



**HINDUSTAN**

INSTITUTE OF TECHNOLOGY & SCIENCE  
(DEEMED TO BE UNIVERSITY)

**BBA - AVIATION MANAGEMENT**

**CURRICULUM AND SYLLABUS**

Under CBCS

(Applicable for Students admitted from Academic Year 2018-19)

**BBA - AVIATION MANAGEMENT**

**SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCES**

**HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE**

**VISION AND MISSION**

**MOTTO**

**“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE.”**

**VISION**

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

**MISSION**

- To create an ecosystem for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- To enable graduates to become future leaders and innovators.

**VALUE STATEMENT**

- Integrity, Innovation, Internationalization

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**VISION AND MISSION**

**VISION**

The Vision of the Institute is “To make every man a success and no man a failure”.

**MISSION**

The Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development and to offer quality education in all spheres of Engineering, Technology, Applied Sciences, Architecture, Fashion Design and Management studies without compromising on the quality and code of ethics.

**BBA – AVIATION MANAGEMENT**

**GRADUATE ATTRIBUTES**

- The ability to think logically and critically and to use advanced problem-solving skills to make well-reasoned decisions.
- An understanding of the nature of business through advanced knowledge in at least one major subject area; and the ability to integrate and use their knowledge to make informed business decisions.
- The ability to communicate effectively within a range of contexts.
- Leadership while working constructively, cooperatively, effectively, and respectfully with others.
- An awareness of the ethical consequences of business decisions.

**PROGRAMME EDUCATIONAL OUTCOMES**

- PEO-1** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
- PEO -2** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
- PEO -3** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues
- PEO -4** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.
- PEO -5** Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
- PEO -6** Develop superior oral and written communication skills relevant to business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.
- PEO -7** Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries

### PROGRAMME OUTCOME

- PO – 1** To provide adequate basic understanding about Management Education among the students and To develop language abilities of students to inculcate writing skills and Business correspondence
- PO – 2** To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.
- PO – 3** To understand finance and other core business content and new venture development.
- PO – 4** To develop and implement functional and general management skills to make strategic decision in real – era.
- PO – 5** To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.
- PO – 6** To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.
- PO – 7** To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues.

### PROGRAMME SPECIFIC OUTCOME

- PSO1** – Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PSO2** – Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- PSO3** – Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
- PSO4** – Communicate in a business context in a clear, concise, coherent and professional manner.
- PSO5** – Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

# ACADEMIC REGULATIONS FOR

## B.A / B. Sc / BBA/ B.COM/BCA DEGREE PROGRAMME

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## I. PREAMBLE

As per the recommendations of UGC, the Hindustan Institute of Technology and Science (HITS) has introduced Choice Based Credit System (CBCS) from the academic year 2015-16. Choice Based Credit System (CBCS) is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. CBCS offers a flexible system of learning.

The system permits a student to

- (i) Learn at their own pace through flexible registration process.
- (ii) Choose electives from a wide range of courses offered by parent and other departments.
- (iii) Undergo additional courses to acquire the required number of credits for obtaining Liberal Arts / Applied Science (Hons.)
- (iv) Undergo additional courses in their special areas of interest and earn additional credits to obtain Liberal Arts /Applied Science with Minor Specialization.
- (v) Adopt an interdisciplinary approach in learning.
- (vi) Avail transfer of Credits.
- (vii) Gain Non – CGPA credits to enhance skill/employability by taking up project work, entrepreneurship, co-curricular and vocational training.
- (viii) Make the best use of the expertise of available faculty.
- (ix) Learn and earn credits through MOOC and Project Based Learning.
- (x) Enhance their Knowledge, Skill and Attitude through participation in innovative Curriculum Design, Delivery and Assessments.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

## II. DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires:

1. “Programme” means, Degree Programme that is Undergraduate Degree in Liberal Arts /Applied Science Stream Programme.
2. “Discipline” means, specialization or branch of Degree Programme, [E.g. Fashion Design, Computer Applications, Commerce, Viscom, Arts etc.,].
3. “Course” means a theory or practical subject that is normally studied in a semester, like Business Economics, Finance and Accounting, etc.
4. “Vice – Chancellor” means the Head of the Institution.
5. “Registrar” is the Head of all Academic and General Administration of the Institute.

6. “Dean Academics” means the authority of the University, who is responsible for all academic activities of the Academic Programmes for implementation of relevant rules and Regulations pertaining to the Academic Programmes.
7. “Controller of Examinations” means, the authority of the University who is responsible for all activities of the University Examinations.
8. “Dean – Student Affairs” is responsible for all student related activities including student discipline, extra and co – curricular activities, attendance and meetings with class representatives, Student Council and parent – teacher meet
9. “HoD” means, the Head of the Department concerned.
10. “Institute” means, Hindustan Institute of Technology and Science (HITS), Chennai.
11. “TCH” means, Total Contact Hours – refers to the teaching – learning periods.
12. “DEC” means, Department Exam Committee.
13. “BoS” means, Board of Studies.
14. “BoM” means, Board of Management.
15. “ACM” means, Academic Council the highest authoritative body for approval for all Academic Policies.
16. “Class Teacher” is a faculty of the class who takes care of the attendance, monitor the academic performance and the general conduct of the students of that class.
17. “CIA” is Continuous Internal Assessment which is assessed for every student, for every course during the semester.
18. “ESE” is End Semester Examination which is conducted by the Institute, at the End of the Semester for all the courses of that semester.
19. “AICTE” means, All India Council for Technical Education.
20. “UGC” means, University Grants Commission.
21. “MHRD” means, Ministry of Human Resource Development.

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**ACADEMIC REGULATIONS**  
**Under Choice Based Credit System (CBCS)**  
**(Effective from Academic year 2018 - 19)**

**1.0 Vision, Mission and Objectives**

**1.1** The Vision of the Institute is “To make every man a success and no man a failure”.

**1.2 The Mission of the institute is**

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instil highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

**Value Statement**

Integrity, Innovation, Internationalization

**Further, the Institute always strives**

- To train our graduates with the latest and the best in the rapidly changing fields of Architecture, Engineering, Technology, Management studies, Science, Humanities and Liberal Arts.
- To develop graduates with a global outlook, possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Architecture, Engineering, Technology, Management studies, Science, Humanities, Liberal Arts and allied disciplines.

**1.3 Aims and Objectives of the Institute are focused on**

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.

## **2.0 Admission**

**2.1.** The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline of the Liberal Arts /Applied Science programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

## **2.2. Eligibility for Admission**

### **(i) Regular Entry**

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination.

### **(ii) Lateral Entry (Applicable for Fashion Design)**

The candidates possessing a Diploma in in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3<sup>rd</sup> Semester of the Fashion Design degree programme.

**2.3** The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

**2.4.** In all matters relating to admission to the Undergraduate Degree programme in Liberal Arts / Applied Science stream, the decision of the Board of Management of the Institute shall be final.

**2.5.** At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

## **3.0 Student Discipline**

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

**3.1** Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges

are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend to the Vice – Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor whose decision will be final.

**3.2** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

#### **4.0 Structure of the Undergraduate Degree Programme in Liberal Arts and Applied Science stream**

Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

**4.1** All Undergraduate UG degree programmes in Liberal Arts / Applied Science stream for three years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies and Academic Council of the Institute.

**4.2** Credits are the weightages are assigned to the courses based on the following general pattern:

**4.4.1** One lecture / Tutorial period per week --- 1 credit

**4.4.2** Up to Two periods of Practical per week --- 1 credit

**4.3** The curriculum for Arts & Science degree programmes is designed to have a minimum of **110 credits + 4 Non – CGPA credits** distributed across SIX semesters of study for the award of degree.

Under CBCS, the degree programme will consist of the following categories of courses:

**i) General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,

**ii) Compulsory Courses (CC) consisting of**

a. **Professional Core (PC):** These courses expose the students to the foundation of specified subject topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/ Project

b. **Departmental Elective (DE):** These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.

- c. **Non –Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non – Core departments.
- d. **Indexed Journal / Conference Publications:** If a student publishes a research paper in indexed Journal / Conference as main author, the same can be considered as equivalent to two credit course under NE.
- e. **Non-CGPA courses** offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

#### 4.4 Non-CGPA courses

The student shall select any two courses /activity from the following **Table 1** during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

*Table 1. Non CGPA Courses*

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

- 4.5** A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **114 credits (110 credits + 4 Non - CGPA credits)** for the award of undergraduate in Arts & Science stream. For Lateral entry students, the 41 credits earned in their Diploma programme is considered as equivalent to the credits earned in the first year courses of the respective UG Degree Programme. However, they have to earn a minimum of **118 credits (114 credits + 4 Non - CGPA credits)** for the award of the degree.
- 4.6** Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)** maintaining a CGPA of 8.0 with no history of arrears, as detailed in clause 7.0.
- 4.7** Students are eligible for the award of **the respective UG Degree** with minor specialisation upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)**, as detailed in clause 8.0

*Table 2. Distribution of Credits*

No	Category	Credits	Percentage
1	Basic Sciences & Humanities Courses	32	29
2	Professional Allied	18	16
3	Professional Core	38	35
4	Department Elective	6	5
5	Non – Department Electives	4	4
6	Enrichment Course	8	7
7	Project	4	4
	<b>Total Credits</b>	<b>110</b>	<b>100</b>
<b>NON – CGPA</b>			
8	Professional Development	4	---

- 4.8** The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

### **5.0 Faculty Advisor**

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

### 5.1 Class Committee

Every section / batch of the UG Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

- a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- b. Course coordinator of each of the lecture based courses (for common courses);
- c. Four students from the respective class nominated by Head of the Department
- d. Faculty Advisors of the respective class.

### 5.2 Course Committee

**Course committee** shall be constituted by the HoD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

### 5.3 The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the students.
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.
- e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

### 6.0 Registration for courses in a Semester

**6.1** A student will be eligible for registration of courses in any semester only if the student satisfies regulation clause 12.0 (progression) 13.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

**6.2** Except for the first - year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.

Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

**6.3** The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.

**6.4** Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

### **7.0 Under Graduate Degree (Honours) Programme**

A new academic programme, under graduate (Hons.) degree is introduced in order to facilitate the students to choose the specialized courses of their choice and build their competence in a specialized area. The features of the new programme include:

- a. Students in UG degree regular stream can opt for UG (Hons.), degree provided they have CGPA of 8.0 up to the end of fourth semester, without any history of arrears.
- b. The students opting for this program have to take four additional courses of their specialization of a minimum of 3 credits each from 3<sup>rd</sup> to 6<sup>th</sup> semester with not more than 2 additional courses in a semester.
- c. The student can also opt for post graduate level courses.
- d. The faculty advisor will suggest the additional courses to be taken by the students based on their choice and level of their academic competence.
- e. Students securing “E” or “U” grade or “DE” category (ref: clause 16.0 – Grading) in any course, including the additional credit courses, are not eligible for Liberal Arts and Applied Science. (Hons) degree.
- f. The students have to pay the requisite fee for the additional courses.

### **8.0 Under graduate degree with Minor specialization in Liberal Arts / Applied Science stream**

- a. Students, who are desirous of pursuing their special interest in areas other than the chosen discipline of Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups, offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization. The number of credits to be earned for Minor specialization is 12 credits. The students are permitted to register for their minor specialization courses from the V semester onwards subject to a maximum of 6 credits per semester.
- b. The students have to pay the requisite fee for the additional courses

## 9.0 Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

**9.1** Irrespective of the reason for the shortfall of the attendance, a student with a **cumulative attendance** of less than 75%, will **not** be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

**9.2** For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

## 10.0 Assessment Procedure

Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule
- b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule

The weightages for the various categories of the courses for CIA and ESE is given in Table 3.

*Table 3 Weightage of the CIA and ESE for various categories of the courses*

No.	Category of Courses	CIA weightage	ESE	ESE Minimum	Passing minimum (CIA + ESE)
1	Theory Course	50%	50%	40%	40%
2	Practical Course	80%	20%	40%	40%
3	Theory Course with Practical Components	60%	40%	40%	40%
4	Department Elective (DE)/ Non – Department Elective (NE)	50%	50%	40%	40%
5	Design Project / Case Studies	100%	---	---	40%
6	Comprehension	100%	---	---	40%
7	Internship / Personality Development	100%	---	---	40%
8	Project and Viva Voce	50%	50%	40%	40%

### 10.1 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in

Table 4.

*Table 4: Weightage for Assessment*

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

**10.2 Practical Course:** For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee (“DEC”)

- a. Continuous Internal Assessment -- 80%
- b. End Semester Examination -- 20%

**10.3 Theory courses with practical Component:** For theory courses with practical Component, the assessment will be calculated as approved by the “DEC” as follows.

- a. Continuous Internal Assessment -- 60%
- b. End Semester Exam -- 40%

#### 10.4 Design Project – Assessment

The general guidelines for assessment of Design Project is given in Table 5

*Table 5: Assessment pattern for Design Project*

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%
4.	Project report and Viva – Voce	Results and Conclusion	30%

#### 10.5 Comprehension – Assessment

The general guidelines for assessment of Comprehension is given in Table 6.

*Table 6: Assessment pattern for Comprehension*

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Periodical Assessment-MCQ	Basic Arts and Sciences	20%
2.	Second Periodical Assessment - MCQ	Allied core	50%
3.	Third Periodical Assessment – Presentation	Emerging Areas	30%

#### 10.6 Internship

A student has to compulsorily attend Summer / Winter internship during 3<sup>rd</sup> year for a minimum period of one month.

In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format, duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through

presentation and viva - voce. The course will have a weightage of 1 credit or as defined in the respective curriculum.

- 10.7** For final year Project / Dissertation / Design Project/ Internship, the assessment will be done on a continuous basis as given in Table 7

*Table 7: Assessment of Project work*

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the final year project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

- 10.8** For Non – CGPA courses, the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

**10.9 Flexibility in Assessment**

The respective Departments under the approval of the Department Exam Committee (DEC) may decide the mode of assessment, based on the course requirements.

**11.0 Procedures for Course Repetition**

If a student is detained in any semester for shortage of attendance (under “DE” Category), he/she shall re-register in the subsequent academic year, by paying the requisite fee for the semester in which he/she was detained and gain required attendance to become eligible to appear for the end semester examination.

**12.0 Maximum Duration of the Programme**

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 5 years for Liberal Arts / Applied Science, and not more than 4 years for lateral entry students (as applicable)** excluding the semesters withdrawn as per clause **13.0**.

A student completing the degree programmes in the extended period will not be eligible for Institute ranking.

### 13.0 Temporary withdrawal from the Programme

- a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

### 14.0 Declaration of results

- 14.1 A student shall secure the minimum marks as prescribed in Clause 10.0 (Table 3) in all categories of courses in all the semesters to secure a pass in that course.
- 14.2 **Supplementary Examinations:** If a candidate fails to secure a pass in a Theory / DE / NE courses (“U” grade) – as per clause 16.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. The Internal Assessment marks secured by the candidate will be retained for all such attempts.
- 14.3 A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.
- 14.4 **After 4 years**, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who **secures 40%** in the end semester examination will be declared to have passed the course and earned the specified credits, irrespective of the score in internal assessment marks.
- 14.5 If a candidate fails to secure a pass in Practical/Theory with Practical component/Design Project / Internship / Comprehension courses “U” grade – as per clause 16.1 he/she shall register for the courses in the subsequent semester when offered by the departments and shall pay the prescribed fee.
- 14.6 Revaluation is **not** permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- 14.7 Candidate who earns required credits for award of degree after 5 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.
- 14.8 **Semester Abroad Programme:** Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any

National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

### 15.0 Grading

A grading system as shown in Table 10 will be followed.

*Table 10: Grading system*

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

### 15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits  $C_i$  of course “i” and the grade points  $P_i$  earned for that course taken over all courses “i” registered and successfully completed by the student to the sum of  $C_i$  for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

**15.3** The Grade card will not include the computation of GPA and CGPA for courses with letter grade “U” until those grades are converted to the regular grades.

**15.4** A course successfully completed cannot be repeated.

### 16.0 Grade Sheet

#### Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

- 16.1** A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than **U** in that course.
- 16.2** After results are declared, grade sheet will be issued to each student which will contain the following details:
- Program and discipline for which the student has enrolled.
  - Semester of registration.
  - The course code, name of the course, category of course and the credits for each course registered in that semester
  - The letter grade obtained in each course
  - Semester Grade Point Average (GPA)
  - The total number of credits earned by the student up to the end of that semester in each of the course categories.
  - The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
  - Credits earned under Non – CGPA courses.
  - Additional credits earned for the respective UG degree (Hons.), or respective UG degree with Minor specialization.

### **17.0 Class/Division**

Classification is based on CGPA and is as follows:

CGPA  $\geq$  8.0: First **Class with distinction**

6.5  $\leq$  CGPA < 8.0: **First Class**

5.0  $\leq$  CGPA < 6.5: **Second Class.**

- 17.2** (i) Further, the award of '**First class with distinction**' is subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance **with effect from II semester** and within the minimum duration of the programme.
- (ii) The award of '**First Class**' is further subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses **within 5 years**.
- (iii) The period of authorized break in study (vide clause 14.0) will not be counted for the purpose of the above classification.
- (iv) To be eligible for award of **UG (Hons.) Degree** the student must have earned total of **126 credits (110 regular credits + 12 additional credits offered by their school + 4 Non CGPA credits)** and should have **8.0 CGPA, without any history of arrears and should not have secured E, DE, U, in any course, during the entire programme**.
- (v) To be eligible for award of **the respective UG Degree with Minor Specialization**, the student must have successfully earned **126 credits (110 regular credits + 12 Additional credits in Minor Specialisation + 4 Non – CGPA Credits)**

**18.0 Transfer of credits**

**18.1.** Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

**18.2** The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry, based on the recommendation of the credit transfer committee on a case to case basis.

**18.3 Admission norms for working Professionals**

Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

**19.0 Eligibility for Award of the UG Degree, /UG (Hons.) Degree/ UG Degree with Minor Specialisation**

**19.1** A student shall be declared to be eligible for award of the respective UG Degree / UG (Hons.) / UG Degree with Minor specialisation if he/she has satisfied the clauses 4.6 / 7.0 / 8.0 respectively within the stipulated time (clause 12, 13).

- a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study.
- b. No dues to the Institute, Hostels, Libraries etc.; and
- c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

**20.0 Change of Discipline**

**20.1** If the number of students in any discipline of Liberal Arts /Applied Science. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

**20.2** All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

**21.0 Power to modify**

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management.

BBA – AVIATION MANAGEMENT									
SEMESTER – I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CF	TLA2101 HLA2101 FLA2101 FLA2105	TAMIL – I HINDI – I FRENCH – I A FRENCH – I B	3	0	0	3	0	3
2	CF	ELA2101	ENGLISH - I	3	0	0	3	0	3
3	PC	COB2101	FINANCIAL ACCOUNTING – I	3	1	0	4	0	4
4	PC	BAB2101	BUSINESS COMMUNICATION	3	0	0	3	0	3
5	PC	ENB2101	PRINCIPLES OF MICRO ECONOMICS	3	0	0	3	0	3
6	CF	BAB2131	ENRICHMENT COURSE - I*	0	0	4	2	0	4
<b>Total</b>				<b>15</b>	<b>1</b>	<b>4</b>	<b>18</b>	<b>0</b>	<b>20</b>
SEMESTER – II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	CF	TLA2116 HLA2116 FLA2116 FLA2120	TAMIL – II HINDI – II FRENCH – II A FRENCH – II B	3	0	0	3	0	3
2	CF	ELA2116	ENGLISH – II	3	0	0	3	0	3
3	PC	COB2116	Financial Accounting – II	3	1	0	4	0	4
4	PC	BAB2116	Principles of Management	3	0	0	3	0	3
5	PC	ENB2116	Principles of Macro Economics	3	0	0	3	0	3
6	CF	BAA2141	Enrichment Course - II*	0	0	4	2	0	4
<b>TOTAL</b>				<b>15</b>	<b>1</b>	<b>4</b>	<b>18</b>	<b>0</b>	<b>20</b>

SEMESTER – III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2201	Cost & Management Accounting	3	1	0	4	0	4
2	PC	COB2201	Business Law	3	0	0	3	0	3
3	PC	MAB2201	Business Statistics	3	1	0	4	0	4
4	PC	BAB2202	Enterprise Systems	3	0	0	3	0	3
5	PC	MAB2202	Business Mathematics	3	1	0	4	0	4
6	CF	COA2231	Enrichment Course - III*	0	0	4	2	0	4
<b>Total</b>				<b>15</b>	<b>3</b>	<b>4</b>	<b>20</b>	<b>0</b>	<b>22</b>
SEMESTER – IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	AMB1216	Introduction To Airline Industry	3	0	0	3	0	3
2	PC	BAB2216	Management Information System	3	0	0	3	0	3
3	PC	AMB1217	Airline Marketing Management	3	0	0	3	0	3
4	PC	AMB1218	Cargo Introductory Course	3	0	0	3	0	3
5	PC	AMB1219	Foundation In Travel And Tourism With Gds	3	0	0	3	0	3
6	CF	COA2241	Enrichment Course - Iv*	0	0	4	2	0	4
<b>Total</b>				<b>15</b>	<b>0</b>	<b>4</b>	<b>17</b>	<b>0</b>	<b>19</b>

SEMESTER – V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2301	Business Ethics & Values	3	0	0	3	0	3
2	PC	AMB1301	Passenger Ground Service With Dcs – I	3	1	0	4	0	4
3	PC	AMB1302	Air Cargo Security Awareness	3	0	0	3	0	3
4	PC	AMB1303	Airline And Airport Management	3	1	0	4	0	4
5	PC	TTB1301	Travel Agents & Tour Opertors I	3	0	0	3	0	3
6			Elective 1	3	0	0	3	0	3
7	CF	BAB2301	Value Education	1	0	0	0	0	1
<b>Total</b>				<b>19</b>	<b>2</b>	<b>0</b>	<b>20</b>	<b>0</b>	<b>21</b>
SEMESTER – VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	AMB1316	Airline Customer Service	3	0	0	4	0	4
2	PC	AMB1317	Passenger Ground Service With Dcs – li	3	1	0	4	0	4
3	PC	TTB1316	Travel Agents & Tour Operators li	3	0	0	3	0	3
4			Elective 2	3	1	0	3	0	3
5	CF	AMA1341	Extension Activities	0	0	2	1	0	2
6	PC	AMB1341	Project Work	0	0	8	4	0	8
<b>Total</b>				<b>12</b>	<b>2</b>	<b>10</b>	<b>19</b>	<b>0</b>	<b>24</b>

Electives									
S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TC H
<b>Elective 1</b>									
1	DE	AMC1351	Aviation Security Awareness	3	0	0	0	3	3
2	DE	AMC1352	Basic Ramp Safety	3	0	0	0	3	3
3	DE	AMC1353	Crew Resource Management	3	0	0	0	3	3
4	DE	BAC2352	Services Marketing	3	0	0	0	3	3

Elective 2									
1	DE	TTC1366	Air Ticketing & Fare Construction	3	0	0	0	3	3
2	DE	BAC1367	Customer Relationship Management	3	0	0	0	3	3
3	DE	TTC1367	Airline Advertising & Sales Promotion	3	0	0	0	3	3
4	DE	BAC1368	Entrepreneurship Development	3	0	0	0	3	3

## SEMESTER – I

COURSE TITLE	TAMIL I			CREDITS	3
COURSE CODE	TLA2101	COURSE CATEGORY	BS	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	செய்யுள்				3
2.	இலக்கணம் – இலக்கணக்குறிப்புமட்டும்				3
3.	மொழித்திறன்				3
4.	பாடந்தழுவியஇலக்கியவரலாறு				3
5.	பொதுக்கட்டுரை				3
<b>Prerequisites :</b> Plus Two tamil-Intermediate Level					
<b>MODULE – 1: செய்யுள்</b>					<b>(9)</b>
நல்லதோர்வீனை, தமிழ்வளர்ச்சி, ஆறுதன்வரலாறுகூறுதல், சிற்பி முள்முள்முள், அப்துல்ரகுமான், குருடர்களின்யானை					
<b>MODULE 2 – தமிழ் இலக்கிய வரலாறு</b>					<b>(9)</b>
சிறுகதைகள்தோற்றமும்வளர்ச்சியும் புதுக்கவிதைகள்தோற்றமும்வளர்ச்சியும் நாடகஇலக்கியத்தின்தோற்றமும்வளர்ச்சியும்					
<b>MODULE 3 - இலக்கணம்</b>					<b>(9)</b>
செய்யுள்பகுதியில்அமைந்துள்ளஇலக்கணக்குறிப்பு, இடஞ்சுட்டிபொருள்விளக்கம்தருதல்,					
<b>MODULE 4 -: வாய்மொழி இலக்கியம்</b>					<b>(9)</b>
தாலாட்டு, காதல், ஒப்பாரி					
<b>MODULE 5 – மொழிப் பயற்சி</b>					<b>(9)</b>
பொருந்தியசொல்தருதல், மரபுத்தொடர்கள், கலைச்சொற்கள்.					

COURSE TITLE		HINDI - I			CREDITS	3
COURSE CODE	HLA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0	
CIA	60%			ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understand about poetry and its sophistication					1,2
2.	Understand about the Hindi literature					1,2
<b>Prerequisites : Nil</b>						
<b>MODULE 1: OLD POETRY</b>						<b>(20)</b>
1.	Kabir ( Dohe only)					
2.	Surdas (First 5 Pad only)					
3.	Tulasidas (KevatPrasang only)					
4.	Raheem (First 12 Dohe only)					
5.	Tirukkural (First 12 Kural only)					
<b>MODULE 2: HISTORY OF HINDI LITERATURE</b>						<b>(25)</b>
1.	KaalVibhajan					
2.	VeergathaKaalAthavaAadiKaal – Pramukh					
3.	KaviaurRachanayen, - RaasokiPramanikatha					
4.	BhakthiKaal – PramukhKaviaurRachanayen-					
5.	NirgunaurSagunBhakthiSahithyakiViseshatayen					
6.	ReethiKaal – PramukhKavi – aurRachanayen –					
7.	ReethiKaalkiViseshatayen					
<b>TEXT BOOKS</b>						
1	PRESCRIBED TEXT BOOK : POETRY SELECTION (2007), University Publications, University of Madras					
<b>REFERENCE BOOKS</b>						
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustak-Mandir, Agra					
2	Hindi SahithyaYugaurPravritthiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					

COURSE TITLE		FRENCH – I A			CREDITS	3
COURSE CODE		FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
<b>Prerequisites : Nil</b>						
<b>MODULE 1:</b>						<b>(11)</b>
1.1. Se presenter a des publics different et saluer 1.2. Saluer et prendre conge 1.3. La presentation, s'appeler et etre et pronomssujets, C'est / ilest / elle est. 1.4. Articles definis / indefinis, Voici / voila / ilya 1.5. Des cartes d'identite. 1.6. Presenter quelqu'un 1.7. Parler de soi 1.8. Les nationalites, les verbes er (commencer, habiter...) 1.9. Les chiffres 1 a 50 1.10. Des vedettes et leurs nationalities 1.11. Epreuves						
<b>MODULE 2:</b>						<b>(11)</b>
2.1 Exprimer ses goûts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbes er (suite). 2.5 L'interrogation avec intonation 2.6 decrire un lieu, les noms des differentes salles... 2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
<b>MODULE 3:</b>						<b>(11)</b>
3.1 Donner des directions / localiser un lieu / trouver un lieu 3.2 Les verbes aller et mettre. 3.3 L'article contracte et les prepositions de lieu (en, a, au...) 3.4 L'imperatif 3.5 Les mots de caracterisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ca fait... et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different.						

3.8	La negation et le COD
3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
<b>MODULE 4: (11)</b>	
4.1	fixer unrendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbessortiretpartir
4.5	L'interrogation avec est-ceque
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifspossessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
<b>TEXT BOOKS</b>	
1	Krishnan, C &Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
<b>REFERENCE BOOKS</b>	
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, Pairs, 20011
<b>E BOOKS</b>	
1	<a href="https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/">https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/</a>
2	<a href="https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS">https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS</a>
<b>MOOC</b>	
1	<a href="https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017">https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017</a>

COURSE TITLE		FRENCH I - B		CREDITS	3
COURSE CODE	FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-3
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language			1,2,4,6	
2.	Applying the concepts for oral and written mastery of the language			1,2,4,6	
Prerequisites: : Basic Knowledge in English					
<b>MODULE 1</b>					<b>(5)</b>
L'alphabet, Culture et civilisation françaises, Épelez les prénom, Trouvez le pays, Completez le carte d'identité . Exercices : Completez					
<b>MODULE 2</b>					<b>(5)</b>
Saluez – Phrases from DONDO, Dialogue avec comment ça va? ç ava bien, comment allez-vous? Comment vas-tu? Exercices: Traduisez, Match, Retrouvez les mots, Ecrivez en français					
<b>MODULE 3</b>					<b>(5)</b>
Nombré 1-100 Les legumes et des fruits Exercices: comptez et écrivez , écrivez les nombres, Nommez les Legumes et des fruit,					
<b>MODULE 4</b>					<b>(5)</b>
Presentez vous et presentez votre ami(e), Pratiquer avec chaque élève. Exercices: écrivez en français, Trouvez la question, completez le dialogue					
<b>MODULE 5</b>					<b>(5)</b>
Conjugez le verb être, formation des phrases Je + verb + indien; nationality – (Masculine et feminine) et le pays. Exercice: Reliez, écrivez féminin ou masculine, nommez le pays, Choisissez la bonne réponse, écrivez en français					
<b>MODULE 6</b>					<b>(4)</b>
Adjectif- (Masculine et feminine) Formation de phrases. Exercice: écrivez féminin ou masculine, mettez au pluriel, Completez avec le forme convenable d'« être » Donnez le contraire, Décrivez-vous					
<b>MODULE 7</b>					<b>(4)</b>
Profession (Masculine et feminine), formation de phrases Sujet +verb+les phrases avec profession Exercice: écrivez féminin ou masculine, devinez la profession, Retrouvez les phrases, completez avec les profession					
<b>MODULE 8</b>					<b>(4)</b>
Qui est-ce Exercice: trouvez le question, completez avec c'est, ce sont, il est, elle est; Qu'est-ce que c'est, l'article défini et indéfinis, introduce des choses en français. Prépositions : devant, derrière, sur, sous à cote de, à travers etc. Exercice: Écrivez en français, mettez au pluriel, Nommez quatre objects dans votre cartable, votre maison, votre sale de la classe, votre chamber, votre armoire. Votre sac etc., Completez avec les préposition convenable					

<b>MODULE 9</b>	<b>(4)</b>
Les couleurs - (Masculine et feminine) Conjuguez le verb Avoir, Faire, Aller, Dire, Manger, voyager, vouloir, pouvoir and 'ER' Verbs au present. Écrivez les phrases avec les verbs. Exercice: completez avec le forme convenable avec les verbs donné entre paranthèses, nommez la couleur, écrivez féminin ou masculine.	
<b>MODULE 10</b>	<b>(4)</b>
Les jour de la samine, le mois de la année, et les saisons, numero ordinaux Exercice: Traduisez, Completez les phrases suivants, répondez aux questions, completez avec les nombres ordinaux	

COURSE TITLE		ENGLISH I			CREDITS	3
COURSE CODE	ELA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.				2, 1	
2.	Demonstrating speaking skills and ways to improve.				3, 2	
3	Understanding and appreciating poetry				7, 1, 2	
4.	Enabling to draft mail and emails.				3, 1, 2	
5.	Eliciting and imparting the knowledge of English using comprehension skills				1, 2	
<b>Prerequisites:</b> Basic English competency						
<b>MODULE – 1: LISTENING SKILL</b>						<b>(9)</b>
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.						
<b>MODULE – 2: READING COMPREHENSION</b>						<b>(9)</b>
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.						
<b>MODULE – 3: POETRY APPRECIATION</b>						<b>(9)</b>
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.						

<b>MODULE – 4: WRITING SKILL</b>		<b>(9)</b>
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.		
<b>MODULE – 5: COMPREHENSION SKILLS</b>		<b>(9)</b>
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.		
<b>TEXT BOOKS</b>		
1	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018	
<b>E BOOKS</b>		
1	<a href="https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf">https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf</a>	
<b>MOOC</b>		
1	<a href="https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&amp;subid=&amp;offerid=323058.1&amp;type=10&amp;u1=cc_table_listings&amp;tmpid=14538&amp;RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings">https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&amp;subid=&amp;offerid=323058.1&amp;type=10&amp;u1=cc_table_listings&amp;tmpid=14538&amp;RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings</a>	

COURSE TITLE		FINANCIAL ACCOUNTING– I		CREDITS	4
COURSE CODE	COB2101	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping				2,4
2.	Analyzing the various transactions, preparing Final Accounts and arriving at the net profits				7& 6
3.	Understanding the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book				2
4.	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time				7
5.	Analysing the problems in Single entry and converting it into double entry system				2& 4
<b>Prerequisites:</b> Basic Concepts in Accounting					
<b>MODULE – 1: DOUBLE ENTRY BOOK KEEPING</b>					<b>(9)</b>
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book					
<b>MODULE – 2: FINAL ACCOUNTS &amp; ACCOUNTS OF NON TRADING CONCERNS</b>					<b>(9)</b>
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations					
<b>MODULE – 3: BANK RECONCILIATION STATEMENT</b>					<b>(9)</b>
Average Due date, Account Current, Bank Reconciliation Statement					
<b>MODULE – 4: DEPRECIATION</b>					<b>(9)</b>
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)					
<b>MODULE – 5: SINGLE ENTRY</b>					<b>(9)</b>
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					
<b>TEXT BOOKS</b>					
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.				
2	Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.				
3	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications –Chennai				

E BOOKS	
1	<a href="https://corporatefinanceinstitute.com/resources/ebooks/">https://corporatefinanceinstitute.com/resources/ebooks/</a>
2	<a href="https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf">https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf</a>
MOOC	
1	<a href="https://www.mooc-list.com/course/introduction-financial-accounting-coursera">https://www.mooc-list.com/course/introduction-financial-accounting-coursera</a>

COURSE TITLE	BUSINESS COMMUNICATION			CREDIT	3
COURSE CODE	BAA2101	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the basic principle of communication, the importance of communication, and applying the concept in oral and written communication				1& 5
2.	Understanding the importance of effective communication and applying the concept in overcoming barriers to communication				1& 5
3.	Applying the concept in reading, listening, and presentation skills and making an effective communication				5
4.	Applying the concept for career advancement through presenting oneself in interviews and group discussions				2
5.	Understanding the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern				1
<b>Prerequisites:</b> Thorough knowledge in English and grammar, exposure in written communication					
<b>MODULE – 1: INTRODUCTION</b>					<b>(9)</b>
Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication					
<b>MODULE – 2: PRINCIPLES</b>					<b>(9)</b>
Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication					
<b>MODULE – 3: COMMUNICATION SKILLS</b>					<b>(9)</b>
Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences					
<b>MODULE – 4: CAREER ADVANCEMENT</b>					<b>(9)</b>
Communication for Career Advancement - Interview Skills and Group Discussion					
<b>MODULE – 5: MODERN FORMS OF COMMUNICATION</b>					<b>(9)</b>
Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.					
TEXT BOOKS					
1.	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.				

2.	Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
<b>E-BOOKS</b>	
1.	<a href="https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf">https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf</a>
2.	<a href="https://bookboon.com/en/business-communication-ebook">https://bookboon.com/en/business-communication-ebook</a>
<b>MOOC</b>	
1.	<a href="https://www.class-central.com/subject/communication-skill">https://www.class-central.com/subject/communication-skill</a>

COURSE TITLE	PRINCIPLES OF MICRO ECONOMICS			CREDITS	3
COURSE CODE	ENB2101	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding of basic economics and difference of micro and macro economics with different authors				6
2.	Examining the importance of demand and supply with demand forecasting				6
3.	Illustrating consumer behavior with help of utility analysis and its properties				6
4.	Analyzing the producer's equilibrium and production, cost relations with its proportions				4
5.	Understanding pricing policy with various market structures and its types.				4
<b>Prerequisites:</b> Basic concept of Economics, Market structure, Pricing policies					
<b>MODULE – 1: INTRODUCTION OF ECONOMICS</b>					<b>(9)</b>
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier ,economic growth & stability , Micro economies and Macro economies					
<b>MODULE – 2: DEMAND AND SUPPLY FUNCTIONS</b>					<b>(9)</b>
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm's equilibrium demand and supply , Demand Forecasting					
<b>MODULE – 3: CONSUMER BEHAVIOUR</b>					<b>(9)</b>
Law of Diminishing Marginal utility ,Equi-marginal Utility , Consumer's Equilibrium, Indifference Curve , Definition, Properties and equilibrium					
<b>MODULE – 4: PRODUCTION</b>					<b>(9)</b>
Law of Variable Proportion , Laws of Returns to Scale , Producer's equilibrium ,economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short-run and					

long-run , Break Even Analysis.	
<b>MODULE – 5: PRICING POLICY (9)</b>	
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly, Duopoly, Price Discrimination, Pricing objectives and Methods.	
<b>TEXT BOOKS</b>	
1.	S.Shankaran, Business Economics - Margham Publications - 2017
2.	P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi 2012
3.	C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur – 2013
<b>E BOOKS</b>	
1.	<a href="http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition">http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition</a>
2.	<a href="https://www.doviak.net/microbook_3e.pdf">https://www.doviak.net/microbook_3e.pdf</a>
<b>MOOC</b>	
1	<a href="https://www.mooc-list.com/course/microeconomics-principles-coursera">https://www.mooc-list.com/course/microeconomics-principles-coursera</a>

COURSE TITLE		ENRICHMENT COURSE - I {Common to BCOM,BCOM(BM),BBA,BBA(TTM) ,BSc(Vis.Com)}			CREDITS	2
COURSE CODE	BAA2131	COURSE CATEGORY	CF	L-T-P-S	0- 0- 4- 0	
CIA	80%			ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication				1	
2	Analyzing the various situations in an Office environment and drafting the letter appropriate for the situation in precise and concise manner				2	
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc. in the letter				2,8	
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.				4	
5	Applying the communication concepts for writing reports effectively and persuasively.				6	
<b>Prerequisites:</b> Thorough knowledge in Sentence making, Punctuation, basic business vocabulary Thorough knowledge in Sentence making, Punctuation, basic business vocabulary						
<b>MODULE – 1: LETTER WRITING</b>					<b>(12P)</b>	
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence						
<b>MODULE – 2: INTER-OFFICE CORRESPONDENCE</b>					<b>(12P)</b>	
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes						
<b>MODULE – 3: EXTERNAL CORRESPONDENCE</b>					<b>(12P)</b>	
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders						
<b>MODULE – 4: JOB APPLICATION</b>					<b>(12P)</b>	
Job Application Letter, Preparing Resumes						
<b>MODULE – 5: REPORT WRITING</b>					<b>(12P)</b>	
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts						
<b>LAB / MINI PROJECT/FIELD WORK</b>						
Mock Interview – arrange External HR person, Construction of Resume						
<b>TEXT BOOKS</b>						
1	Powell. In Company. MacMillan. 8th Edison 2016					
2	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5th Edison 2015					
<b>REFERENCE BOOKS</b>						
1.	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.					

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2.	De Bono, Edward. 2015. Six Thinking Hats. 4th Edition. Penguin Books
<b>E BOOKS</b>	
1	<a href="http://www.mantex.co.uk/improve-your-writing-skills/">http://www.mantex.co.uk/improve-your-writing-skills/</a>
2	<a href="https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf">https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf</a>
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera">https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera</a>

## SEMESTER - II

COURSE TITLE	TAMIL - II			CREDIT	3
COURSE CODE	TLA2116	COURSE CATEGORY	BS	L-T-P-S	3- 0- 0 -0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	செய்யுள்				2
2	இலக்கியவரலாறு				2
3	இலக்கணம்				2
4	சிறுகதைகள்				2
5	மொழிப்பயிற்சி				2
<b>Prerequisites :</b> Basic Knowledge in Tamil and Grammar					
<b>MODULE – 1: செய்யுள்</b>					<b>(9)</b>
நந்திக்கலம்பகம், தமிழ்விடிதூது, திருக்குற்றாலக்குறவஞ்சி, இயேசுபிரான் பிள்ளைத்தமிழ், சீறாபுராணம் (மானுக்குபிணைநின்றபடலம்)					
<b>MODULE – 2: இலக்கியவரலாறு</b>					<b>(9)</b>
சிறீறிலக்கியம்வரலாறு, கிறித்துவஇலக்கியவரலாறு, இசுலாமியஇலக்கியவரலாறு					
<b>MODULE – 3: இலக்கணம்</b>					<b>(9)</b>
இலக்கணக்குறிப்புகள்					
<b>MODULE – 4: சிறுகதைகள்</b>					<b>(9)</b>
கடவுளும்கந்தாஅமிப்பிள்ளையும், துன்பக்கேணி, (புதுமைப்பித்தன்)					
<b>MODULE – 5: மொழிப்பயிற்சி</b>					<b>(9)</b>
ஒருபொருள்குறித்தபலசொற்கள், பலபொருள்குறித்துஒருசொல், பிறமொழிச்சொற்களைநீக்குதல்மொழிபெயர்ப்பு.					
<b>TOTAL</b>					<b>(45)</b>

COURSE TITLE		HINDI - II			CREDITS	3
COURSE CODE	HLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0	
CIA	60%			ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understand about poetry and its sophistication					1,2
2.	Understand about the Hindi literature					1,2
<b>Prerequisites : Nil</b>						
<b>MODULE 1: OLD POETRY</b>						<b>(20)</b>
1.	Apanasansar (Maithili Saran Gupth)					
2.	2.Chinta (Only) (Jayasahankar Prasad)					
3.	MurjhayaHuaPhool ( MahadeviVarm)					
4.	4.Tum Logon se Door ( Nagarjun)					
5.	Sneha Path (Bhavani Prasad Mishra)					
6.	Nimna Madhya Varg (PrabhakarMachve)					
7.	Aanevalon se EkSawaal (Bharat BhooshanAgarwal)					
8.	8. Bharat Ki Aarathi (ShamsherBahadursingh)					
<b>MODULE 2: HISTORY OF HINDI LITERATURE</b>						<b>(25)</b>
1.	KaalVibhajan					
2.	VeergathaKaalAthavaAadiKaal – PramukKaviaurRachanayen, - RaasokiPramanikatha					
3.	BhakthiKaal – PramukhKaviaurRachanayen- NirgunaursagunBhakthiSahithyakiViseshatayen					
4.	4. ReethiKaal – PramukhKavi – aurRachanayen –ReethiKaalkiViseshatayen					
<b>TEXT BOOKS</b>						
1	POETRY SELECTION (2007) University Publications, University of Madras					
<b>REFERENCE BOOKS</b>						
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustakMandir, Agra					
2	Hindi SahithyaYugaurPravritthiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					

COURSE TITLE		FRENCH – II A			CREDITS	3
COURSE CODE		FLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
<b>Prerequisites : Nil</b>						
<b>MODULE – 1: leçon 8</b>						<b>(11)</b>
1.1. Acheter un billet 1.2. Les nombres au-delà de 100 1.3. Les different types de places (fumeur, non fumeur, aller-retour) 1.4. Les adjectives démonstratifs 1.5. L'interrogation avec inversion 1.6. Les vêtements 1.7. L'entraînement DELF 1.8. Compréhension/Production écrite 1.9. Épreuves						
<b>MODULE – 2: leçon 9 et 10 du texte prescript I</b>						<b>(11)</b>
2.1. Discuter les plats au restaurant 2.2. Les recettes, des plats et boissons différents, 2.3. Les formules de cuisine, des recettes simples 2.4. Des different pays. 2.5. Le passé récent 2.6. Les pronoms toniques 2.7. Il faut + infinitif, Le pronom en 2.8. Faire les projets pour les vacances, décrire le temps 2.9. Les lieux touristiques et le climat des différents pays 2.10. le futur proche et les adverbes, le pronom personnel, le pronom y 2.11. Épreuves et entraînement DELF						
<b>MODULE – 3: leçon 1 du texte prescript II</b>						<b>(11)</b>
3.1 Le passé composé 3.2 Les pronoms relatifs (qui, que) 3.3 Québec et son histoire 3.4 Parler du passé et de soi 3.5 Compréhension/ production écrite 3.6 Entraînement DELF 3.7 Épreuves						

<b>MODULE – 4: leçon 1 du texte prescript II</b>		<b>(11)</b>
4.1 Les verbes réfléchis 4.2 Les pronoms relatives (dont, où) 4.3 L'impératif négative 4.4 Québec et son histoire 4.5 Parler du passé et de soi 4.6 Compréhension/ production écrite 4.7 Entraînement DELF 4.8 Épreuves		
<b>MODULE – 5: leçon 1 du texte prescript II</b>		<b>(11)</b>
5.1 L'imparfait 5.2 La place des pronoms doubles 5.3 Décrivez les mœurs et les pays 5.4 La Réunion 5.5 Compréhension/ production écrite 5.6 Entraînement DELF 5.7 Épreuves		
<b>TEXT BOOKS</b>		
1	Krishnan. C & Albert Adeline, Le Tramway Volant – I, Saraswathi House Pvt Ltd, India.	
<b>REFERENCE BOOKS</b>		
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, 2011	
<b>ONLINE RESOURCES</b>		
1.	<a href="http://bouche-a-oreille.pagesperso-orange.fr">http://bouche-a-oreille.pagesperso-orange.fr</a>	
2.	<a href="http://www.franparler.org">www.franparler.org</a>	
3.	<a href="http://www.francaisfacile.com/exercices/">www.francaisfacile.com/exercices/</a>	
4.	<a href="http://www.lepointdufle.net/">www.lepointdufle.net/</a>	
5.	<a href="http://www.ccdmd.qc.ca/fr/">www.ccdmd.qc.ca/fr/</a>	
<b>E BOOKS</b>		
1	<a href="https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/">https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/</a>	
2	<a href="https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS">https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS</a>	
<b>MOOC</b>		
1	<a href="https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017">https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017</a>	

COURSE TITLE		FRENCH – II B			CREDITS	3
COURSE CODE		FLA2120	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
<b>Prerequisites : Nil</b>						
<b>MODULE 1:</b>						<b>(11)</b>
1.12. Se presenter a des publics different et saluer 1.13. Saluer et prendre congé 1.14. La presentation, s'appeler et être et pronomssujets, C' est / il est / elle est. 1.15. Articles definis / indefinis, Voici / voila / il y a 1.16. Des cartes d'identité. 1.17. Presenter quelqu'un 1.18. Parler de soi 1.19. Les nationalites, les verbes er (commencer, habiter...) 1.20. Les chiffres 1 a 50 1.21. Des vedettes et leurs nationalities 1.22. Epreuves						
<b>MODULE 2:</b>						<b>(11)</b>
2.1 Exprimer ses goûts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbes er (suite). 2.5 L'interrogation avec intonation 2.6 decrire un lieu, les noms des differentes salles... 2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
<b>MODULE 3:</b>						<b>(11)</b>
3.1 Donner des directions / localiser un lieu / trouver un lieu 3.2 Les verbes aller et mettre. 3.3 L'article contracté et les prepositions de lieu (en, a, au...) 3.4 L'imperatif 3.5 Les mots de caracterisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ça fait... et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different. 3.8 La negation et le COD						

3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
<b>MODULE 4: (11)</b>	
4.1	fixer un rendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbes sortir et partir
4.5	L'interrogation avec est-ce que
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
<b>TEXT BOOKS</b>	
1	Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
<b>REFERENCE BOOKS</b>	
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, 2011
<b>E BOOKS</b>	
1	<a href="https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/">https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/</a>
2	<a href="https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS">https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS</a>
<b>MOOC</b>	
1	<a href="https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017">https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017</a>

COURSE TITLE		ENGLISH II			CREDITS	3
COURSE CODE		ELA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of importance of group discussion and speech practice.					2
2.	Demonstrating presentation skills and writing.					3
3.	Understanding and appreciating poetry					7
4.	Demonstrating critical thinking					3
5.	Eliciting and imparting the knowledge of English using comprehension skills					1
<b>Prerequisites</b> : Plus Two English-Intermediate Level						
<b>MODULE – 1: LISTENING SKILL</b>						<b>(9)</b>
<p>Group discussion on topics of interest selected by small groups—Functional writing: Describing places—Describing human scenes— Speech practice: Identifying locations for stay/business/education etc.—Following instructions in technical / business / official situations Based on Unit 1 <i>Business: The Individual &amp; The Society</i> in the coursebook prescribed for study, <b>Functioning in English</b> Book 2</p>						
<b>MODULE – 2: READING COMPREHENSION</b>						<b>(9)</b>
<p>Presentation skills (Preparation, Writing, Slides, Embellishments, Oral presentation, Evaluation) – Seminar participation (Listening and note taking, Identifying hard spots, Framing questions &amp; Raising doubts / Seeking clarifications)—Writing: Describing people—Describing situations—Reading: Intensive reading to gain in-depth knowledge in the discipline / field concerned—Enriching word power in the field of specialization. Based on Unit 3 <i>Education &amp; Entertainment: Convergences &amp; Divergences</i> in the coursebook prescribed for study, <b>Functioning in English</b> Book 2</p>						
<b>MODULE – 3: JOB APPLICATION AND CV</b>						<b>(9)</b>
<p>Writing: Job applications — Preparing CV – Preparing the profiles of organizations and institutions— Writing for media—Collecting background information, Processing, Preparing the write up &amp; Editing—Reading: Intensive reading for gaining insights into scientific/technical/professional fields of interest – Speech practice: Presenting a topic of social/academic relevance before an audience Based on Unit 3 <i>War and Peace: Taking Sides</i> in the coursebook prescribed for study, <b>Functioning in English</b> Book 2.</p>						
<b>MODULE – 4: CRITICAL THINKING</b>						<b>(9)</b>
<p>Critical thinking -- Critical appreciation of poetry -- Information transfer -- Enriching word power -- Language in use --Listening comprehension -- Group discussion -- Note making --Intensive reading--Interpretation --Interview skills-- Reading for pleasure -- Synthesizing information from various sources --Expanding quotes –Academic writing: Project outline (Blueprint)—Proposal—</p>						

Details--Reporting Based on Unit 4 <i>Critical Thinking: Becoming Superman</i> in the coursebook prescribed for study, <b>Functioning in English</b> Book 2	
<b>MODULE – 5: COMPREHENSION SKILLS (9)</b>	
Revision based on all the four units in the coursebook. Training in self evaluation—Peer evaluation—Team assessment-- Reading: Reaching the truth through critical reading followed by critical thinking (News reports, features etc.) Based on the whole contents of the coursebook prescribed for study, <b>Functioning in English</b> Book 2	
<b>TEXT BOOKS</b>	
1.	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018
<b>REFERENCE BOOKS</b>	
1.	Embark, English for Undergraduates by Steve Hart et al, Cambridge University Press, 2016, edition
2.	English for Life and the Workplace Through LSRW&T skills, by Dolly John, Pearson Publications, 2014 edition
3.	Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014
<b>E BOOKS</b>	
1.	<a href="http://www.bbc.co.uk/learningenglish/english/features/pronunciation">http://www.bbc.co.uk/learningenglish/english/features/pronunciation</a>
2.	<a href="http://www.bbc.co.uk/learningenglish/english/">http://www.bbc.co.uk/learningenglish/english/</a>
3.	<a href="http://www.antimoon.com/how/pronunc-soundsipa.htm">http://www.antimoon.com/how/pronunc-soundsipa.htm</a>
4.	<a href="http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/">http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/</a>
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/tags/english">https://www.mooc-list.com/tags/english</a>
2.	<a href="https://www.mooc-list.com/course/adventures-writing-stanford-online">https://www.mooc-list.com/course/adventures-writing-stanford-online</a>
3.	<a href="http://www.cambridgeenglish.org/learning-english/free-resources/mooc/">http://www.cambridgeenglish.org/learning-english/free-resources/mooc/</a>

COURSE TITLE		FINANCIAL ACCOUNTING – II		CREDITS	4	
COURSE CODE		COB2116	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate a critical understanding of the Branch Accounts and its importance in finding out the profits or losses in running a branch				3	
2.	Analyzing the various issues underlying in departmental accounting and understanding of the contribution of departments to the overall organization.				6	
3.	Using the guidelines provided to calculate the interest to be paid in Hire purchase and understanding the importance of hire purchase in the present day context and the importance of fire insurance in present day context.				2	
4.	Understanding the importance of partnership and its provision in admission and retirement				2&3	
5.	Analyzing the problems in Death and Insolvency of a partner and calculating the Revaluation account for smooth closing of business				1&7	
<b>Prerequisites :</b> Basic knowledge on accounting concepts, and final accounts						
<b>MODULE 1: BRANCH ACCOUNTS</b>					<b>(12)</b>	
Branch Accounts: - Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded)						
<b>MODULE – 2: DEPARTMENTAL ACCOUNTS</b>					<b>(12)</b>	
Departmental Accounts: - Basis for allocation of expenses – Inter departmental transfer at cost or selling price						
<b>MODULE – 3 : HIRE PURCHASE &amp; INSTALMENT</b>					<b>(12)</b>	
Hire Purchase and installment – Default and repossession – Problems on Hire Purchase trading account only, Installment Purchase System, Insurance Claim, types of insurance policies, computation of claim to be logged for loose of stock, gross profit ratio, claims for loose of profits.						
<b>MODULE – 4 : ADMISSION OF PARTNER</b>					<b>(12)</b>	
Admission of a partner – Retirement of a partner – Death of a partner						
<b>MODULE 5: DISSOLUTION OF A PARTNER</b>					<b>(12)</b>	
Dissolution of a partnership – Insolvency of a partner (Application of Indian Partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution						
<b>TEXT BOOKS</b>						
1.	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2014					
2.	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications Chennai, 2012					
<b>REFERENCE BOOKS</b>						

1.	S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi, 2011
2.	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi, 2014
<b>E BOOKS</b>	
1.	<a href="https://corporatefinanceinstitute.com/resources/ebooks/">https://corporatefinanceinstitute.com/resources/ebooks/</a>
2.	<a href="https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf">https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf</a>
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/course/introduction-financial-accounting-coursera">https://www.mooc-list.com/course/introduction-financial-accounting-coursera</a>

COURSE TITLE	PRINCIPLES OF MANAGEMENT			CREDITS	3
COURSE CODE	VCB2141	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.				3
2.	Enabling the importance of planning and decision making techniques to apply the same.				1
3.	Illustrating leadership & motivation theories for developing managerial skills.				2&3
4.	Analyzing the business environment and through effective communication skills.				7
5.	Understanding of Pro – Active and its' importance before the deviation through control mechanisms.				3
<b>Prerequisites :</b> Practice and knowledge in shapes, shades, light, patterns and textures					
<b>MODULE – 1: FUNCTIONS OF MANAGEMENT</b>					<b>(9)</b>
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Mangers Contemporary Issues and Challenges in Management of 21st Century.					
<b>MODULE – 2: PLANNING &amp; TYPES OF BUSINESS ORGANISATION</b>					<b>(9)</b>
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.					
<b>MODULE – 3: LEADERSHIP &amp; MOTIVATION</b>					<b>(9)</b>
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.					
<b>MODULE – 4: ANALYSIS &amp; DIRECTING</b>					<b>(9)</b>
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.					

<b>MODULE – 5: CONTROLLING</b>		<b>(9)</b>
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.		
<b>TEXT BOOKS</b>		
1.	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013	
2.	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014	
<b>REFERENCE BOOKS</b>		
1.	P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012	
2.	Weihrich and Koontz, Management – A Global Perspective, 2012	
<b>E BOOKS</b>		
1.	<a href="http://open.lib.umn.edu/principlesmanagement/">http://open.lib.umn.edu/principlesmanagement/</a>	
2.	<a href="http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-_principles_of_management.pdf">http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-_principles_of_management.pdf</a>	
<b>MOOC</b>		
1.	<a href="https://www.mooc-list.com/course/principles-management-saylororg">https://www.mooc-list.com/course/principles-management-saylororg</a>	

COURSE TITLE		PRINCIPLES OF MACRO ECONOMICS		CREDITS	3	
COURSE CODE		ENB2116	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Introduction of Macro economics and difference between micro and macro				2	
2.	Examining the importance of National income and its components				4	
3.	Illustrating fiscal and monetary policy				1&2	
4.	Analyzing Trade policy and multiplier, balance of payment				6	
5.	Understanding Inflation and Deflation				5	
<b>Prerequisites:</b> Basic concept of Economics, Market structure, Pricing policies						
<b>MODULE – 1: INTRODUCTION OF MACRO ECONOMICS</b>						<b>(9)</b>
Introduction of Macro Economics, Nature and Scope of Macro Economics, Relationship between, Micro and Macro Economics, Circular Flow of National Income in two, three and four Sector Economy.						
<b>MODULE – 2: NATIONAL INCOME</b>						<b>(9)</b>
National Income, Definition, Concept and Measurement of National Income, Multiplier Effect						
<b>MODULE – 3: MONETARY POLICY AND FISCAL POLICY</b>						<b>(9)</b>
Monetary Policy and Fiscal Policy, Instruments, Objectives, Product and Money Market Equilibrium, ISLM, Business Cycle Theories						
<b>MODULE – 4: INTERNATIONAL TRADE</b>						<b>(9)</b>
International trade , Trade Multiplier , Trade Theories , Role of Trade Policy , Balance of Trade , Balance of Payment , Difference between BOP and BOT						
<b>MODULE – 5: INFLATION</b>						<b>(9)</b>
Inflation , Stagflation , Demand Pull and Cost Push , Deflation , Unemployment						
<b>TEXT BOOKS</b>						
1.	Jha, R. (2011) Contemporary Macroeconomics Theory and Policy, Wiley Eastern Ltd., New Delhi					
2.	Ackley, G (2013), Macroeconomics: Theory and Policy, Macmillan, New York.					
<b>REFERENCE BOOKS</b>						
3.	S.Shankaran, Macroeconomics - Margham Publications - Ch -2017					
4.	H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons, 2016					
<b>E BOOKS</b>						
1.	<a href="http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-principles_of_management.pdf">http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-principles_of_management.pdf</a>					
2.	<a href="http://www.nios.ac.in/media/documents/VocInsServices/m1-4f.pdf">http://www.nios.ac.in/media/documents/VocInsServices/m1-4f.pdf</a>					

COURSE TITLE		ENRICHMENT COURSE - II		CREDITS	2	
COURSE CODE		BAA2141	COURSE CATEGORY	PC	L-T-P-S	0-0-4-0
CIA		80%		ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.				4	
2.	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences				4	
3.	Demonstrate the ability to gather information and present it to the audience to make an impact.				5,7	
4.	Developing the skill of making effective presentation with persuasion and clarity of thought				2,6	
5.	Applying the oral communication and written communication to prepare an effective speech for different occasion.				4	
<b>Prerequisites :</b> Thorough knowledge in Sentence making, Punctuation, basic business vocabulary						
<b>MODULE – 1: VOCABULARY</b>					<b>(12)</b>	
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English						
<b>MODULE – 2: ORAL PRESENTATION</b>					<b>(12)</b>	
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids						
<b>MODULE – 3: PUBLIC SPEAKING – 1</b>					<b>(12)</b>	
Communicating in Teams, Groups, Meetings and Public Speaking						
<b>MODULE – 4: PUBLIC SPEAKING – 2</b>					<b>(12)</b>	
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences						
<b>MODULE – 5: SPEECHES</b>					<b>(12)</b>	
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches						
<b>TEXT BOOKS</b>						
1.	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.					
2.	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill					
<b>REFERENCE BOOKS</b>						
1.	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.					
2.	Dudley, G.A. (2004). Double you are learning power. Delhi: Konark Press. Thomas publishing Group Ltd.					

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<b>E BOOKS</b>	
1.	<a href="https://www.mindtools.com/page8.html">https://www.mindtools.com/page8.html</a>
2.	<a href="https://www.makeuseof.com/tag/improve-communication-skills-7-websites/">https://www.makeuseof.com/tag/improve-communication-skills-7-websites/</a>
3.	<a href="https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/">https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/</a>
4.	<a href="https://www.pdfdrive.net/speaking-english-books.html">https://www.pdfdrive.net/speaking-english-books.html</a>
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera">https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera</a>

## SEMESTER – III

COURSE TITLE		COST & MANAGEMENT ACCOUNTING		CREDITS	3	
COURSE CODE		BAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Understanding the concept of cost accounting, cost concepts, and cost and profit centers				3	
2.	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position				2	
3.	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.				1,5	
4.	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.				6,7	
5.	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume				3,4	
<b>Prerequisites:</b> Thorough understanding of financial concepts and cost concepts, and their application in business						
<b>MODULE – 1: INTRODUCTION TO COST ACCOUNTING</b>					<b>(10)</b>	
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers						
<b>MODULE – 2: RECONCILIATION OF ACCOUNTS</b>					<b>(10)</b>	
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts						
<b>MODULE – 3: BUDGETARY CONTROL</b>					<b>(14)</b>	
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting						
<b>MODULE – 4: STANDARD COSTING</b>					<b>(14)</b>	
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances						
<b>MODULE – 5: MARGINAL COSTING</b>					<b>(14)</b>	
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making						
<b>TEXT BOOKS</b>						
1.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.					
2.	Jain S.P. and Narang K.L. – Cost Accounting, 4 <sup>th</sup> Edition, 2013					
<b>REFERENCE BOOKS</b>						
1.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.					

2.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting
<b>E BOOKS</b>	
1.	<a href="http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Accounting/managing-and-cost-accounting.pdf">http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Accounting/managing-and-cost-accounting.pdf</a>
2.	<a href="https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf">https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf</a>
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/course/managing-accounting-cost-behaviors-systems-and-analysis-coursera">https://www.mooc-list.com/course/managing-accounting-cost-behaviors-systems-and-analysis-coursera</a>

COURSE TITLE	BUSINESS LAW			CREDITS	3
COURSE CODE	COB2201	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
<b>LEARNING LEVEL</b>					
CO	COURSE OUTCOMES				PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law				7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.				3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.				2
4.	Understand the essentials of sale of goods and the importance of buyer's acumen while buying the product				5
5.	Understanding the rights of the unpaid seller and the remedies available				6
<b>Prerequisites:</b> Basic understanding of business concepts					
<b>MODULE – 1: CONTRACT ACT</b>					<b>(9)</b>
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration					
<b>MODULE – 2: CONTRACT ACT</b>					<b>(9)</b>
Capacity, Flaw in consent, Void agreements , Illegal agreements					
<b>MODULE – 3: CONTRACT ACT</b>					<b>(9)</b>
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract, Constitutional Provisions and Implications for business					
<b>MODULE – 4: SALE OF GOODS ACT</b>					<b>(9)</b>
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor					
<b>MODULE – 5: SALE OF GOODS ACT</b>					<b>(9)</b>
Conditions and warranty, Rights of unpaid seller.					

TEXT BOOKS	
1.	Business Laws-N.D. Kapoor , Sultan Chand and Sons
2.	Business Laws – M.R. Sreenivasan , Margham Publications
REFERENCE BOOKS	
1.	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
2.	Business Law – R.S.N. Pillai – S. Chand
E BOOKS	
1.	<a href="https://bookboon.com/en/law-ebooks">https://bookboon.com/en/law-ebooks</a>
2.	<a href="http://197.14.51.10:81/pmb/DROIT/1405899646.pdf">http://197.14.51.10:81/pmb/DROIT/1405899646.pdf</a>
MOOC	
1.	<a href="https://www.coursera.org/learn/eu-law-doing-business/lecture/K830Q/fundamental-company-law-concepts">https://www.coursera.org/learn/eu-law-doing-business/lecture/K830Q/fundamental-company-law-concepts</a>

COURSE TITLE	BUSINESS STATISTICS			CREDITS	4
COURSE CODE	MAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Able to understand the concept of statistics				2
2.	Able to understand the concept of measures of central tendency				1
3.	Able to understand the concept of measures of dispersion				3
4.	Able to understand the concept of forecasting				6
5.	Able to understand the concept of sampling techniques				7
<b>Prerequisites:</b> Basic concepts in Statistics and its rules					
<b>MODULE – 1: INTRODUCTION TO STATISTICS</b>					<b>(9)</b>
Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data.					
<b>MODULE – 2: MEASURES OF CENTRAL TENDENCY</b>					<b>(9)</b>
Introduction - Arithmetic mean, median, mode, harmonic mean and geometric mean.					
<b>MODULE – 3: MEASURES OF DISPERSION</b>					<b>(9)</b>
Range – Standard Deviation – Mean Deviation – Quartile Deviation.					
<b>MODULE – 4: TIME SERIES</b>					<b>(9)</b>
Analysis of Time series - Methods of measuring trend and seasonal variations.					

<b>MODULE – 5: SAMPLING</b>		<b>(9)</b>
Sampling procedures - Hypothesis testing - Large sample Test - Small sample test - T,F, Chi – square (without proof).		
<b>TEXT BOOKS</b>		
1.	Business mathematics & Statistics - P.R. Vittal,	
2.	Business Statistics - S.C.Gupta & V.K. Kapoor	
<b>REFERENCE BOOKS</b>		
1.	Ken Black, Applied Business Statistics: Making Better Business Decisions, 5 editions, 2012	
2.	Norean Radke Sharpe, Richard D. De Veaux, Paul F. Velleman, Business Statistics , 39 editions, 2009	
<b>E BOOKS</b>		
1.	<a href="http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf">http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf</a>	
2.	<a href="http://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf">http://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf</a>	
<b>MOOC</b>		
1.	<a href="https://www.mooc-list.com/course/business-statistics-and-analysis-capstone-coursera">https://www.mooc-list.com/course/business-statistics-and-analysis-capstone-coursera</a>	

<b>COURSE TITLE</b>	<b>ENTERPRISE SYSTEMS</b>			<b>CREDITS</b>	<b>3</b>
<b>COURSE CODE</b>	<b>BAB2202</b>	<b>COURSE CATEGORY</b>	<b>PC</b>	<b>L-T-P-S</b>	<b>3-0-0-0</b>
<b>CIA</b>	<b>40%</b>			<b>ESE</b>	<b>60%</b>
<b>LEARNING LEVEL</b>					
<b>CO</b>	<b>COURSE OUTCOMES</b>				<b>PO</b>
1.	Demonstrate an understanding of Computers & its concepts				3
2.	Enabling the importance of MS Word in Business Applications				4,5
3.	Illustrating the importance of Ms Excel & PowerPoint in Business Applications				3
4.	Analyzing the uses of Collaborative Technologies & Enterprise Support Systems				6
5.	Understanding the fundamentals of Expert & Artificial Intelligent Systems				7
<b>Prerequisites:</b> DBMS, MS OFFICE, Basics of Internet Concepts, Fundamentals of Expert Systems					
<b>MODULE – 1: INTRODUCTION TO COMPUTER CONCEPTS</b>					<b>(9)</b>
Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input output Devices - Software Concepts: Types of software – Software: its nature and qualities.					
<b>MODULE – 2: BASICS OF MS OFFICE IN BUSINESS APPLICATIONS</b>					<b>(9)</b>
Applications of MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels					

<b>MODULE – 3: APPLICATIONS OF MS EXCEL &amp; POWERPOINT IN BUSINESS APPLICATIONS (9)</b>	
Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries - Applications of MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls	
<b>MODULE – 4: ENTERPRISE SUPPORT SYSTEMS (9)</b>	
Collaboration, communication, and enterprise support systems: Networked Decision Support: The Internet, Intranets, and Collaborative Technologies, Group Decision Support Systems, Executive Information and Support Systems	
<b>MODULE – 5: FUNDAMENTALS OF EXPERT SYSTEMS &amp; INTELLIGENT SYSTEMS (9)</b>	
Knowledge Acquisition and Validation, Knowledge Representation, Inferences, Explanations, and Uncertainty, Building Expert Systems: Process and Tools	
<b>TEXT BOOKS</b>	
1.	Deepak Bharihoke. (2008) Fundamentals of IT, Excel Books, New Delhi.
2.	Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi
<b>REFERENCE BOOKS</b>	
1.	Bhatnagar. S.C, and K.V. Ramani, (2007) Computers and Information Management, Prentice Hall of India, New Delhi.
2.	Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.
<b>E BOOKS</b>	
1.	<a href="https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf">https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf</a>
2.	Management%208th%20edition%20(2011)/13.%20Chapter%2010%20-%20Enterprise%20Information%20Systems.pdf
<b>MOOC</b>	
1.	<a href="https://www.mooc-list.com/course/management-information-systems-saylororg">https://www.mooc-list.com/course/management-information-systems-saylororg</a>

COURSE TITLE		BUSINESS MATHEMATICS		CREDITS	4	
COURSE CODE		MAB2202	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Able to understand the concept of matrices				2	
2.	Able to understand the features of Differential Calculus				4,5	
3.	Able to understand the Integral Calculus				3	
4.	Able to demonstrate the concept of Permutation and Combination				6	
5.	Able to understand basic knowledge on Probability				7	
<b>MODULE 1: MATRICES</b>					<b>(9)</b>	
Definition of a Matrix and Types – determinants – Adjoint of a square matrix – Inverse of a Matrix – Rank of a Matrix – solution by Cramer’s rule.						
<b>MODULE 2: DIFFERENTIAL CALCULUS</b>					<b>(9)</b>	
Methods of differentiation of functions – Product and Quotient rules – Inverse trigonometric functions – Maxima and minima of functions for single variable.						
<b>MODULE 3: INTEGRAL CALCULUS</b>					<b>(9)</b>	
Integration – Methods of integration – Substitution method - Integration by parts – Integration using partial fraction - Bernoulli’s formula.						
<b>MODULE 4: PERMUTATION AND COMBINATION</b>					<b>(9)</b>	
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series						
<b>MODULE 5: PROBABILITY</b>					<b>(9)</b>	
Basics of probability – Axioms of probability – Addition theorem on probability – Multiplication theorem on probability.						
<b>TEXT BOOKS</b>						
1.	Business Mathematics – P.R.Vittal					
2.	Business Mathematics – D.C. Sancheti and V.K. Kapoor					
<b>REFERENCE BOOKS</b>						
1.	Business Mathematics – B.M. Agarwal					
2.	Business Mathematics – R.S. Soni					
<b>E BOOKS</b>						
1.	<a href="http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf">http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf</a>					
2.	<a href="http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-Statistics_sneak_preview.pdf">http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-Statistics_sneak_preview.pdf</a>					

COURSE TITLE		ENRICHMENT COURSE - III		CREDITS	2	
COURSE CODE		COA2231	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA		80%		ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate the importance of Tally software for simplifying the accounting methods and procedures				3	
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.				2	
3.	Demonstrate the ability to create groups				4	
4.	Developing the skill to create vouchers				5	
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.				6,7	
<b>Prerequisites:</b> Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance						
<b>MODULE – 1: INTRODUCTION TO TALLY</b>					<b>(9)</b>	
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY						
<b>MODULE – 2: CREATION OF COMPANY</b>					<b>(9)</b>	
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company						
<b>MODULE – 3: CREATION OF GROUPS</b>					<b>(9)</b>	
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion						
<b>MODULE – 4: VOUCHERS</b>					<b>(9)</b>	
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers						
<b>MODULE – 5: PREPARATION OF FINAL ACCOUNTS</b>					<b>(9)</b>	
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet						
<b>TEXT BOOKS</b>						
1.	Nadhani, Simple Tally 9					
2.	Shraddha Singh, Tally Erp 9					
<b>REFERENCE BOOKS</b>						
1.	Namrata Agrawal, Comdex Tally 9 Course Kit					
2.	Nadhani, Simple Tally 9					
<b>E BOOKS</b>						
1.	<a href="http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf">http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf</a>					
2.	<a href="http://alitally.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html">http://alitally.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html</a>					

## SEMESTER - IV

COURSE TITLE	INTRODUCTION TO AIRLINE INDUSTRY			CREDITS	3
COURSE CODE	AMB1216	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding about the airline industry and its regulatory bodies				2,6
2.	Understanding the characteristics of Airline Industry and its characteristics				3,4
3.	Understanding the organisational structure of the airline industry				2,4
4.	Understanding the security, navigation and traffic control				1,5
5.	Understanding the importance of safety and security				3,6
<b>MODULE – 1:INTRODUCTION</b>					<b>(9)</b>
Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators					
<b>MODULE -2: CHARACTERISTICS</b>					<b>(9)</b>
Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics					
<b>MODULE – 3: ORGANISATIONAL STRUCTURE</b>					<b>(9)</b>
Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture					
<b>MODULE – 4: AIRPORTS AND ITS SERVICES</b>					<b>(9)</b>
Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft					
<b>MODULE – 5: SAFETY AND SECURITY</b>					<b>(9)</b>
Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry					
<b>TEXT BOOKS</b>					
1.	IATA Book on Airline Customer Service				
<b>REFERENCE BOOKS</b>					
1.	The Global Airline Industry, Dr. Peter Belobaba Master of Science, Ph.D.,Amedeo Odoni Ph.D.,Professor Cynthia Barnhart, 2009				

E BOOKS	
1.	<a href="https://www.hoopladigital.com/title/11447404">https://www.hoopladigital.com/title/11447404</a>
MOOC	
1.	<a href="https://www.mooc-list.com/course/behind-scenes-look-airline-operations-canvas-net">https://www.mooc-list.com/course/behind-scenes-look-airline-operations-canvas-net</a>

COURSE TITLE	MANAGEMENT INFORMATION SYSTEMS		CREDITS	3
COURSE CODE	BAB2216	COURSE CATEGORY	PC	L-T-P-S
CIA	40%		ESE	60%
LEARNING LEVEL				
CO	COURSE OUTCOMES			PO
1.	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.			2
2.	Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.			4
3.	Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.			4
4.	Effectively communicate strategic alternatives to facilitate decision-making.			5
5.	Illustrate the importance of information systems in society.			6
<b>Prerequisites:</b> Body Systems, Prefix, Suffix				
<b>MODULE – 1: INTRODUCTION</b>				<b>(10)</b>
Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.				
<b>MODULE –2: INFORMATION AND MANAGERIAL EFFECTIVENESS</b>				<b>(14)</b>
Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.				
<b>MODULE – 3: INFORMATION SYSTEMS</b>				<b>(13)</b>
Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing system, MIS decision support system, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.				

<b>MODULE – 4: SYSTEM DEVELOPMENT LIFE CYCLE</b>		<b>(12)</b>
System Development Life Cycle: Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software development; Information system audit - Development and Management of Data Bases: Relational databases; Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalization process.		
<b>MODULE – 5: DATA COMMUNICATION AND NETWORKING</b>		<b>(11)</b>
Uses of computer networks, types of networks, network topologies; Network media and hardware; Data communication over telephone; Intranets and collaborative processing - Implementation, Evaluation and Maintenance of System: Methods and steps in implementation of system; Approaches and process of evaluating MIS. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures		
<b>TEXT BOOKS</b>		
1.	Management Information Systems” Kenneth J London, Jane P. Loudon, Pearson, 2007	
2.	Management Information Systems” W.S. Jawadewar, Tata McGraw Hill Editions, 2012	
<b>SUGGESTED READING</b>		
1.	Award, E.M.: System Analysis and Design; Galgotia Publications, New Delhi.	
2.	Kumar, Muneesh: Business Information Systems, Vikas publishing House, New Delhi.	
<b>E BOOKS</b>		
1.	<a href="https://books.google.com/books/about/Management_Information_System.html?id=PWRywOJ8FmgC">https://books.google.com/books/about/Management_Information_System.html?id=PWRywOJ8FmgC</a>	
<b>MOOC</b>		
1.	<a href="https://www.coursera.org/specializations/strategic-leadership">https://www.coursera.org/specializations/strategic-leadership</a>	

COURSE TITLE		AIRLINE MARKETING MANAGEMENT		CREDITS	3
COURSE CODE	AMB1217	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the marketing principles in Aviation industry				3
2.	Analysing PESTE Analysis and to build customer satisfaction				4
3.	Analysing the pricing strategies in related to product features.				5
4.	Researching the process and tools to find the competitor and their sustainability in the fields.				6
5.	Implying innovation and strategies through e – sources				7
<b>Prerequisites:</b> Health, Disease, Population					
<b>MODULE – 1: INTRODUCTION TO AIRLINE MARKETING</b>					<b>(10)</b>
Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management					
<b>MODULE – 2: MARKET OF AIR TRANSPORT</b>					<b>(9)</b>
Customer Definition, Apparent & True Needs, Industrial Buying Behaviour, Customer in the Business Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTE Analysis, Building Customer Satisfaction					
<b>MODULE – 3: PRODUCT ANALYSIS IN AIRLINE MARKETING</b>					<b>(8)</b>
Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Balancing Risk and Opportunity, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy					
<b>MODULE – 4: MARKETING RESEARCH</b>					<b>(9)</b>
Types, process, tools and techniques, application of marketing research, product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects, preparation of marketing research report					
<b>MODULE – 5: INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS</b>					<b>(9)</b>
Online marketing, web based marketing programmes, emerging now trends and challenges to marketers, sample case studies					
<b>TEXT BOOKS</b>					
1.	Stephen Shaw " Airline Marketing and Management " Ashgate Sixth Edition.				
2.	PhlipKortler: Marketing management (Milleniumeditdion), prentice hall of India P (ltd), New Delhi 2001				
<b>REFERENCE BOOKS</b>					
1.	Boyd Walker, Marketing Management, McGraw Hill, 2002				
2.	Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998				

E BOOKS	
1.	<a href="https://books.google.com/books/about/Airline_Marketing_and_Management.html?id=D41x6PXAiHYC">https://books.google.com/books/about/Airline_Marketing_and_Management.html?id=D41x6PXAiHYC</a>
MOOC	
1.	<a href="https://www.edx.org/course/marketing-management">https://www.edx.org/course/marketing-management</a>
ONLINE SOURCES	
1	<a href="https://www.sciencedirect.com/journal/journal-of-air-transport-management">https://www.sciencedirect.com/journal/journal-of-air-transport-management</a>
2	<a href="https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles">https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles</a>
3	<a href="https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf">https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf</a>
4	<a href="https://www.taxmann.com/.../financial-markets-institutions-and-financial-services.aspx">https://www.taxmann.com/.../financial-markets-institutions-and-financial-services.aspx</a>

COURSE TITLE	CARGO INTRODUCTORY COURSE			CREDITS	4
COURSE CODE	AMB1218	COURSE CATEGORY	3:1:0:0	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the various agencies and freight forwarders				3
2.	Understanding the principles of accepting air cargo and rating				4
3.	Understanding the concept of billing				7
4.	Understanding the various terminology used in airline industry				6
5.	Understanding the various manuals used				1,2
<b>Prerequisites:</b> Hospital Information system, Internet, Medical Records					
<b>MODULE – 1: INTRODUCTION</b>					<b>(12)</b>
Operations at cargo agencies, airlines, and freight forwarders					
<b>MODULE – 2: RATING PRINCIPLES</b>					<b>(12)</b>
Air cargo acceptance basic rating principle					
<b>MODULE – 3: BILL</b>					<b>(12)</b>
Air waybill completion					
<b>MODULE – 4: TERMINOLOGY</b>					<b>(12)</b>
Industry terminology and abbreviations					
<b>MODULE – 5: CARGO MANUALS</b>					<b>(12)</b>
IATA geography, TACT, OAG, and other cargo manuals					

TEXT BOOKS	
1.	IATA Book on Airline Cargo Management
REFERENCE BOOKS	
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://rjf.rau.ro/wp-content/uploads/2015/01/IATA-CARGO-INTRODUCTORY.pdf&amp;ved=2ahUKEwjTy7-ultfbAhUOdCsKHZGYAN8QFjAHegQIBxAB&amp;usg=AOvVaw29BmmkljQVA2pkmJVQhBnx">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://rjf.rau.ro/wp-content/uploads/2015/01/IATA-CARGO-INTRODUCTORY.pdf&amp;ved=2ahUKEwjTy7-ultfbAhUOdCsKHZGYAN8QFjAHegQIBxAB&amp;usg=AOvVaw29BmmkljQVA2pkmJVQhBnx</a>
E BOOKS	
1	<a href="https://pdfsu.com/lib.php?q=read/wed-27/iata-cargo-introductory-course&amp;ref=rancher.travelplan.com.br">https://pdfsu.com/lib.php?q=read/wed-27/iata-cargo-introductory-course&amp;ref=rancher.travelplan.com.br</a>
MOOC	
1	<a href="https://courses.independent.co.uk/training/iata-training-and-development-institute/iata-cargo-introductory-course-407126">https://courses.independent.co.uk/training/iata-training-and-development-institute/iata-cargo-introductory-course-407126</a>
ONLINE SOURCES	
1	<a href="https://pingpdf.com/download/iata-cargo-introductory-course-ebook-or-printed_5a3ec82ad64ab224194ad3ae.html">https://pingpdf.com/download/iata-cargo-introductory-course-ebook-or-printed_5a3ec82ad64ab224194ad3ae.html</a>

COURSE TITLE	FOUNDATION IN TRAVEL AND TOURISM WITH GDS			CREDITS	4
COURSE CODE	AMB1219	COURSE CATEGORY	3:1:0:0	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understand the tourism industry.				3
2.	Understand the industry codes				1
3.	Understand the travel documents and services				3
4.	Understand the modes of travel products				6
5.	Understanding the service principles				7
<b>Prerequisites:</b> Basic concepts in Tourism industry					
<b>MODULE – 1: INTRODUCTION</b>					<b>(12)</b>
The Travel and Tourism Industry and the working environment for travel professionals					
<b>MODULE – 2: INDUSTRY CODES</b>					<b>(12)</b>
World Geography and Industry Codes					
<b>MODULE – 3: TRAVEL DOCUMENTS</b>					<b>(12)</b>
Travel Documents and the airline passenger experience - Air Transport Products and Services					

<b>MODULE – 4: TOUR PRODUCTS</b>		<b>(12)</b>
Rail, Hotel, Car Rental, Cruise and Tour Products		
<b>MODULE – 5: CUSTOMER SERVICE PRINCIPLES</b>		<b>(12)</b>
Customer Service principles – Airfares and Ticketing – The Abacus system Functionality		
<b>TEXT BOOKS</b>		
1.	IATA book on Foundation in Travel and Tourism with GDS	
<b>REFERENCE BOOKS</b>		
1.	<a href="http://shodhganga.inflibnet.ac.in/bitstream/10603/23381/6/06_chapter%201.pdf">http://shodhganga.inflibnet.ac.in/bitstream/10603/23381/6/06_chapter%201.pdf</a>	
<b>E BOOKS</b>		
1.	<a href="https://www.researchgate.net/publication/270273918_Global_Distribution_System">https://www.researchgate.net/publication/270273918_Global_Distribution_System</a>	
<b>MOOC</b>		
1.	<a href="https://iversity.org/en/courses/etourism">https://iversity.org/en/courses/etourism</a>	
<b>ONLINE SOURCES</b>		
1	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf&amp;ved=2ahUKEwiCv8Shm9fbAhXaeisKHTUdD18QFjAEegQIAhAB&amp;usg=AOvVaw1qIY22ssUZk8jXa5y_G1Gc">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf&amp;ved=2ahUKEwiCv8Shm9fbAhXaeisKHTUdD18QFjAEegQIAhAB&amp;usg=AOvVaw1qIY22ssUZk8jXa5y_G1Gc</a>	

COURSE TITLE		ENRICHMENT COURSE – IV		CREDITS	2
COURSE CODE	COA2241	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate the importance of Computer software and hardware				3,6
2.	Demonstrate the ability to Creating documents in Microsoft Word, Typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.				3,6
3.	Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, Understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives				3,6
4.	Understanding spreadsheet functionality, Creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook				3,6
5.	Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security best practices				3,6
<b>Prerequisites:</b> Basic knowledge in computers					
<b>MODULE – 1: INTRODUCTION TO COMPUTERS</b>					<b>(12)</b>
Introduction to Computers – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.					
<b>MODULE – 2: WORD PROCESSING</b>					<b>(12)</b>
Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options					
<b>MODULE – 3: FILE MANAGEMENT</b>					<b>(12)</b>
File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing					
<b>MODULE – 4: SPREAD SHEETS</b>					<b>(12)</b>
Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing					

<b>MODULE – 5: INTERNET (12)</b>	
Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages	
<b>TEXT BOOKS</b>	
1.	Introduction to Computers – Peter Norton, Tata McGraw-Hill.
<b>REFERENCE BOOKS</b>	
1.	Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.
<b>E BOOKS</b>	
1.	<a href="https://bookboon.com/en/it-programming-ebooks">https://bookboon.com/en/it-programming-ebooks</a>
2.	<a href="https://computingbook.org/FullText.pdf">https://computingbook.org/FullText.pdf</a>
<b>MOOC</b>	
1.	<a href="https://www.edx.org/course/cs50s-introduction-computer-science-harvardx-cs50x">https://www.edx.org/course/cs50s-introduction-computer-science-harvardx-cs50x</a>
<b>SUGGESTED READING</b>	
1	<a href="http://www.just.edu.jo/~mqais/CIS99/PDF/Ch.01_Introduction_%20to_computers.pdf">http://www.just.edu.jo/~mqais/CIS99/PDF/Ch.01_Introduction_%20to_computers.pdf</a>
2	<a href="https://www.docsity.com/en/subjects/introduction-to-computers/">https://www.docsity.com/en/subjects/introduction-to-computers/</a>
3	<a href="https://en.wikiversity.org/wiki/Introduction_to_Computers">https://en.wikiversity.org/wiki/Introduction_to_Computers</a>

## SEMESTER - V

COURSE TITLE		BUSINESS ETHICS AND VALUES		CREDITS	3	
COURSE CODE		BAB2301	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		60%		ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Demonstrate an understanding of Ethical issues in current business scenario.				1	
2	Illustrate relationship between business ethics and business development.				3	
3	Enabling to understand the ethics related to consumer protection and environment.				4	
4	Understanding of various ethical issues in foreign trade and intellectual property right				6	
5	Demonstrate an understanding of Individual ethics				2	
<b>Prerequisites:</b> Business Process and Law related to Business and Company						
<b>MODULE – 1: INTRODUCTION TO BUSINESS ETHICS</b>						<b>(9)</b>
Business Ethics- Meaning and nature: Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.						
<b>MODULE – 2: BUSINESS ETHICS IN GLOBAL ECONOMY</b>						<b>(9)</b>
Business Ethics in Global Economy: Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society.						
<b>MODULE – 3: MORAL ISSUES IN BUSINESS JUSTICE &amp; ECONOMIC SYSTEM</b>						<b>(9)</b>
Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.						
<b>MODULE – 4: AREAS OF BUSINESS ETHICS</b>						<b>(9)</b>
Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.						
<b>MODULE – 5: ORGANISATIONAL AND INDIVIDUAL ETHICS</b>						<b>(9)</b>
Organizational Ethics Individual Ethics- Professional ethics: Corporate Ethics- Ethical behavior - Ten Commandments of ethical Behavior Control & audit of ethical behavior.						
<b>TEXT BOOKS</b>						
1	Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.					
2	Business Ethics: - GautamPherwani					
<b>REFERENCE BOOKS</b>						
1	Business Ethics: - RituPamraj					
2	Business Ethics: - Prof. Agalgatti6					
<b>E BOOKS</b>						
1	<a href="https://www.edx.org/course/operations-management-iimbx-om101-1x">https://www.edx.org/course/operations-management-iimbx-om101-1x</a>					
2	<a href="http://highered.mheducation.com/sites/0072443901/student_view0/index.html">http://highered.mheducation.com/sites/0072443901/student_view0/index.html</a>					

COURSE TITLE		PASSENGER GROUND SERVICE WITH DCS - I		CREDITS	4	
COURSE CODE		AMB1301	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Understanding about the computer reservation system and departure				6	
2.	Understanding the importance of passenger baggage and check in procedure				4,3	
3.	Understanding the concept of dangerous goods				2,5	
4.	Understanding the concept of security				3,6	
5.	Understanding the concept of passenger facilitation				5,7	
<b>Prerequisites:</b> Basic knowledge in airline industry						
<b>MODULE – 1: INTRODUCTION</b>					<b>(12)</b>	
Introduction to Airport and Airline operations – Computer Reservations (CRS) – Departure control systems (DCS) – Functions of CRS & DCS.						
<b>MODULE – 2: CHECK IN PROCEDURE</b>					<b>(12)</b>	
Passenger and Baggage Check-in Procedures – Airport and Offsite – Conditions of Passenger and Baggage carriage – Boarding procedures – Flight Close-out messaging.						
<b>MODULE – 3: DANGEROUS GOODS</b>					<b>(12)</b>	
Dangerous Goods and regulations – Awareness for Passenger Service Agents – Managing Passenger interactions.						
<b>MODULE – 4: PASSENGER AND BAGGAGE SECURITY</b>					<b>(12)</b>	
Aviation security Procedures – Passenger and Baggage Transport						
<b>MODULE – 5: PASSENGER FACILITATION</b>					<b>(12)</b>	
Enhanced Passenger Facilitation – Latest Innovation – Career opportunities						
<b>TEXT BOOKS</b>						
1.	IATA book on Passenger Ground Services with DCS.					
<b>SUGGESTED READING</b>						
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.scribd.com/doc/252941700/passenger-and-airport-services-pdf&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbwQFjACegQIARAB&amp;usg=AOvVaw1bzICWDkSW52ZlrZvks8zx">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.scribd.com/doc/252941700/passenger-and-airport-services-pdf&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbwQFjACegQIARAB&amp;usg=AOvVaw1bzICWDkSW52ZlrZvks8zx</a>					

E BOOKS	
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.tandfonline.com/doi/pdf/10.1080/15022250.2015.1014408&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbWQFjAHegQICRAB&amp;usg=AOvVaw2LRawGvPFIVatz0LguY5IC">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.tandfonline.com/doi/pdf/10.1080/15022250.2015.1014408&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbWQFjAHegQICRAB&amp;usg=AOvVaw2LRawGvPFIVatz0LguY5IC</a>
MOOC	
1.	<a href="https://courses.independent.co.uk/training/iata-training-and-development-institute/passenger-ground-services-623962">https://courses.independent.co.uk/training/iata-training-and-development-institute/passenger-ground-services-623962</a>

COURSE TITLE		AIRCARGO SECURITY AWARENESS			CREDITS	3
COURSE CODE		AMB1302	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understand about the security of air cargo					1
2	Understanding the security measures					4,5
3	Understanding the importance of catering					4,7
4	Understanding the importance of crime prevention					7
5	Recognizing the threats					7
<b>Prerequisites:</b> Knowledge in Air cargo						
<b>MODULE – 1: INTRODUCTION TO RESEARCH METHODS</b>						<b>(9)</b>
Threats to aviation and introduction to cargo security .						
<b>MODULE – 2: IMPLEMENTATION</b>						<b>(9)</b>
Importance of implementation of security measures						
<b>MODULE – 3: SERVICES</b>						<b>(9)</b>
Catering and mail security.						
<b>MODULE – 4: CRIME PREVENTION</b>						<b>(9)</b>
Crime prevention.						
<b>MODULE – 5: MANAGEMENT OF THREATS</b>						<b>(9)</b>
Recognition and management of treats, Human factors in Cargo security.						
TEXT BOOKS						
1.	IATA Book on Airline Cargo Security Measures					
REFERENCE BOOKS						
1.	Aircargo and logistics, Rico Merkert, academic impress, 2009					

E BOOKS	
1.	<a href="https://www.aci-na.org/sites/default/files/aircargo_guide_2013.pdf">https://www.aci-na.org/sites/default/files/aircargo_guide_2013.pdf</a>
MOOC	
1.	<a href="https://learn.canvas.net/courses/1103/pages/airline-operations-mooc-team-2">https://learn.canvas.net/courses/1103/pages/airline-operations-mooc-team-2</a>
ONLINE SOURCES	
1	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.icao.int/Security/aircargo/Moving%2520Air%2520Cargo%2520Globally/ICAO_WCO_Moving_Air_Cargo_en.pdf&amp;ved=2ahUKEwjzY3NntfbAhUKNY8KHb9BBuk4ChAWMAJ6BAgAEAE&amp;usg=AOvVaw0Unjah-ey4HzBMLoltcMjU">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://www.icao.int/Security/aircargo/Moving%2520Air%2520Cargo%2520Globally/ICAO_WCO_Moving_Air_Cargo_en.pdf&amp;ved=2ahUKEwjzY3NntfbAhUKNY8KHb9BBuk4ChAWMAJ6BAgAEAE&amp;usg=AOvVaw0Unjah-ey4HzBMLoltcMjU</a>

COURSE TITLE		AIRLINE AND AIRPORT MANAGEMENT		CREDITS	4	
COURSE CODE		AMB1303	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	The Students were able to understand about the Aviation's History ,its major players and it current trends and challenges				1	
2.	It enables the student to do the Planning of the Airport and to perform operations involved in the Airport.				2,3	
3.	It enables the students to know and interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges				3	
4.	It enables the students to understand and adhere to the various Regulations involved Aviation Industry				3	
5.	It enables the students to understand about the Navigational and ATC control process.				7	
<b>Prerequisites:</b> Basic introduction on airline industry						
<b>MODULE – 1: INTRODUCTION</b>					<b>(11)</b>	
History Of Aviation – Organisation, Global & Social Environment – History Of Aviation - Major Players In The Airline Industry - Swot Analysis Of Different Airline Companies In India & Abroad– Market Potential Of Airline Industry In India – New Airport Development Plans In India – Challenges And Opportunities In Airline Industry – Domestic And International From An Indian Perspective						
<b>MODULE – 2: AIRPORT INFRASTRUCTURE AND MANAGEMENT</b>					<b>(12)</b>	
Airport Planning – Air Terminal Planning, Design And Operation – Airport Operations – Airport Functions – Organisation Structure In An Airline - Airport Authority Of India (AAI) - Functions Of Airport Authority Of India, Comparison Of Global And Indian Airport Management – Role Of AAI- Airline Privatisation – Partial Privatisation.						

<b>MODULE – 3: AIR TRANSPORT SERVICES (13)</b>	
Various Air Transport Services - International Air Transport Services – Indian Scenario – An Overview Of Airports In Delhi, Mumbai, Hyderabad And Bangalore – The Role Of Private Operators – Airport Development And Maintenance	
<b>MODULE – 4: INSTITUTIONAL FRAMEWORK (12)</b>	
Role Of DGCA - Slot Allocation – Methodology Followed By ATC And DGCA -Management Of Bilaterals – Economic Regulations	
<b>MODULE – 5: AIR TRAFFIC CONTROLLING (12)</b>	
Role Of Air Traffic Control - Airspace And Navigational Aids – Control Processes – Case Studies In Airline Industry – Mumbai Delhi Airport Privatisation – 6 Cases In The Airline Industry	
<b>TEXT BOOKS</b>	
1	Graham.A. Managing Airports: An International Perspective - Butterworth - Heinemann, Oxford 2001.
2	Wells. A. Airport Planning and Management, 4th Edition McGraw- Hill, London 2000
<b>REFERENCE BOOKS</b>	
1	Doganis. R. The Airport Business Routledge, London 1992
2	P S Senguttavan Fundamentals of Air Transport Management , Excel Books 2007
<b>ONLINE SOURCES</b>	
1	<a href="https://en.wikipedia.org/wiki/Airport_and_airline_management">https://en.wikipedia.org/wiki/Airport_and_airline_management</a>
2	<a href="http://www.aci.aero/Global-Training/Training-Information">http://www.aci.aero/Global-Training/Training-Information</a>
3	<a href="http://www.pondiuni.edu.in/sites/default/files/Air-faresmgt-070414.pdf">http://www.pondiuni.edu.in/sites/default/files/Air-faresmgt-070414.pdf</a>
4	<a href="https://www.youtube.com/watch?v=RXcyC_j3U2c">https://www.youtube.com/watch?v=RXcyC_j3U2c</a>
5	<a href="https://ec.europa.eu/transport/sites/transport/files/modes/air/studies/doc/2015-10-employment-and-working-conditions-in-air-transport-and-airports.pdf">https://ec.europa.eu/transport/sites/transport/files/modes/air/studies/doc/2015-10-employment-and-working-conditions-in-air-transport-and-airports.pdf</a>
6	<a href="http://highered.mheducation.com/sites/0073530123/student_view0/index.html">http://highered.mheducation.com/sites/0073530123/student_view0/index.html</a>
<b>MOOC</b>	
1	<a href="https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-75j-airline-management-spring-2006/">https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-75j-airline-management-spring-2006/</a>

COURSE TITLE		TRAVEL AGENTS AND TOUR OPERATORS - I		CREDITS	4	
COURSE CODE		TTB1301	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		60%		ESE	40%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Understanding the History, growth and present status of Travel agency.				3	
2.	Understanding the functions of Tourism Organizations in India				4,5	
3.	Understanding the functions of International Tourism Organizations.				1,2	
4.	Analyzing the Growth and Future of Travel Agencies.				6	
5.	Understanding the importance of Travel Agency fairs and Benefits.				3	
<b>Prerequisites:</b> Travel agency and Tour operation, National and International Tourism Organizations, Growth of Travel agencies						
<b>MODULE – 1: TRAVEL AGENCY AND TOUR OPERATION – INTRODUCTION</b>					<b>(12)</b>	
Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator						
<b>MODULE – 2: TOURISM ORGANIZATION IN INDIA</b>					<b>(12)</b>	
Growth and Development of Tourist Organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC						
<b>MODULE – 3: INTERNATIONAL TOURISM ORGANIZATION</b>					<b>(12)</b>	
International Tourist Organization – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI						
<b>MODULE – 4: GROWTH AND FUTURE OF TRAVEL AGENCIES</b>					<b>(12)</b>	
Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes.						
<b>MODULE – 5: TRAVEL AGENCY FAIRS AND BENEFITS</b>					<b>(12)</b>	
Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)						
<b>TEXT BOOKS</b>						
1	Mohinder Chand – Travel Agency Management – An Introductory Text, 2 <sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000					
2	PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998					
<b>REFERENCE BOOKS</b>						
1	A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers PvtLtd, New Delhi, 2003					
2	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003					
<b>ONLINE SOURCES</b>						
1.	<a href="https://www.youtube.com/watch?v=RSswjv3cUNc">https://www.youtube.com/watch?v=RSswjv3cUNc</a>					

COURSE TITLE		AVIATION SECURITY AWARENESS		CREDITS	3	
COURSE CODE		AMC1351	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate an understanding of Aviation threats				1	
2.	Ability to implement security regulations.				3	
3.	Explore access control for people and vehicles.				4	
4.	Analyzing the security basics.				4	
5.	Explore and identify threats and responding to threats				6	
<b>Prerequisites:</b> Security of passenger and baggage						
<b>MODULE – 1: INTRODUCTION</b>					<b>(9)</b>	
Current threats to the aviation industry						
<b>MODULE – 2: SECURITY REGULATIONS</b>					<b>(9)</b>	
Aviation security regulations and the international organizations						
<b>MODULE – 3: AIRPORT ACCESS</b>					<b>(9)</b>	
Airport access control for people and vehicles						
<b>MODULE – 4: SECURITY BASICS</b>					<b>(9)</b>	
Passenger, baggage, cargo, mail and catering security basics						
<b>MODULE – 5: SECURITY MEASURES</b>					<b>(9)</b>	
Common airport and in-flight security measures for responding to threats.						
<b>TEXT BOOKS</b>						
1.	IATA Book on Aviation Security Awareness					
<b>REFERENCE BOOKS</b>						
1.	Elsevier science, Butterworth – Heinemann, December 2012					
<b>E BOOKS</b>						
1.	<a href="https://www.kobo.com/au/en/ebook/aviation-security-law">https://www.kobo.com/au/en/ebook/aviation-security-law</a>					
<b>MOOC</b>						
2.	<a href="https://www.coursera.org/learn/cybersecurity-policy-aviation-internet">https://www.coursera.org/learn/cybersecurity-policy-aviation-internet</a>					
<b>ONLINE SOURCES</b>						
1	<a href="https://wikitravel.org/en/Aviation_security">https://wikitravel.org/en/Aviation_security</a>					

COURSE TITLE		BASIC RAMP SAFETY			CREDITS	3
COURSE CODE		AMC1352	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of airport communication					1
2.	Ability to implement security for ground support					4
3.	Explore health and safety measures and weather conditions					6
4.	Analyzing the traffic rules for ramp					1
5.	Explore and identify fire threats and prevention					3
<b>Prerequisites:</b> Security of passenger and baggage						
<b>MODULE – 1: INTRODUCTION</b>						<b>(9)</b>
The airport environment, Airport, Communication, Hand signals						
<b>MODULE – 2: SECURITY OF GROUND SUPPORT</b>						<b>(9)</b>
Aircraft ground support equipment, Security and Safety, Aircraft danger zones						
<b>MODULE – 3: WEATHER CONDITIONS</b>						<b>(9)</b>
Health and safety, Severe weather conditions						
<b>MODULE – 4: TRAFFIC RULES</b>						<b>(9)</b>
Traffic rules at the ramp, Accident and incident reporting, Fire and first aid						
<b>MODULE – 5: FIRE</b>						<b>(9)</b>
Fire prevention, Fire protection and fire action, First aid						
<b>TEXT BOOKS</b>						
1.	IATA Book on Aviation Security Awareness					
<b>SUGGESTED READING</b>						
1.	Flight safety foundation, Ramp operational safety procedures template with illustration					
<b>ONLINE SOURCES</b>						
1	<a href="https://flightsafety.org/toolkits-resources/past-safety-initiatives/ground-accident-prevention-gap/ground-accident-prevention-ramp-operational-safety-procedures/">https://flightsafety.org/toolkits-resources/past-safety-initiatives/ground-accident-prevention-gap/ground-accident-prevention-ramp-operational-safety-procedures/</a>					
<b>E BOOK</b>						
1	<a href="https://flightsafety.org/files/gap_ropsp_template-no_ill.doc">https://flightsafety.org/files/gap_ropsp_template-no_ill.doc</a>					
<b>MOOC</b>						
1	<a href="https://www.aopa.org/lms/courses/ga-security">https://www.aopa.org/lms/courses/ga-security</a>					

COURSE TITLE		CREW RESOURCE MANAGEMENT			CREDITS	3
COURSE CODE		AMC1353	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the skills for effective revalidation and implementation through training					1
2	Enabling the standards and requirements for crew professionalism.					5
3	Identifying errors and corrective actions on time					3
4	Analyzing the depth of knowledge requirement in every crew designation, the business environment and through effective communication skills.					3
5	Understanding and implementing CRM skills in different levels and versions					4
<b>Prerequisites:</b> Functions of Crews, Cognitive & Interpersonal Skills						
<b>MODULE – 1: INTRODUCTION</b>						<b>(9)</b>
Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – Factors affecting individual performance – CRM Training – Behavioral Markers – Conclusion						
<b>MODULE – 2: CRM HISTORY – STANDARDS &amp; TRAINING</b>						<b>(9)</b>
UK & JAA CRM Requirements – CRM Standards – Objectives of CRM Training – CRM Training Methods & Syllabus						
<b>MODULE – 3: HUMAN ERROR, RELIABILITY &amp; ERROR MANAGEMENT</b>						<b>(9)</b>
Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – Case Studies						
<b>MODULE – 4: CRM REQUIREMENTS &amp; INSTRUCTORS</b>						<b>(9)</b>
CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – Record Keeping						
<b>MODULE – 5: CRM SKILLS</b>						<b>(9)</b>
Facilitation Skills – Continuous development – Crew coordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment						
<b>TEXT BOOKS</b>						
1.	Crew Resource Management 2 <sup>nd</sup> Edition: Barbara Kanki, Robert Helmreich & Jose Anca; Academic Press, 2010					
<b>SUGGESTED READING</b>						
1.	Cockpit Resource Management: Earl L Wiener, Barbara G Kanki; Gulf Professional Publishing, 1993					
<b>ONLINE SOURCES</b>						
1. <a href="https://skybrary.aero/bookshelf/books/232.pdf">https://skybrary.aero/bookshelf/books/232.pdf</a>						
2. <a href="http://www.avhf.com/html/Library/International_Pubs/CAA_CAP737.pdf">http://www.avhf.com/html/Library/International_Pubs/CAA_CAP737.pdf</a>						
3. <a href="http://govdocs.rutgers.edu/mil/af/AT-M-06A.pdf">http://govdocs.rutgers.edu/mil/af/AT-M-06A.pdf</a>						
4. <a href="http://www.mccc.edu">http://www.mccc.edu</a>						

<b>E BOOK</b>
<a href="https://www.elsevier.com/books/crew-resource-management/kanki/978-0-08-095900-9">https://www.elsevier.com/books/crew-resource-management/kanki/978-0-08-095900-9</a>
<b>MOOC</b>
<a href="https://www.globalairtraining.com/crew-resource-management.php">https://www.globalairtraining.com/crew-resource-management.php</a>

COURSE TITLE	SERVICES MARKETING			CREDITS	3
COURSE CODE	BAC2352	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the principles of services marketing, outlined in service marketing components and classification				1,4
2	Enabling the importance of service marketing system buyer behavior and market segmentation.				1,3
3	Illustrating SERVQUAL for developing Service Quality.				1,2
4	Analyzing sectoral perspective to enhancing different service sector marketing knowledge.				1,4
5	Understanding the Financial and Educational services to frame the marketing strategies.				1,4
<b>Prerequisites:</b> Marketing Principles, Marketing Mix, Marketing Strategies					
<b>MODULE – 1: SERVICES MARKETING – MEANING, COMPONENTS, CLASSIFICATION AND EVALUATON (9)</b>					
Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services.					
<b>MODULE – 2: SERVICE MARKETING SYSTEM (9)</b>					
Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees’ and Customers’ Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.					
<b>MODULE – 3: SERVICE QUALITY (9)</b>					
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services					
<b>MODULE – 4: SECTORAL PERSPECTIVE (9)</b>					
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.					

<b>MODULE – 5: FINANCIAL AND EDUCATION SERVICES (9)</b>	
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing	
<b>TEXT BOOKS</b>	
1.	Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001.
2	Rajendra Nargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3rded 2010.
<b>REFERENCE BOOKS</b>	
1.	Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed
<b>ONLINE SOURCES</b>	
1. <a href="https://oneclass.com/note/289594-services-marketing-notespdf">https://oneclass.com/note/289594-services-marketing-notespdf</a>	
2. <a href="http://www.bbamantra.com/enotes/marketing-of-services-notes/">http://www.bbamantra.com/enotes/marketing-of-services-notes/</a>	
3. <a href="https://studentvip.com.au/notes/14787/24306-detailed-services-marketing-notes">https://studentvip.com.au/notes/14787/24306-detailed-services-marketing-notes</a>	

COURSE TITLE	VALUE EDUCATION			CREDITS	0
COURSE CODE	COA2301	COURSE CATEGORY	CF	L-T-P-S	1-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the basic concept of values and value system and importance of body, soul and intellectual level				2
2	Applying the concept of values and importance of self esteem and punctuality				2
3	Understanding human rights and universal declaration of human rights				2
4	Understanding the importance of environment and ecological balance				2
5	Understanding the social evils and analysing the effects of social evils in personal life				2
<b>Prerequisites:</b> : Basic knowledge on concepts of values, ethics and environment					
<b>MODULE – 1: INTRODUCTION</b>					<b>(3)</b>
Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level-Duties and responsibilities.					
<b>MODULE – 2: VALUES OF LIFE</b>					<b>(3)</b>
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking					
<b>MODULE – 3: HUMAN RIGHTS</b>					<b>(3)</b>
Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship –					

Social Values and Welfare of the citizen – The role of media in value building.	
<b>MODULE – 4: ENVIRONMENT (3)</b>	
Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.	
<b>MODULE – 5: SOCIAL EVILS (3)</b>	
Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women How to tackle them	
<b>TEXT BOOKS</b>	
1.	M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003
<b>REFERENCE BOOKS</b>	
1.	For Life, For the future : Reserves and Remains – UNESCO Publication
<b>ONLINE SOURCES</b>	
1	<a href="https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&amp;%20PROFESSIONAL%20ETHICS.pdf">https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&amp;%20PROFESSIONAL%20ETHICS.pdf</a>
2	<a href="https://www.ugc.ac.in/oldpdf/xplanpdf/humanrights.pdf">https://www.ugc.ac.in/oldpdf/xplanpdf/humanrights.pdf</a>

## SEMESTER VI

COURSE TITLE		AIRLINE CUSTOMER SERVICE		CREDITS	4
COURSE CODE	AMB1316	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the importance of Customer Service				3
2.	Understanding the importance of Communication				2
3.	Understanding the various of methods of contacting customers				1
4.	Understanding the importance of various culture				4,5
5.	Understanding the stress and dealing with it				4
Perquisites: NIL					
<b>MODULE – 1: Introduction</b>					<b>(12)</b>
Improved standard of Customer Service					
<b>MODULE -2: Communication Skills</b>					<b>(12)</b>
Verbal and Non Verbal Communication Skills					
<b>MODULE – 3: Techniques</b>					<b>(12)</b>
Customer Contact Techniques					
<b>MODULE – 4: Culture</b>					<b>(12)</b>
Cross Cultural Awareness					
<b>MODULE – 5: Stress Management</b>					<b>(12)</b>
Managing Stress					
<b>TEXT BOOKS</b>					
1.	IATA Book on Airline Customer Service				
<b>SUGGESTED READING</b>					
1.	Strategiess and tools for developing greate customer service Vaughan, ingrid, 2011				
<b>E-BOOK:</b>					
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.libraries.vic.gov.au/downloads/Excellent_Customer_Service_in_Public_Libraries__New_Trends/brettwhitford1customerservicepresentation.pdf&amp;ved=2ahUKEwiTtL_Pp9fbAhWBKY8KHQc7C0kQFjAAegQIAxAB&amp;usg=AOvVaw3k0vunvKKb7MVmGYpfssbp">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.libraries.vic.gov.au/downloads/Excellent_Customer_Service_in_Public_Libraries__New_Trends/brettwhitford1customerservicepresentation.pdf&amp;ved=2ahUKEwiTtL_Pp9fbAhWBKY8KHQc7C0kQFjAAegQIAxAB&amp;usg=AOvVaw3k0vunvKKb7MVmGYpfssbp</a>				
<b>MOOC</b>					
1	<a href="https://www.mooc-list.com/course/culture-services-new-perspective-customer-relations-edx">https://www.mooc-list.com/course/culture-services-new-perspective-customer-relations-edx</a>				
<b>ONLINE SOURCES</b>					
1	<a href="https://www.zendesk.com/support/features/airline-customer-service/">https://www.zendesk.com/support/features/airline-customer-service/</a>				

<b>COURSE TITLE</b>	<b>PASSENGER GROUND SERVICE WITH DCS - II</b>			<b>CREDITS</b>	<b>4</b>
<b>COURSE CODE</b>	<b>AMB1317</b>	<b>COURSE CATEGORY</b>	<b>PC</b>	<b>L-T-P-S</b>	<b>3-1-0-0</b>
<b>CIA</b>	<b>40%</b>			<b>ESE</b>	<b>60%</b>
<b>LEARNING LEVEL</b>					
<b>CO</b>	<b>COURSE OUTCOMES</b>				<b>PO</b>
1.	Introduction to seating arrangements				1
2.	Understanding the bookings and seating disruptions				3
3.	Understanding the concept of gate agent				2
4.	Understanding the concept of engaging a customer				6
5.	Understanding the concept of check in process				1
<b>Prerequisites:</b> Passenger and baggage					
<b>MODULE – 1: INTRODUCTION</b>					<b>(12)</b>
Handle group and frequent traveler acceptance, baggage connections and seating					
<b>MODULE – 2: BOOKINGS</b>					<b>(12)</b>
Create bookings, and handle crew, rush and cabin baggage as well as seating and disruptions					
<b>MODULE – 3: GATE AGENT</b>					<b>(12)</b>
Gate Agent collection, Board a passenger					
<b>MODULE – 4: ENGAGING A CUSTOMER</b>					<b>(12)</b>
Accept, board and re- grade a customer					
<b>MODULE – 5: CHECK IN PROCESS</b>					<b>(12)</b>
Supervisor collection, Completion of check-in agent and gate agent responsibilities					
<b>TEXT BOOKS</b>					
1.	IATA book on Passenger Ground Services with DCS				
<b>REFERENCE BOOKS</b>					
1.	Roger G., Operations Management - Decision Making, RawHill, New Delhi, 1993.				
<b>E-BOOK:</b>					
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.tandfonline.com/doi/pdf/10.1080/15022250.2015.1014408&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbwQFjAHegQICRAB&amp;usg=AOvVaw2LRawGvPFIVAtz0LguY5IC">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=http://www.tandfonline.com/doi/pdf/10.1080/15022250.2015.1014408&amp;ved=2ahUKEwiXiOGrnNfbAhVHpY8KHeLnCbwQFjAHegQICRAB&amp;usg=AOvVaw2LRawGvPFIVAtz0LguY5IC</a>				
<b>MOOC</b>					
1	<a href="https://courses.independent.co.uk/training/iata-training-and-development-institute/passenger-ground-services-623962">https://courses.independent.co.uk/training/iata-training-and-development-institute/passenger-ground-services-623962</a>				
<b>ONLINE SOURCES</b>					
1	<a href="https://study.com/articles/List_of_Free_Online_Airline_Training_Courses_Classes_and_Learning_Materials.html">https://study.com/articles/List_of_Free_Online_Airline_Training_Courses_Classes_and_Learning_Materials.html</a>				

COURSE TITLE		TRAVEL AGENTS AND TOUR OPERATORS – II		CREDITS	4	
COURSE CODE		TTB1316	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Understanding the Nature and Scope of Tour Operation				1	
2.	Understanding the Communication process in Travel Industry				1,3	
3.	Preparing the travel itinerary				3	
4.	Understanding the usage of Technology in Travel Industry				6	
5.	Understanding the travel business				7	
<b>Prerequisites:</b> Nature and Scope of Tour Operation, Communication Process, Itinerary Preparation, Technology.						
<b>MODULE – 1: NATURE AND SCOPE OF TOUR OPERATION</b>						<b>(11)</b>
Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management Source of income of travel agency and tour operator: commission, service charges and mark up on tours. Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI						
<b>MODULE – 2: COMMUNICATION IN TRAVEL INDUSTRY</b>						<b>(13)</b>
Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems						
<b>MODULE – 3: TRAVEL ITINERARY PREPARATION</b>						<b>(12)</b>
Travel Documents – World Travel laws – Itinerary Preparation – Pricing, Cost and Selling a Tour – Policies, Practices and Problems in Tour Management Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities						
<b>MODULE – 4: TECHNOLOGY IN TRAVEL INDUSTRY</b>						<b>(12)</b>
Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo						
<b>MODULE – 5: ENTREPRENEURSHIP AND TOURISM</b>						<b>(12)</b>
Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry. Travel Agency Accounting - The Basic Accounting System used in Travel Industry – Procedure – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control						

TEXT BOOKS	
1.	Mohinder Chand – Travel Agency Management – An Introductory Text, 2 <sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
2	PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
REFERENCE BOOKS	
1	A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
2	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
ONLINE SOURCES	
1	<a href="https://www.youtube.com/watch?v=RSswjv3cUNc">https://www.youtube.com/watch?v=RSswjv3cUNc</a>
2	<a href="http://164.100.133.129:81/econtent/Uploads/Security_Analysis_&amp;_Portfolio_Management.pdf">http://164.100.133.129:81/econtent/Uploads/Security_Analysis_&amp;_Portfolio_Management.pdf</a>

COURSE TITLE	AIR TICKETING AND FARE CONSTRUCTION			CREDITS	3
COURSE CODE	TTC1366	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the International Regulations for Air Transport				3
2.	Ensuring the Tariffs, Fares & Taxes are implied on constructing fare				2
3.	Enabling the Route Maps for places all over the Continent				6
4.	Understanding the level of booking conditions				4
5.	Enabling proper travel documents and guiding on travel formalities				2
<b>Prerequisites</b> :Basic Principles of Constructing a fare, Ticketing concepts					
<b>MODULE 1: AIR TRANSPORT</b>					<b>(9)</b>
Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.					
<b>MODULE 2: AIRFARES &amp; TICKETING – I</b>					<b>(9)</b>
Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents					
<b>MODULE 3: AIRFARES &amp; TICKETING – II</b>					<b>(9)</b>
Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares					

<b>MODULE 4: TOUR PROGRAMMES</b>		<b>(9)</b>
Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures		
<b>MODULE 5: TRAVEL FORMALITIES</b>		<b>(9)</b>
The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence		
<b>TEXT BOOKS</b>		
1	Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association	
2	JagmohanNegi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi,	
<b>REFERENCE BOOKS</b>		
1	JagmohanNegi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004	
2	Mohinder Chand – Travel Agency Management – An Introductory Text, 2 <sup>nd</sup> Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.	
<b>E-BOOK:</b>		
1.	<a href="https://books.google.com/books/about/Billboard.html?id=-hkEAAAAMBAJ">https://books.google.com/books/about/Billboard.html?id=-hkEAAAAMBAJ</a>	
<b>MOOC</b>		
1	<a href="https://www.mooc-list.com/course/construction-cost-estimating-and-cost-control-coursera">https://www.mooc-list.com/course/construction-cost-estimating-and-cost-control-coursera</a>	
<b>ONLINE SOURCES</b>		
1	<a href="http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx">http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx</a>	
2	<a href="https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849">https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849</a>	

COURSE TITLE		CUSTOMER RELATIONSHIP MANAGEMENT			CREDITS	3
COURSE CODE		BAC1367	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	The ideas behind customer equity and its components – brand equity, value equity and relationship equity					2
2.	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis					1
3.	The costs of customers and costs of serving customers in the different channels					3
4.	Dealing with unprofitable customers and recovering from crises.					5
5.	Identification and Selection of customers (for both consumer and business markets).					7
<b>Prerequisites:</b> Marketing and sales management concept						
<b>MODULE – 1: INTRODUCTION TO CRM</b>						<b>(9)</b>
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and						

how's of building relationships with customers.	
<b>MODULE – 2: : ECONOMICS OF CRM (9)</b>	
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets	
<b>MODULE – 3: BUILDING CUSTOMER RELATIONSHIPS (9)</b>	
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.	
<b>MODULE – 4: CRM APPLICATIONS (9)</b>	
Applications of CRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, CRM practices in Business Markets	
<b>MODULE – 5: CRM IMPLEMENTATION (9)</b>	
CRM implementation process, precautions related to CRM implementation.	
<b>TEXT BOOKS</b>	
1	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009
2	Helen Woodruffe, Services Marketing
<b>REFERENCE BOOKS</b>	
1	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press
2	Kaushik Mukerjee – CRM – PHI.
<b>ONLINE SOURCES</b>	
1	<a href="https://alison.com/course/customer-relationship-management-in-business-services">https://alison.com/course/customer-relationship-management-in-business-services</a>
2	<a href="https://www.edx.org/course/customer-relationship-management-iimbx-mk210x">https://www.edx.org/course/customer-relationship-management-iimbx-mk210x</a>

COURSE TITLE	AIRLINE ADVERTISING & SALES PROMOTION			CREDITS	3
COURSE CODE	TTC1367	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	It enable the students to understand the objectives of Advertisement and its campaign				3
2.	Students will understand the Media Plan and Strategy and Advertisement				2
3.	Students will understand different types of Advertisement and its Impact				1
4.	Students will be enable to advertise about Air Freight Market				6
5.	Students will be enable to design sales promotion campaign				5
<b>Prerequisites : ANALYSIS OF MARKETING</b>					
<b>MODULE 1: INTRODUCTION TO ADVERTISEMENT (9)</b>					
Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - selection and remuneration - advertisement campaign.					

<b>MODULE 2: ADVERTISEMENT MEDIA</b>		<b>(9)</b>
Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling		
<b>MODULE 3: DESIGN AND EXECUTION OF ADVERTISEMENTS</b>		<b>(9)</b>
Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio. T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements.		
<b>MODULE 4: AIRLINE ADVERTISING</b>		<b>(9)</b>
Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies		
<b>MODULE 5: SALES PROMOTION CAMPAIGN</b>		<b>(9)</b>
Sales promotion - Requirement identification - designing of sales promotion campaign - involvement of salesmen and dealers - out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - online sales promotions.		
<b>TEXT BOOKS</b>		
1	Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.	
2	S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.	
<b>SUGGESTED READING</b>		
1	Julian Cummings, "Sales Promotion", Kogan Page, London 1998.	
2	E.Betch and Michael, Advertising and Promotion, MC. Graw Hill	
<b>E-BOOK:</b>		
1.	<a href="https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://nscpolteksby.ac.id/ebook/files/Ebook/Business%2520Administration/Airline%2520Marketing%2520and%2520Managemen%2520(2007)/11.%2520Chapter%252010%2520-%2520Airline%2520Selling-Advertising%2520and%2520Promotional%2520Policies.pdf&amp;ved=2ahUKewjXqP_JqtfbAhUeTY8KHW0gBCKQFjAAegQIAxAB&amp;usg=AOvVaw397vbK3kLzYx0HGehLCShL">https://www.google.co.in/url?sa=t&amp;source=web&amp;rct=j&amp;url=https://nscpolteksby.ac.id/ebook/files/Ebook/Business%2520Administration/Airline%2520Marketing%2520and%2520Managemen%2520(2007)/11.%2520Chapter%252010%2520-%2520Airline%2520Selling-Advertising%2520and%2520Promotional%2520Policies.pdf&amp;ved=2ahUKewjXqP_JqtfbAhUeTY8KHW0gBCKQFjAAegQIAxAB&amp;usg=AOvVaw397vbK3kLzYx0HGehLCShL</a>	
<b>MOOC</b>		
1	<a href="http://worldmentoringacademy.com/www/index.php?ctg=lesson_info&amp;lessons_ID=1445&amp;utm_medium=referral&amp;utm_campaign=sidebar&amp;utm_source=mooc-list">http://worldmentoringacademy.com/www/index.php?ctg=lesson_info&amp;lessons_ID=1445&amp;utm_medium=referral&amp;utm_campaign=sidebar&amp;utm_source=mooc-list</a>	
<b>ONLINE SOURCES</b>		
1	<a href="https://targetstudy.com/courses/mba-aviation-management.html">https://targetstudy.com/courses/mba-aviation-management.html</a>	
2	<a href="https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf">https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf</a>	

COURSE TITLE		ENTREPRENEURSHIP DEVELOPMENT			CREDITS	3
COURSE CODE		BAC1368	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.					3
2.	Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.					2
3.	Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.					1
4.	Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.					4
5.	Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.					5
<b>Prerequisites :</b> Basic knowledge in management concepts						
<b>MODULE 1: CONCEPT OF ENTREPRENEURSHIP</b>						<b>(9)</b>
Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs – Role in Economy – Women Entrepreneurship.						
<b>MODULE 2: POLICY &amp; INSTITUTIONAL ECO SYSTEM FOR ENTREPRENEURSHIP</b>						<b>(9)</b>
Startup India – Make in India – Stand up India – Special Schemes - Entrepreneurial Development Agencies - NSDC – EDI – MSME – SIDO – EDI – NIESBUD – Role of professional bodies and industry associations						
<b>MODULE 3: BUSINESS PLAN &amp; PITCHING</b>						<b>(9)</b>
Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Business Plan - Pitching – Types.						
<b>MODULE 4: ENTREPRENEURIAL FINANCE</b>						<b>(9)</b>
Sources of Finance – Research Institutions – Venture Capital – Angel Investors – Commercial Banks – MUDRA – NABARD – Microfinance - MSMEs and IPO.						
<b>MODULE 5: SICKNESS AND TURNAROUND STRATEGIES</b>						<b>(9)</b>
Industrial Sickness–Definition–Causes –Symptoms – Prediction – Revival – Managerial Deficiencies-Revival of Sick unit – BIFR and SICA’s Role – Startup India’s notion towards Winding up						
<b>TEXT BOOKS</b>						
1	S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2007.					
2	Saravanavel – Entrepreneurial Development, Ess-Pee-kay-Publishing-House, 5 <sup>th</sup> Edison, 2011					
<b>REFERENCE BOOKS</b>						
1	J.S. Saini& S.I. Dhameja – Entrepreneurship and small business.					
2	P.C. Jain – Handbook for New Entrepreneurs					
<b>ONLINE SOURCES</b>						
1	<a href="http://nptel.ac.in/courses/110105067/">http://nptel.ac.in/courses/110105067/</a>					
2	<a href="http://nptel.ac.in/courses/109105098/">http://nptel.ac.in/courses/109105098/</a>					

COURSE TITLE		PROJECT WORK		CREDITS	4
COURSE CODE	COB2341	COURSE CATEGORY	PC	L-T-P-S	0-0-8-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone				7

**Prerequisites:** : Research Methods

### MODULE

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/Hospital Management for BBA.

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.

**Project evaluation:** For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.