle (PLC) 9. Product mix - modification & elimination 10. Developing new Products-strategies. 11. Pricing policies 12. Competitors action to price changes 13. Multi product pricing 14. Physical distribution 15. Marketing risks 16. Branding Decisions.

SEMESTER – IV

MANAGEMENT INFORMATION SYSTEMS	PASSENGER GROUND SERVICE WITH DCS
<ol style="list-style-type: none"> 1. Concept 2. evolution and meaning of MIS 3. Goals of MIS 4. Information system for competitive advantage 5. Systems approach to problem solving 6. Challenges in the development of MIS 7. Types of information 8. Process of generation of information 9. Quality of information 10. Information systems for finance, marketing, manufacturing, R&D & HR areas 11. Information systems and their role in business systems 12. changing role of information systems 13. users of information systems 14. Types of information systems – TPS, MIS, DSS, ERP, GIS, BES. 15. Procurement options and outsourcing information system services. 16. System Development Life Cycle 17. Data Base Management Systems (DBMS) and their components 18. Uses of computer networks, types of networks, topologies 19. Implementation 20. Approaches and process of evaluating MIS 21. Security Issues Relating to Information Systems. 	<ol style="list-style-type: none"> 1. Handle group and frequent traveler Acceptance 2. Baggage connections and seating 3. Create bookings 4. Handle crew 5. Rush and cabin baggage as well as seating and disruptions 6. Gate Agent collection 7. Board a passenger 8. Accept, board and re- grade a customer 9. Supervisor collection 10. Completion of check-in agent and gate agent responsibilities 11. Concept, evolution and meaning of MIS; 12. Information system for competitive advantage 13. Challenges in the development of MIS 14. MIS function in an organization 15. Information as a corporate resource 16. Types of information 17. Quality of information 18. Information systems for finance 19. Types of information systems 20. Procurement options and outsourcing information system services 21. System Development Life Cycle: Sequential Process of software development 22. Computer Aided Software Engineering (CASE) 23. Relational databases 24. Data dictionary, SQL and other related concepts in DBMS 25. Computer networks 26. Network topologies 27. Data communication over telephone 28. Approaches and process of evaluating MIS 29. Threats to information system

AIR CARGO MANAGEMENT	TRAVEL AGENTS AND TOUR OPERATORS
<ol style="list-style-type: none"> 1. Air Cargo operations and Industry Regulations 2. Types of cargo, Air Cargo Tariff, Rates & Charges 3. Airway Bill, Function, Purpose and Validation 4. 4. Overview of the Air Cargo Industry 5. 5. Leveraging information technology in key areas of the industry 6. Economics of PTF (Passenger to Freighter), History of PTF 7. Applying gap analysis for profit opportunities and better efficiencies 8. Lessons for Air Cargo 9. Expectations of the end customer 10. Benefits of automation and e-business for the end-to-end air cargo supply chain 11. Components of a comprehensive eCargo approach for a modern cargo airline and a freight forwarding. 12. Understanding the Technology of ECargo 13. EDI standards 14. The Cargo Cloud, E-Pouch solutions and electronic document Management platforms. 15. How to match data with the physical flows for optimum efficiency 16. Airport Cargo Activity & Cargo Zone, Aircraft Handling with Cargo 17. Emerging trend in Cargo & Cargo Carriers. 18. Air cargo focus – Main Features – Implications for stakeholders 	<ol style="list-style-type: none"> 1. Meaning and Definition 2. Growth – Structure – Functions of 7A 3. Wholesaler - Retailer and Tour Operators 4. Growth and Development of Indian Tourist Organization 5. International Tourist Organization 6. Travel Agency fairs and Benefits 7. Functions of tour operators 8. Negotiation, liasioning with principles & Sources of income. 9. Case studies of Travel agency 10. Travel Documents 11. World Travel laws 12. Itinerary Preparation 13. Tour – Policies, Practices and Problems in Tour Management 14. Tour Packaging 15. Technological Advances in Communication 16. Future Trends in Travel Management 17. Procedure for setting up of Travel Agency and Tour Operating Enterprises 18. Travel Agency Accounting 19. Future of Travel Agencies 20. Travel Agency’s Sponsored Programme.

SEMESTER – V

RESEARCH METHODS	AIRLINE CUSTOMER SERVICES MANAGEMENT
<ol style="list-style-type: none">1. Business Research – Concepts, skills, types2. Manager Researcher- relationship3. Limitations of research4. Research process and design5. Sampling design6. Research questions / Problems7. Research objectives8. Research hypotheses9. Hypothesis Testing – Logic & Importance.10. Research design – definition, types11. Measurement and scaling12. Construction of instrument13. Validity and Reliability of instrument14. Data - Types15. Survey Vs Observation16. Experiments17. Construction of questionnaire and instrument18. Sampling plan – Sample size & Sampling technique19. Probability Vs Non–probability sampling methods.20. Data Analysis & preparation21. Statistical tools for analysis22. Research report – Types, Content23. need of executive summary, chapterisation, contents of chapter24. report writing25. Presentation26. oral and written	<ol style="list-style-type: none">1. Improved standard of Customer Service2. Verbal and Non Verbal Communication Skills3. Customer Contact Techniques4. Cross Cultural Awareness5. Stress Management

SERVICES MARKETING	CUSTOMER RELATIONSHIP MANAGEMENT
<ol style="list-style-type: none"> 1. The Services Sector in the Indian Economy 2. Components of services economy 3. Characteristics of services, Importance, Classification, Evaluation and growth of service sector 4. Service marketing system 5. Service product planning 6. Employees 'and Customers 'Roles in Service Delivery 7. Services promotions 8. Role of technology in services marketing. 9. Service quality Management 10. Services from sectoral perspective 11. Marketing the Financial Services 12. Marketing of educational services 	<ol style="list-style-type: none"> 1. Benefits of CRM 2. Activity based costing for customer profitability analysis 3. Learning about your customers in Emerging Markets 4. Developing Customer Intelligence and a CRM Strategy 5. The Role of Employee Incentives in CRM 6. Applications of CRM in different industries 7. Incorporating New Media 8. CRM practices in Business Markets 9. CRM implementation process 10. Precautions related to CRM implementation.

SEMESTER – VI

MATERIALS MANAGEMENT	AIRLINE ADVERTISING AND SALES PROMOTION
<ol style="list-style-type: none">1. Evolution, Importance, Scope and Objectives2. Concept of Logistics and Supply Chain Management and evolution to 4PL- Supply Chain Management3. Purchasing in Materials management4. Global Sourcing-Stores – Functions, Importance, Organization of stores & Stores layout5. Stores procedure6. Need & Types of Inventory7. Classification of material8. Material Requirement Planning (MRP9. Input and output of MRP system10.methods of forecasting11.Master Production Schedule12.Material flow in MRP13.Concept of ERP14.Inventory control & Cost Reduction6. techniques15.Standardization – need and7. importance16.Codification – concept, benefits17.Materials handling and storage systems18.Physical distribution logistics19.Safety issues	<ol style="list-style-type: none">1. Definition -Social, Economic and Legal Implications of Advertisements2. Advertisement campaign3. Media plan - media strategy and scheduling4. Media Research5. Anatomy of sale6. AIDA and SPIN Model7. Airline Advertising8. Air Freight Market - Case studies9. Sales promotion10. Involvement of salesmen and dealers11. Online sales promotions.

STUDY PROJECT AND COMPREHENSIVE VIVA

INTRODUCTION

The main focus of the Project should be on the chosen area of Specialization such as General Management /Retail Management / Human Resource Management / Marketing Management /

Financial Services Management for B.Com., The project work may be carried out by identifying research

/ application problem in any one of the business / manufacturing / service organizations that suits the

chosen area of the specialization

Major Types of Project

The project to be undertaken may be of various types:

Exploratory type The Students to explore the possible causes of a phenomena or status

Descriptive – to support or disprove existing facts with quantitative data

Survey type - includes designing questionnaire for collection of data through field study, collecting data

from target respondents, processing and analyzing the data and arriving at conclusions

Experimental study - Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables e.g. Impact of training programme on performance,

impact of advertisements on sales

Desk research based on secondary data - Making use of published data, analyzing and interpreting such

data and arriving at meaningful conclusions.

ELECTIVES - III SEMESTER - LOGISTICS

WAREHOUSING & DISTRIBUTION CENTRE

- | | |
|--|--|
| <ol style="list-style-type: none">1. Introduction to Warehouse2. Importance of warehouse3. Types of Warehouses4. Broad functions in a warehouse5. Warehouse layouts and layout related to functions6. Benefits of Warehousing.7. Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods8. Stages involved receipt of goods9. Advanced shipment notice (ASN) or invoice items list10. Formats for recording of goods unloaded from carriers11. Put away of Goods- Put away list and its need12. Process of put away activity13. Procedure to Prepare Warehouse Dispatches14. Warehouse Activities - receiving, sorting, loading, unloading, Picking Packing and dispatch, | <ol style="list-style-type: none">15. Activities and their importance in a warehouse16. Procedure to develop Packing list17. Cross docking method18. Importance of proper packing19. Warehouse Utilization Management20. Study on emerging trends in warehousing sector21. Use of Material Handling Equipment's in a warehouse22. Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations23. Channel structure24. The safety rules and Procedures to be observed in a Warehouse25. Instructions to handle hazardous cargo26. Health, Safety & Environment27. 5S Concept on shop floor28. Personal protective Equipment's (PPE) and their uses. |
|--|--|

ELECTIVES - III SEMESTER - TOURISM MANAGEMENT

TRAVEL MANAGEMENT	AIRLINE ADVERTISING AND SALES PROMOTION
<ol style="list-style-type: none">1. Introduction to Travel industry2. Functions of Travel Agency3. Travel formalities and regulations4. Preparation of Tour Itinerary5. Modern ticketing and functions6. Travel accounting procedures7. Allied Services connected with travel trading hotels8. Tourist Agencies and their functions9. Tourism Transport Systems in the World10. Air Transport, Railway Systems, Water Transport, Road Transportation,11. Concepts and ideas related for effective Tourism Development12. Tourism Destination13. Tourism Policies Laws Regulation and its necessity for maintenance sustenance.	<ol style="list-style-type: none">1. Tourist products of India2. Kinds of Tourism3. Ancient Indian customs4. Medieval and Modern- Costumes of India5. Fairs and Festivals of India6. Newly created Tourist Destinations7. Tourism Development Strategies

ELECTIVES - IV SEMESTER - LOGISTICS

FREIGHT FORWARDING (OCEAN AND AIR CARGO)

- | | |
|--|---|
| <ol style="list-style-type: none">1. Introduction to EXIM2. Freight forwarding and custom Clearance3. Types of custom clearances4. Importance of custom clearance5. ICEGATE and insurance6. Custom Act7. Different modes of freight forwarding8. Process of freight forwarding9. Multimodal transportation10. Vendor management11. Bulk load handling12. Documents and its importance13. Stages of Documentations process and procedures14. The requirement of documents for pre-shipment and requirement of documents for Import The procedures for Pre-Operating15. Checks and Operational checks to be performed for every shipment/consignment | <ol style="list-style-type: none">16. Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding17. (EXIM/IATA/Countries)/COM18. INCO terms and terminologies used in Cargoes19. Different Types of Cargoes for transportation.20. Full Export and Import value of the cargo21. Importer and exporter Code (IEC),22. Packaging requirement for the cargo during shipment from the shipper23. Inspection procedure for the cargo while unloading24. Basic Regulation pertaining to Cargo movement by Air, Sea, and Land25. Documentation of Freight Forwarding process as per customer timelines and requirements26. Carting, unloading, Stacking, Loading; and Stuffing27. Different P.G.A and their roles28. Technical knowledge on Containers; Pallets; Palletization; Fumigation29. Different airline / shipping line available for different routes30. Letters of Credit and payment Terms. Etc.31. Computer and its application in internal systems of documentation. |
|--|---|

ELECTIVES - IV SEMESTER - TOURISM MANAGEMENT

ECO – TOURISM	GLOBAL TOURISM
<ol style="list-style-type: none">1. Definition of Ecology2. Eco System Diversity Habitat3. Cultural Eco System4. Principles of Eco Tourism5. Public & Privately owned protected areas6. Types of Ecotourism7. Relationship between Ecology and Tourism8. Sustainability9. An overview of Tourism Activities and their linkage to Ecology and Environment10. Environmental Education and Legislation11. Suggestions for long term sustainable tourist activities12. Ecological Planning13. National & International Policy on Ecology14. Methodology for developing New Tourism Activities without affecting existing Ecology & Environment	<ol style="list-style-type: none">1. European Continent2. American Continent3. Middle – East & South African Countries4. South Asian Continent5. Global Tourism Places & Awareness

ELECTIVES - V SEMESTER – LOGISTICS

FORECASTING & INVENTORY MANAGEMENT

- | | |
|--|---|
| <ol style="list-style-type: none">1. Meaning2. Need for forecasts3. Types of forecasts4. Demand Forecasting & its types5. Importance of demand forecasting6. Sources of demand7. Sales and Operations Planning8. S&OP goals and objectives9. S&OP best practices10. Collaborative Forecasting11. Ingredients of successful CPFR12. Term forecasting techniques13. Technology Forecasting14. System Dynamic15. Purpose of Inventory16. Types of Goods17. General Management of Inventory, Stocks Types of Stocks18. Multi-Echelon Inventory Systems19. Use of Computer Sin Inventory Management Evaluation of Performance of Materials Function20. Forecasting model run | <ol style="list-style-type: none">21. Classification22. Methodology23. Requirement of codes24. Coding Structure and Design25. Economic Ordering Quantity26. Derivations of EOQ-Costs associated with Inventories27. Du Pont model28. Turnover & Modeling in logistics29. Inventories and customer service level30. Steps to improve inventory management31. Inventory to improve profit performance32. Inventory management under condition31. for substantial EOQ)33. Inventory management uncertainty34. Calculation of safety stocks |
|--|---|

SURFACE TRANSPORTATION

1. Introduction to surface transportation
2. Need for transportations
3. Role of transportations in logistics
4. Importance of transportations
5. Types of transportations metrics
6. Functions of transportations
7. Inter modal transport
8. Transit rules
9. Docking procedure and safety steps
10. Procedure to Confirm vehicle for loading of goods.
11. Transportation Optimization
12. Documentation for transportation
13. Communication with vehicle driver or transport company
14. Probable reasons for delay or any issues during transit
15. Solutions for corrective actions (such as
15. talking to local authorities or break down service assistance)
16. List good practices in driving.
17. Types of Trucks and Load capacity
18. Explain types of temperature
19. Procedure for Consolidation of consignments for optimal loads, to verify count of material
20. Reporting discrepancies such as pilferages, loss or damage of goods in transit
21. Checking insurance and claims
22. Benefits of efficient transportation systems
23. Study on emerging trend in transportation sector
24. govt. regulations on transportation in India
25. Safety procedures during transit and emergency response steps
26. Explain tracking systems
27. GPS systems and tracking devices
28. Customer Management
29. features and facilities offered by railways factors influencing growth in rail logistics
30. Facilities to popularize rail logistics in India

ELECTIVES – V - SEMESTER - TOURISM MANAGEMENT

INDIAN CULTURAL HERITAGE	HOSPITALITY MANAGEMENT
<ol style="list-style-type: none">1. History and civilization2. Town planning and settlement types3. Early Vedic and Later Vedic cultures4. Origin and growth of caste system in India5. Age of Religions6. Bhakti Movement7. Impact of Alexanders invasion8. Indian culture9. Sungas contribution to Indian culture10.Kanishka Kushans contributions to Indian culture11.Age of the Guptas12.Religion under Harsha Sangam13.Society and culture under Vijaya nagar14.Delhi Sultanate15.Mughals and their impact on Indian culture16.Social Reformers17.Impact of West on Indian Culture	<ol style="list-style-type: none">1. Introduction to Hospitality Management2. Classification of Hotels3. Main and Supplementary accommodations.4. Front Office Operations5. House Keeping Operations6. Food Production7. F&B Operations8. Functions of Supporting departments9. Economics of the hotel business10. Dimensions of the hotel investment decision11.Brand competition12.Changes in franchise relationship

ELECTIVES – VI – SEMESTER - LOGISTICS

MIS FOR LOGISTICS	INTERNATIONAL LOGISTICS MANAGEMENT
<ol style="list-style-type: none">1. Introduction2. Strategic planning and models3. Information management & IT Architecture4. Cloud computing and services5. Virtualization and Virtual Machines.6. Database Technology7. Data Mart Technologies8. Business Intelligence & Analytics9. Digital and physical document management10. Sustainability and Ethical issues11. Dissemination of technology information- and strategic planning12. Technology choice and evaluation methods13. Implementing technology programmes14. An introduction to Intellectual Property Right15. Patent -Copyrights16. Trademarks and other issues17. Enterprise systems18. Enterprise Resource Planning (ERP)19. Supply Chain Management (SCM)20. Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System21. Business Process and Project Management22. Support system23. ERP modules24. Sales and Marketing, Accounting, Finance, Materials and Production management etc.	<ol style="list-style-type: none">1. International Logistics2. Definition, Evolution, Concept, Components, Importance, Objectives Logistic Subsectors3. Customer Focused Marketing4. Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel5. Role of Clearing Agent, Various Modes of Transport6. Transportation Functionality and Principles7. Modal Characteristics8. Modal Comparisons9. International Air Transport10. Containerization11. Classification, Benefits and Constraints12. Inland Container Depot (ICD)13. Roles and Functions, CFS, Export Clearance at ICD14. ICDs under CONCOR15. Charter, Charter Party, and Arbitration16. International commercial documents17. International contracts18. Terms of payments19. International insurance20. Custom clearance and infrastructure21. Transportation, communication and utilities - Brokerage.

ELECTIVES – VI - SEMESTER

TOURISM MANAGEMENT

ECONOMICS OF TOURISM	AIR TICKETING & FARE CONSTRUCTION
<ol style="list-style-type: none">1. Meaning and Measurement of Tourism2. Travel through ages3. Tourism and employment generation4. Tourism and revenue generation5. Motivation to travel6. Tourism demand and supply7. Foreign exchange and balance of payment8. Inflation and rate of exchange9. Leadership10. Role of various Organisation11. Socio-economic benefits12. Tourist arrival statistical analysis	<ol style="list-style-type: none">1. Airlines Abbreviations2. Codes and Definitions3. Aircraft and in – flight services4. Airport facilities and special passengers5. Automation6. Baggage7. International Regulations8. Arrangement of the Tariff Manuals9. Review of basic Fare Construction Principles10. Terms and abbreviations11. Types of Tours12. Items included in a tour brochure13. Travel Formalities14. The Travel Information Manual (TIM)15. Consequence of Negligence