**SUBJECT SCHEME OF BBA (Aviation Management)**

**BBA (Aviation Management) : First Year**

**Semester 1 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-01** | **4** | **Fundamentals Of Aviation Industry** |
| **02** | **BBA-AM-02** | **4** | **Aviation Marketing & Sales Operation** |
| **03** | **BBA-AM-03** | **4** | **Foreign Language -French (I)** |
| **04** | **BBA-AM-04** | **4** | **Computer Management in Air Cargo Operations** |
| **05** | **BBA-AM-05** | **4** | **Industry/Field Visit** |
|  |  | **20** |  |

**Semester 2 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-06** | **4** | **Basics of Air Cargo Management** |
| **02** | **BBA-AM-07** | **4** | **Foreign Language- French (II)** |
| **03** | **BBA-AM-08** | **4** | **Airline Human Resource Management** |
| **04** | **BBA-AM-09** | **4** | **Communication and PD in Aviation** |
| **05** | **BBA-AM-10** | **4** | **Industry/Field Visit** |
|  |  | **20** |  |

**BBA (Aviation Management) : Second Year**

**Semester 3 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-11** | **4** | **Airline Finance & Aviation Insurance** |
| **02** | **BBA-AM-12** | **4** | **Ramp & Runway – Ground Operations** |
| **03** | **BBA-AM-13** | **4** | **Airlines Booking Software & Apps.** |
| **04** | **BBA-AM-14** | **4** | **Foreign Language – French(III)** |
| **05** | **BBA-AM-15** | **4** | **Industry/Field Visit** |
|  |  | **20** |  |

**Semester 4 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-16** | **4** | **IATA Airline and Location Codes** |
| **02** | **BBA-AM-17** | **4** | **Aviation Safety Quality & Compliance** |
| **03** | **BBA-AM-18** | **4** | **Packing & Packaging in Air Cargo** |
| **04** | **BBA-AM-19** | **4** | **Terminal Operation Management & E-Commerce Operations** |
| **05** | **BBA-AM-20** | **4** | **Industry/Field Visit** |
|  |  | **20** |  |

**BBA (Aviation Management) : Third Year**

**Semeste 5 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-21** | **4** | **Aircraft Types & Configuration** |
| **02** | **BBA-AM-22** | **4** | **Aviation – Licenses, Permit & Approval** |
| **03** | **BBA-AM-23** | **4** | **Role Of DGCA in Civil Aviation** |
| **04** | **BBA-AM-24** | **4** | **Threats & Challenges in Aviation Industry** |
| **05** | **BBA-AM-25** | **4** | **Industry/Field Visit MRP Based** |
|  |  | **20** |  |

**Semester 6 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-26** | **4** | **Civil Aviation Laws, Acts & Regulations** |
| **02** | **BBA-AM-27** | **4** | **Air Traffic Management** |
| **03** | **BBA-AM-28** | **4** | **Ground Equipment Management** |
| **04** | **BBA-AM-29** | **4** | **Personality Development & PR in Aviation** |
| **05** | **BBA-AM-30** | **4** | **Industry/Field** |
|  |  | **20** |  |

**BBA (Aviation Management) : Fourth Year**

**Semeste 7 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-31** | **4** | **Handling Of IATA Dangerous goods** |
| **02** | **BBA-AM-32** | **4** | **Aviation Commercial Management & Passenger Facilitation** |
| **03** | **BBA-AM-33** | **4** | **Aviation Transport Safety & Security** |
| **04** | **BBA-AM-34** | **4** | **Corporate Fleet Management & Passenger Facilitation** |
| **05** | **BBA-AM-35** | **4** | **Article- ship in Aviation Sector Skill Council Listed Companies** |
|  |  | **20** |  |

**General Students(Pointer Below 7.5 )**

**OR**

**Semester 7 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-36** | **4** | **Handling Of IATA Dangerous goods** |
| **02** | **BBA-AM-37** | **4** | **Aviation Commercial Management & Passenger Facilitation** |
| **03** | **BBA-AM-38** | **4** | **Advance Safety Management System(ASMS) in Civil Aviation** |
| **04** | **BBA-AM-39** | **4** | **Ground Equipment Management** |
| **05** | **BBA-AM-40** | **4** | **Article- ship in Aviation Sector Skill Council Listed Companies** |
|  |  | **20** |  |

**\*Students (Pointer 7.5 & Above)**

**BBA (Aviation Management) : Fourth Year**

**Semester 8 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-41** | **4** | **Service Marketing for Aviation Industry** |
| **02** | **BBA-AM-42** | **4** | **Retail Management** |
| **03** | **BBA-AM-43** | **4** | **Aircraft Maintenance Management** |
| **04** | **BBA-AM-44** | **4** | **Rights Of Air Traffic Control (ATC)** |
| **05** | **BBA-AM-45** | **4** | **Logistics For Aviation Industry** |
| **06** | **BBA-AM-46** | **4** | **Operation Management for Aviation Industries** |
| **07** | **BBA-AM-47** | **4** | **Industry/Field Visit MRP Based** |
| **08** | **BBA-AM-48** | **4** | **Comprehensive Viva** |
|  |  | **28** |  |

**General Students (Pointer Below 7.5 )**

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**Semester 8 : BBA(Aviation Management)**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO.** | **Subject Code** | **Credit** | **Subject Name** |
| **01** | **BBA-AM-49** | **4** | **Service Marketing for Aviation Industry** |
| **02** | **BBA-AM-50** | **4** | **Retail Management** |
| **03** | **BBA-AM-51** | **4** | **Strategic Management for Aviation** |
| **04** | **BBA-AM-52** |  | **Rights Of Air Traffic Control (ATC)** |
| **05** | **BBA-AM-53** | **4** | **Operation Management for Aviation Industries** |
| **07** | **BBA-AM-54** | **4** | **MRP (Industry Base)** |
| **08** | **BBA-AM-55** | **4** | **Comprehensive Viva** |
|  |  | **28** |  |

**\*Students (Pointer 7.5 & Above)**

**BBA(Aviation Management) – Syllabus**

**Semester 1 : BBA(Aviation Management)**

**BBA-AM-01**: **Fundamentals of Aviation Industry**

* *CO1: Understand the historical development and evolution of the aviation industry.*
* *CO2: Identify the key players and stakeholders in the aviation ecosystem.*
* *CO3: Analyze the economic impact of the aviation industry on the global and national levels.*
* *CO4: Explain the regulatory framework governing the aviation industry.*
* *CO5: Evaluate the various segments of the aviation industry and their interconnections.*

***Course Structure***

1. ***Introduction to Aviation:*** *Definition and scope of aviation, Historical development of aviation, Importance of aviation in the global economy, Different sectors of the aviation industry (commercial, general aviation, cargo, military, etc.)*
2. ***The Aviation Ecosystem:*** *Key players in the aviation industry (airlines, airports, air traffic control, aircraft manufacturers, etc.)****,*** *Structure of the aviation industry (value chain analysis)****,*** *Role of government and regulatory bodies****,*** *Aviation alliances and partnerships*
3. ***Economics of Aviation:*** *Economic impact of aviation on the global and national economy, Revenue models of airlines (passenger, cargo, ancillary services), Cost structure of airlines (fixed and variable costs), Pricing strategies in the aviation industry, Airline profitability and financial analysis,* Current challenges in Airline Industry Completion in Airline Industry- IATA & ICAO, Certificated air carriers, Types of airlines, stakeholders of civil aviation in India.
4. ***Aviation Safety and Security:*** *Importance of aviation safety and security, Role of regulatory bodies in ensuring safety, Aviation accidents and incident investigations, Counterterrorism measures in aviation, Passenger and baggage screening*
5. ***Aviation Regulations:*** *National and international aviation regulations, Air traffic management, Environmental regulations in aviation, Consumer protection in aviation, Aviation law and liability*
6. ***Emerging Trends in Aviation:*** *Impact of technology on the aviation industry (e.g., drones, artificial intelligence, automation), Sustainable aviation practices, Low-cost carriers and their business models, Challenges and opportunities in the aviation industry*

# *Suggested Text Books:*

* **Airline Management: A Global Perspective** by Stephen J. Shaw and Len Berry
* **Aviation Management: An International Perspective** by John O. Grahl and Wolfgang Arlt
* **The Airline Business** by Richard L. Nolan

**BBA-AM-02: Aviation Marketing & Sales Operation**

***Course Objectives***

* *Understand the aviation industry’s marketing environment and consumer behavior*
* *Develop effective marketing strategies for aviation products and services*
* *Acquire knowledge of sales processes and techniques in the aviation industry*
* *Learn about revenue management and pricing strategies*
* *Develop skills in customer relationship management and service delivery*

***Course Structure***

1. ***Introduction to Aviation Marketing:*** *Understanding the aviation industry and its marketing environment, The role of marketing in the aviation industry, Consumer behavior in the aviation sector, Market segmentation, targeting, and positioning in aviation*
2. ***Aviation Product and Service Development:*** *Aviation product development process, Service development in the aviation industry, Branding and brand management in aviation, Product and service lifecycle management*
3. ***Aviation Marketing Communication:*** *Integrated marketing communication (IMC), Advertising and public relations in aviation, Digital marketing and social media in aviation, Sales promotion and personal selling*
4. ***Aviation Distribution and Sales:*** *Distribution channels in the aviation industry, Travel agencies and online travel agencies (OTAs), Sales process and techniques in aviation, Sales force management and motivation*
5. ***Revenue Management in Aviation:*** *Concept of revenue management, Pricing strategies in aviation, Yield management and capacity control, Revenue management systems and tools*
6. ***Customer Relationship Management (CRM) in Aviation:*** *Importance of CRM in aviation, CRM strategies and implementation, Customer service and satisfaction in aviation, Loyalty programs and customer retention*

***Suggested Reference Books***

* *Aviation Marketing and Management by Philip Kotler, Kevin Lane Keller, and Gary Armstrong (Pearson)*
* *The Airline Business by Richard L. Nolan (Ashgate Publishing)*
* *Revenue Management: Airline, Hotel, and Other Service Industries by Robert Cross (Cornell University Press)*
* *CRM in the Airline Industry by Janusz Kowalczyk (Springer)*

**BBA-AM-03: Foreign Language- French (I)**

***Course Objectives***

***CO1:*** *To introduce students to the French language, a widely used language in the aviation industry.*

***CO2****: To equip students with basic French vocabulary and grammar necessary for effective communication in aviation-related contexts.*

***CO3****: To enhance students' ability to understand and respond to French instructions and announcements.*

***CO4****: To foster cultural awareness and appreciation of French-speaking countries within the aviation industry.*

***Course Structure***

* 1. ***Introduction to French Language and Aviation: Greetings and Introductions-*** *Basic greetings and farewells (Bonjour, au revoir, etc.), Introducing oneself and others (Je m'appelle, il/elle s'appelle, etc.), Numbers 1-100*
  2. ***Basic Aviation Vocabulary:*** *Airport terminology (aéroport, terminal, piste, etc.), Aircraft types (avion, hélicoptère, etc.), Flight crew (pilote, copilote, hôtesse de l'air, etc.), Luggage and baggage (bagage, valise, etc.)*
  3. ***Basic Grammar and Vocabulary:*** *Verb Conjugation- French Alphabet and Pronunciation, Letters and sounds, Accents and diacritical marks, Basic pronunciation rules, Family name , relations, profession, seasons, week days, month name, temperature, weather. Present tense of regular verbs (aimer, parler, finir, etc.), Present tense of irregular verbs (avoir, être, aller, etc.), Use of auxiliaries (avoir, être)*
  4. ***Nouns and Articles:*** *Gender and number of nouns, Definite and indefinite articles, Possessive adjectives*
  5. ***Prepositions and Adjectives:*** *Basic prepositions (à, dans, avec, etc.), Adjectives and their agreement*
  6. ***Communication in Aviation: Asking for and Giving Directions-*** *How to ask for and give directions at an airport (Où est..., comment aller à..., etc.), Using cardinal directions (nord, sud, est, ouest)*
  7. ***Making Reservations and Check-in:*** *Making flight reservations (Je voudrais réserver un billet d'avion), Checking in at the airport (Veuillez présenter votre passeport)*
  8. ***Understanding Announcements and Instructions:*** *Understanding common announcements (retard, annulation, embarquement), Following instructions (Veuillez éteindre vos appareils électroniques)*

***Suggested Reference Books:***

* ***French in Action:*** *A comprehensive language course with a focus on practical communication.*
* ***Assimil:*** *A self-study method that emphasizes immersion and natural language acquisition.*
* ***Le Nouveau Sans Frontières:*** *A textbook series suitable for beginners and intermediate learners.*
* ***Online resources:*** *Websites like Duolingo, Memrise, and Babbel offer interactive French lessons and exercises.*

**BBA-AM-04: Computer Management in Air Cargo Operations**

***Course Objectives***

***CO1:*** *To provide a foundational understanding of computer applications in the aviation industry.*

*CO2: To equip students with essential computer skills necessary for various aviation roles.*

*CO3: To develop problem-solving and analytical skills using computer tools.*

*CO5: To foster an understanding of the role of technology in the evolving aviation landscape.*

***Course Structure***

***1.Introduction to Computers and Aviation Industry: Introduction to Computers-*** *Components of a computer system****,*** *Types of computers (desktop, laptop, tablet, smartphone)****,*** *Operating systems (Windows, macOS, Linux)*

***2. Introduction to Aviation Industry:*** *Overview of the aviation industry in India****,*** *Major players (airlines, airports, ATC, etc.)****,*** *Role of technology in aviation*

***3. Basic Computer Applications: Microsoft Office Suite:***

* + *Word processing (creating documents, formatting)*
  + *Spreadsheet (data entry, calculations, formulas)*
  + *Presentation (creating slides, designing layouts)*
* ***Internet and Email:*** *Basic internet navigation*
  + *Email etiquette and usage*
  + *Searching for information online*

***4. Aviation-Specific Software: Flight Planning Software:***

* + *Introduction to flight planning concepts*
* ***Reservation Systems:*** *Overview of global distribution systems (GDS)*
* ***Airport Management Systems:***
  + *Introduction to airport operations*
  + *Basic understanding of airport management software*

***Unit 4: Databases and Data Analysis: Introduction to Databases:***

* + *Database concepts (tables, records, fields)*
  + *Database management systems (DBMS)*

***Unit 5: Cybersecurity in Aviation: Importance of Cybersecurity:***

* + *Threats to the aviation industry*
  + *Cybersecurity best practices*

***Suggested Reference Books***

* *Computer Fundamentals by V. Rajaraman*
* *Microsoft Office: A Complete Guide by Sybex*
* *Introduction to Computers by Peter Norton*
* *The Airport Handbook by David G. Lees*

**BBA (Aviation Management) – Syllabus**

**Semester 2: BBA (Aviation Management)**

**BBA-AM-06 : Basics Of Air Cargo Management**

***Course Objectives***

***CO1****: To provide students with a comprehensive understanding of the air cargo industry, its operations, regulations, and key players.*

***CO2****: The course aims to equip students with the fundamental knowledge required for a successful career in air cargo management.*

***Course Structure:***

1. ***Introduction to Air Cargo Industry:*** *Definition and scope of air cargo, Historical development of air cargo, Role of air cargo in global supply chain, Economic importance of air cargo, Key players in the air cargo industry (airlines, freight forwarders, customs, ground handlers, etc.)*
2. ***Air Cargo Documentation:*** *Importance of documentation in air cargo, Types of air waybills (Master Air Waybill, House Air Waybill), Commercial invoice and packing list, Customs declaration and other regulatory documents, Dangerous goods documentation, Handling and processing of air cargo documents*
3. ***Air Cargo Rates and Pricing:*** *Basic principles of air cargo pricing, Factors affecting air cargo rates, Rate structures (general cargo rate, specific commodity rate, ad valorem rate), Cargo weight and volume calculations, Rate negotiation and contract management*
4. ***Air Cargo Handling and Operations:*** *Air cargo terminals and facilities, Cargo acceptance and build-up, Cargo loading and unloading procedures, Cargo security and safety measures, Cargo tracking and tracing, Cargo claims and insurance*
5. ***Air Cargo Regulations and Compliance:*** *International Air Transport Association (IATA) regulations, Customs regulations and procedures, Dangerous goods regulations (IATA DGR), Security regulations (ICAO Annex 17), Import and export controls, Cargo audit and compliance*
6. ***Air Cargo Trends and Challenges:*** *E-commerce and its impact on air cargo, Cold chain logistics and air cargo, Sustainable air cargo practices, Emerging technologies in air cargo, Challenges faced by the air cargo industry*

***Suggested Reference Books:***

* *Air Transport Economics by Richard E. Caves*
* *The Airline Business by John O. Gradison*
* *International Air Transport Management by Christopher Cooper*

**BBA-AM-07: Foreign Language -French (II)**

### ***Course Objectives***

*CO1: To equip students with intermediate-level French language skills necessary for effective communication in the aviation industry.*

*CO2: To enhance students' understanding of French aviation terminology and industry-specific vocabulary.*

*CO3: To develop students' ability to engage in professional conversations, write emails, and understand technical documents in French.*

*Co4: To prepare students for potential international assignments or collaborations within the aviation sector.*

### *Course Structure*

* + 1. ***Aviation Terminology and Industry Vocabulary***
* *Introduction to basic aviation terms (aircraft, airport, flight, etc.)*
* *Vocabulary related to air traffic control, airline operations, and passenger services*
* *Common phrases used in aviation communication (e.g., "Mayday," "Roger," "Cleared for takeoff")*
  + 1. ***Conversation Skills:*** *Grammar Development, Imperfect tense, Future tense, Conditional tense, Reflexive verbs, Role-playing exercises to practice common aviation scenarios (e.g., check-in, boarding, flight announcements)*
* *Conversation practice on topics related to air travel, safety regulations, and customer service*
* *Improving pronunciation and intonation for effective communication*
  + 1. ***Reading and Writing***
* *Reading comprehension of aviation-related articles, manuals, and safety procedures*
* *Writing emails, memos, and reports in French (e.g., flight reports, incident reports)*
* *Developing skills in summarizing and paraphrasing aviation-specific information*
  + 1. ***Cultural Understanding***
* *Exploring French aviation culture and traditions*
* *Learning about French airports, airlines, and their significance in the global aviation industry*
* *Understanding cultural nuances and etiquette in aviation-related interactions*

### *Suggested Reference Books:*

* ***French in Action***
* ***Assimil: French without Tears***
* ***Le Nouveau Taxi***
* ***French Aviation Terminology***
* ***Online French language resources***

**BBA-AM-08: Airline Human Resource Management**

***Course Objectives***

*CO1: To understand the unique characteristics of the aviation industry and its impact on human resource management.*

*CO2: To analyze the various HR functions in the context of an airline.*

*CO3: To develop skills in employee recruitment, selection, training, and development for the aviation industry.*

*CO4: To understand the importance of labor relations and industrial relations in the airline sector.*

*CO5: To learn about the challenges and opportunities in airline human resource management.*

***Course Structure***

1. ***Introduction to Airline Human Resource Management****: The aviation industry: Structure, challenges, and opportunities, The role of human resources in the aviation industry, HR functions in an airline: recruitment, selection, training, performance management, compensation, employee relations, safety and security*

*Case study: HR challenges in a low-cost airline*

1. ***Human Resource Planning and Recruitment****: Human resource planning in the airline industry, Job analysis and job description, Recruitment and selection process in aviation, Campus recruitment and internships*

*Case study: Talent acquisition strategies in a full-service airline*

1. ***Training and Development*** *: Training needs assessment in the airline industry, Training methods and techniques, Management development programs, Employee development initiatives*

*Case study: Developing a leadership development program for airline pilots*

1. ***Performance Management and Compensation****: Performance management systems in airlines, Performance appraisal methods, Compensation structure in the aviation industry, Employee benefits and incentives*

*Case study: Designing a performance management system for cabin crew*

1. ***Labor Relations and Industrial Relations****: Labor laws and regulations in the aviation industry, Trade unions and collective bargaining, Industrial disputes and grievance handling, Employee welfare and safety*

*Case study: Managing industrial relations during a strike*

***Suggested Reference Books***

* *Dessler, G. (2023). Human Resource Management. Pearson.*
* *Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2023). Human Resource Management: Gaining a Competitive Advantage. McGraw-Hill.*
* *Werther, W. B., & Davis, K. (2023). Human Resource Management: Managing People and Organizations. McGraw-Hill.*
* *Spector, P. E. (2023). Industrial and Organizational Psychology: Research and Practice. Wiley.*

**BBA-AM-09: Communication and PD in Aviation Management**

***Course Objectives****:*

***CO1:*** *To develop effective communication skills essential for success in the aviation industry.*

***CO2:*** *To understand the importance of verbal and nonverbal communication in aviation management.*

***CO3:*** *To enhance interpersonal communication skills to foster positive relationships with colleagues, customers, and stakeholders.*

***CO4:*** *To improve written communication skills for creating clear and concise reports, memos, and emails.*

***CO5:*** *To develop effective listening skills to understand and respond appropriately to diverse perspectives.*

***CO6:*** *To learn how to handle difficult conversations and resolve conflicts effectively.*

***CO7:*** *To understand the role of technology in communication within the aviation industry.*

***Course Structure****:*

1. ***Introduction to Communication in Aviation****: Definition and importance of communication in aviation, Types of communication (verbal, nonverbal, written), Communication barriers and how to overcome them, The role of culture in communication*
2. ***Verbal Communication****: Effective speaking skills, Public speaking and presentations, Telephone etiquette, Active listening skills, Handling difficult conversations*
3. ***Nonverbal Communication:*** *Body language and its impact on communication, Facial expressions and gestures, Tone of voice and vocal cues, Personal space and proxemics*
4. ***Written Communication****: Business writing principles, Email etiquette*
5. ***Interpersonal Communication****: Building relationships in aviation, Conflict resolution techniques, Negotiation skills, Team communication and collaboration*
6. ***Personality Development traits:*** *Group discussions, personality traits, Big 5.*

*Suggested Reference Books:*

* *Communication Skills for Aviation Professionals by David K. Newstrom*
* *Effective Business Communication by Stephen R. Covey*
* *The Art of Public Speaking by Dale Carnegie*
* *Interpersonal Communication by Joseph A. DeVito*
* *Business Writing for Dummies by Natalie Kinsey Warwick*

**BBA(Aviation Management) – Syllabus**

**Semester 3 : BBA(Aviation Management)**

**BBA-AM-11: Airline Finance & Aviation Insurance**

***Course Objectives***

*CO1: To understand the fundamental principles of airline finance and its unique challenges.*

*CO2: To analyze the financial statements of airlines and assess their financial performance.*

*CO3: To explore the role of aviation insurance in mitigating risks faced by airlines.*

*Co4: To evaluate different types of aviation insurance policies and their coverage.*

*CO5: To understand the impact of regulatory frameworks on airline finance and insurance.*

***Course Structure***

* 1. ***Introduction to Airline Finance****: The airline industry: A brief overview, financial characteristics of airlines: High fixed costs, cyclical demand, and asset-intensive nature, Key financial ratios for airlines: Profitability, liquidity, and solvency, Sources of financing for airlines: Equity, debt, and leasing*
  2. ***Airline Financial Statements****: Income statement analysis: Revenue recognition, cost structure, and profitability metrics, Balance sheet analysis: Asset management, debt management, and capital structure, Cash flow statement analysis: Operating, investing, and financing activities, financial forecasting and budgeting*
  3. ***Aviation Insurance****: Risk management in the aviation industry: Identifying, assessing, and mitigating risks, Types of aviation insurance: Hull insurance, liability insurance, cargo insurance, and passenger insurance, Insurance underwriting and risk assessment: Factors affecting premium rates, Claims process and dispute resolution*
  4. ***Regulatory Framework and Insurance Markets****: Aviation regulatory bodies: ICAO, FAA, EASA, and DGCA, Insurance regulations: Solvency requirements, market conduct, and consumer protection, Reinsurance: Role in managing aviation risks, Aviation insurance markets: Global trends and competitive landscape*

***Suggested Textbooks and Reference Books***

* ***Airline Finance*** *by Peter Belobaba*
* ***Aviation Economics*** *by Richard Button*
* ***Aviation Insurance*** *by John E. Higgins*
* ***Risk Management in Aviation*** *by David J. Baker*
* ***The Airline Business*** *by William J. Swelbar*

**BBA-AM-12: Ramp & Runway – Ground Operations**

***Course Objectives:***

*CO1: To provide a comprehensive understanding of the ground operations involved in the aviation industry, particularly focusing on ramp and runway activities.*

*CO2: To equip students with knowledge of the various roles and responsibilities of personnel involved in ground operations.*

*CO3: To familiarize students with the equipment, procedures, and safety regulations associated with ramp and runway operations.*

*Co4: To develop problem-solving and decision-making skills in handling challenges that may arise during ground operations.*

***Course Structure***

* + 1. ***Introduction to Ramp and Runway Operations:*** *Definition and scope of ground operations, Importance of ramp and runway operations in aviation, Overview of the ground handling process, Key stakeholders involved in ground operations*
    2. ***Ramp Operations:*** *Ramp layout and facilities, Aircraft parking and positioning, Baggage handling and processing, Cargo handling and transportation, Aircraft servicing (fueling, catering, cleaning), Ramp safety and security procedures*
    3. ***Runway Operations:*** *Runway layout and markings, Runway clearance and inspection, Aircraft takeoff and landing procedures, De-icing operations, Runway safety and accident prevention*
    4. ***Ground Support Equipment:*** *Types of ground support equipment (GSE), Operation and maintenance of GSE, Safety considerations for GSE*
    5. ***Ground Operations Management:*** *Ground operations planning and coordination, Ground handling agreements and contracts, Quality management in ground operations, Performance measurement and evaluation*

***Suggested Textbooks and References:***

* ***Aviation Ground Operations*** *by John G. Taylor (ISBN: 978-1-62623-870-8)*
* ***Ground Handling Operations*** *by Richard A. Smith (ISBN: 978-1-85784-399-7)*
* ***Airport Operations: Management, Planning and Design*** *by David A. Small (ISBN: 978-0-415-82193-9)*
* ***The Airport Handbook*** *by Edward A. Marcial (ISBN: 978-1-60422-974-9)*

**BBA-AM-13: Airlines Booking Software & Apps.**

***Course Objectives:***

*CO1: To understand the fundamental concepts of airline reservation systems and their underlying technologies.*

*CO2: To gain knowledge of the various components and functionalities of airline booking software.*

*CO3: To explore the different types of airline booking software and their applications.*

*CO4: To develop skills in using airline booking software for reservations, ticketing, and customer service.*

*CO5: To understand the backend programming tools and technologies used in airline booking systems.*

***Course Structure***

1. ***Introduction to Airline Reservation Systems:*** *Definition and purpose of airline reservation systems, History and evolution of airline reservation systems, Components of an airline reservation system: CRS, GDS, and PSS, Key functionalities of airline reservation systems: booking, ticketing, check-in, and customer service*
2. ***Backend Programming Tools and Technologies:*** *Overview of backend development, Programming languages used in airline reservation systems (e.g., Java, C#, Python), Databases used in airline reservation systems (e.g., MySQL, PostgreSQL), Web frameworks used in airline reservation systems (e.g., Ruby on Rails, Django), Cloud computing platforms for airline reservation systems (e.g., AWS, Azure, GCP)*
3. ***Airline Booking Software Architecture:*** *Three-tier architecture of airline booking software, Data flow and interactions between components, Role of APIs in airline reservation systems, Integration with other systems (e.g., flight information systems, payment gateways)*
4. ***Airline Booking Software Features and Functionality:*** *Passenger information management, Flight scheduling and availability, Fare calculation and pricing, Inventory management, Online check-in and boarding pass issuance, Customer service and support tools, Mobile applications for airline booking*

***Case Studies and Hands-on Exercises***

*Analysis of popular airline reservation systems (e.g., Amadeus, Sabre, Galileo)*

*Hands-on exercises using airline reservation software*

*Project-based learning on developing a simplified airline booking application*

***Suggested Textbooks:***

* ***Airline Reservation Systems: A Guide to Technology and Applications*** *by David R. Maybury (ISBN: 978-0-471-48646-7)*
* ***The Airline Industry: A Global Perspective*** *by John Strickland (ISBN: 978-1-138-49755-9)*
* ***Introduction to Algorithms*** *by Thomas H. Cormen, Charles E. Leiserson, Ronald L. Rivest, and Clifford Stein (ISBN: 978-0-262-03384-8) (for backend programming concepts)*

**BBA-AM-14: Foreign Language – French (III)**

### ***Course Objectives****:*

***CO1:*** *Students will be able to communicate effectively in French for professional aviation-related tasks.*

***CO2:*** *Students will gain a deeper understanding of French culture, customs, and etiquette, which is crucial for interacting with French colleagues and clients.*

***CO3: Acquire specialized vocabulary:*** *Students will learn aviation-specific French terminology to navigate technical discussions and documents.*

***CO4: Prepare for international careers:*** *Students will be equipped to pursue international aviation careers, particularly in French-speaking countries.*

***Course Structure***

* 1. ***Aviation Terminology and Concepts:*** *Essential aviation terms (aircraft, airports, flight operations, air traffic control, etc.), French aviation regulations and standards, Safety procedures and emergency protocols, French aviation industry overview*
  2. ***Business French for Aviation****: Negotiating contracts and agreements, Making presentations and pitches, Writing formal business correspondence (emails, letters, reports), Handling customer inquiries and complaints*
  3. ***French Cultural Nuances in Aviation****: Business etiquette and customs in French-speaking aviation environments, Cross-cultural communication strategies, Understanding French work ethics and values*
  4. ***French Aviation News and Media****: Reading and analyzing French aviation news articles, Listening to French aviation podcasts and interviews, Discussing current trends and issues in the French aviation industry*
  5. ***Advanced French Grammar and Vocabulary****: Perfecting French grammar (subjunctive mood, conditional tenses, etc.), Expanding vocabulary related to aviation and business, Practicing pronunciation and intonation*

### *Suggested Reference Books:*

* ***"Le Nouveau Taxi"*** *by Didier Grammaire*
* ***"Grammaire Progressive du Français"*** *by Jacqueline Dubois-Charlier*
* ***"Expressions Essentielles pour les Affaires"*** *by Marie-Christine Le Blay*
* ***"Dictionnaire Larousse de l'Aviation"***
* ***"French Aviation News"*** *(online resource)*
* ***"RFI"*** *(French radio station)*

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**Semester 4: BBA(Aviation Management)**

**BBA-AM-16: IATA Airline and Location Code**

***Course Structure***

1. ***Introduction of IATA:*** *Introduction, objectives of IATA, significance and role of IATA, Roles and responsibilities of IATA agents, eligibility for IATA*
2. ***Background of IATA:*** *Historical development of IATA pre and post world war, current scenario of IATA, New strategic thrust*
3. ***IATA activities and Services:*** *IATA activities and Services, BSP (Bank Settlement Plan), setting Global standards and Guidelines*
4. ***4 IATA industry Collaboration:*** *IATA industry Collaboration: 1. IATA & Airlines & Airports, 2. IATA & travellers 3. IATA & Air Traffic Management 4. IATA & Freight Forwarder etc.*
5. ***Location code:*** *Role of Location identifier code, Reasons for assigning codes, airline and airports code system and its types, importance of 3 and 4- letter code in aviation, Difference between IATA and ICAO*

***References:***

*1. “Air Transport Management: An International Perspective” by Lucy Budd and Stephen Ison*

*2. “Air Transportation: A Global Management Perspective” by John Wensveen*

***BBA-AM-17: Aviation Safety Quality & Compliance***

***Course Objectives***

***CO1:*** *Understanding of safety performance*

***CO2:*** *Understanding of all the measures of safety risk control*

***Course Structure***

1. ***Overview:*** *Acceptable Level of Safety Performance, State Safety Objectives & Safety Risk Controls, National Aviation Safety Plan 2018-2022, Role and Responsibilities of DGCA*
2. ***State Safety Priorities:*** *Safety Performance Indicators, Safety Objectives for indicators, Aviation procedure and documentation for safety*
3. ***Safety Issues and challenges:*** *Safety Issues and challenges, Emerging threat in Ground Handling Services, In-flight Crew Incapacitation, Communication Errors*
4. ***Safety Risk Controls:*** *Meaning Safety Risk Controls, international safety standards, Safety Management System*
5. ***Safety Compliances****: Safety Audit Programs: IATA Operational Safety Audit (IOSA), IATA Standard Safety Assessment (ISSA), Safety Leadership programme.*
6. ***Technology improvements: T****echnology improvements on aviation safety and security –introduction-types of scanners, IOT, Screening tech.*

***References:***

*1. “Introduction to the Air Transport System” by Milica Kalić, Vesna Dožić,*

*2. Basic Airport Management: Dr Arjun Singh*

*3. Aviation risk and safety Management: Roland Muller*

***BBA-AM-18: Packing and Packaging in Air cargo***

***Course Objectives***

***CO1****: Understanding of different packaging and processes used in Aviation*

***Co2:*** *Understanding of various freight packaging and label markings*

***Course Structure***

1. ***Air Freight packaging:*** *Introduction of packing and packaging, Meaning, Functions and Essentials of Packing and Packaging, Packing for Storage, Overseas Shipment, Product content Protection, key aspects for safe air cargo packaging*
2. ***Types of Packaging and Process:*** *Air cargo packaging requirements, guidelines for air cargo consignments, types of packaging and its step by step process*
3. ***Types of air cargo goods & packaging:*** *Prohibited, Restricted, and Regulated Items, dangerous goods, UN-certified packaging and hazard labels*
4. ***Freight Size calculation:*** *Different terminologies****:*** *Freight rates, volumetric weight, chargeable weight, Larger/irregular shaped freight, size and weight restrictions.*
5. ***Labels and Marking declaration:*** *Meaning and importance of labelling and marking, Types of labels, Specialised Markings on cargo*

***References:***

*1. “Introduction to the Air Transport System” by Milica Kalić, Vesna Dožić,*

*2. Basic Airport Management: Dr Arjun Singh*

*3. Aviation, Air Cargo and logistic management: Emmy Arsonval*

*4. Logistical and Air cargo Management: Shri. N.V. Suresh, Dr. Deepa Rajesh*

**BBA-AM-19: Terminal operation Management & E-Commerce Operations**

***Course Objectives***

*Co1: To provide a comprehensive understanding of the critical operations involved in aviation terminals.*

*CO2: To equip students with knowledge of the latest technologies and practices in e-commerce operations within the aviation industry.*

*CO3: To develop skills in managing and optimizing various terminal operations, including passenger handling, baggage handling, and security.*

*CO4: To explore the role of e-commerce in the aviation industry, including online booking, check-in, and ancillary services.*

*CO5: To enhance problem-solving and decision-making abilities in the context of terminal operations and e-commerce.*

***Course Structure***

1. ***Terminal Operations Management****: Introduction to Terminal Operations-Definition and scope of terminal operations, Role of terminals in the aviation industry, Types of terminals (domestic, international, cargo)*
2. ***Passenger Handling:*** *Passenger flow management****,*** *Check-in procedures and technologies****,*** *Security screening and procedures****,*** *Customer service and complaint handling*
3. ***Baggage Handling****: Baggage handling systems and technologies, Baggage screening and security, Lost and found procedures*
4. ***Terminal Facilities and Infrastructure:*** *Terminal layout and design****,*** *Gate and boarding facilities****,*** *Ground support equipment (GSE), Terminal maintenance and operations*
5. ***E-Commerce Operations in Aviation****: Introduction to E-Commerce-Definition and scope of e-commerce****,*** *Benefits of e-commerce in the aviation industry****,*** *E-commerce platforms and technologies*
6. ***Online Booking and Ticketing****:**Online booking systems and functionalities****,*** *Payment gateways and transaction processing****,*** *Fare management and pricing strategies*
7. ***Online Check-in and Boarding:*** *Mobile check-in and boarding passes****,*** *Self-service kiosks and automated gates****,*** *Integration with airline systems and databases*
8. ***Ancillary Services and Revenue Management:*** *Selling ancillary services online****,*** *Revenue management strategies and pricing optimization****,*** *Customer relationship management (CRM) in e-commerce*

*Suggested Reference Books:*

* *Terminal Operations Management*
  + *Airport Operations Management by John R. Graham*
  + *Airport Planning and Design by John R. Graham*
* *E-Commerce Operations*
  + *E-Commerce: A Managerial Perspective by Kenneth C. Laudon and Jane P. Laudon*
  + *Electronic Commerce: A Managerial Perspective by Gary W. Schneider and Stephen J. Taylor*

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**Semester 5 : BBA(Aviation Management)**

**BBA-AM-21: Aircraft Types & Configuration**

***Course Objectives***

*CO1: To introduce students to the diverse range of aircraft types used in the aviation industry.*

*CO2****:*** *To provide a comprehensive understanding of aircraft configurations and their impact on performance, efficiency, and suitability for specific operations.*

*CO3: To equip students with the knowledge to analyze and evaluate different aircraft types based on their characteristics and requirements.*

*CO4: To foster an appreciation for the technological advancements and design considerations that shape modern aircraft.*

***Course Structure***

* 1. ***Introduction to Aircraft Types****: Classification of aircraft based on:Size (small, medium, large), Range (short, medium, long), Purpose (commercial, military, general aviation), Historical evolution of aircraft design, Impact of technological advancements on aircraft development*
  2. ***Commercial Aircraft****: Narrow-body aircraft (e.g., Boeing 737, Airbus A320)- Configuration and characteristics, Typical routes and operations, Wide-body aircraft (e.g., Boeing 777, Airbus A350)- Configuration and characteristics, Typical routes and operations, Regional jets (e.g., Embraer E-Jets, Bombardier CRJ)- Configuration and characteristics, Typical routes and operations*
  3. ***Military Aircraft****: Fighter aircraft (e.g., F-16, Su-30)- Configuration and characteristics, Roles and missions*
* *Bomber aircraft (e.g., B-52, Tu-160)- Configuration and characteristics, Roles and missions*
* *Transport aircraft (e.g., C-130, IL-76)- Configuration and characteristics, Roles and missions*
  1. ***General Aviation Aircraft****: Single-engine piston aircraft (e.g., Cessna 172, Piper Cherokee)- Configuration and characteristics, Typical uses*
* *Multi-engine piston aircraft (e.g., Beechcraft King Air)-Configuration and characteristics, Typical uses*
* *Jet aircraft (e.g., Gulfstream G650)* 
  + *Configuration and characteristics*
  + *Typical uses*
  1. ***Aircraft Configuration****: Fuselage design, Wing design (aspect ratio, sweep angle, flaps), Tail design (vertical and horizontal stabilizers), Landing gear, Propulsion systems (piston engines, jet engines, turboprops)*

***Suggested Reference Books***

* *Understanding Aircraft Design by John D. Anderson*
* *Commercial Aircraft Design by Daniel P. Raymer*
* *Military Aircraft Design by Daniel P. Raymer*

**BBA-AM-22: Aviation- Licences, Permit and Approval**

***Course Objectives***

*CO1: To provide students with a comprehensive understanding of the regulatory framework governing the Indian aviation industry.*

*CO2: To equip students with knowledge of various licenses, permits, and approvals required for different aviation operations.*

*CO3: To familiarize students with the application process, requirements, and validity of these documents.*

*CO4: To enhance students' understanding of the role of regulatory bodies in ensuring safety and compliance in aviation.*

***Course Structure***

1. ***Introduction to Aviation Regulations****: Overview of Indian aviation regulatory framework, Role of the Directorate General of Civil Aviation (DGCA), International Civil Aviation Organization (ICAO) standards and recommended practices, National Civil Aviation Policy (NCAP) and its impact on the aviation industry*
2. ***Aircraft Licensing****: Types of aircraft licenses (e.g., Type Certificate, Airworthiness Certificate, Certificate of Registration), Licensing process for new and used aircraft, Maintenance and repair organizations (MROs) and their licensing requirements, Import and export regulations for aircraft and components*
3. ***Airline Operations Licensing****: Air Operator Certificate (AOC) requirements and application process, Flight Operations Specifications (FOS) and their significance, Licensing of pilots, flight crew, and cabin crew, Licensing of ground staff (e.g., airport operations staff, loadmasters)*
4. ***Airport Licensing****: Airport licensing requirements and procedures, Aerodrome certification and its importance, Security clearances and airport security programs, Environmental impact assessments and noise abatement measures*

***Suggested Reference Books***

* *Aviation Law: A Global Perspective by Stephen C. McMillen*
* *Aviation Regulation: An Introduction by David A. Price*
* *Indian Aviation Laws by S. K. Gupta*

**BBA-AM-23: Role of DGCA in Civil Aviation**

*Course Objectives:*

*CO1: To understand the regulatory framework of the Indian civil aviation sector.*

*CO2: To gain insights into the functions and responsibilities of the Directorate General of Civil Aviation (DGCA).*

*CO3: To explore the role of DGCA in ensuring safety and security in Indian aviation.*

*CO4: To analyze the impact of DGCA regulations on airlines, airports, and other stakeholders.*

*CO5: To develop an understanding of the regulatory challenges and opportunities faced by the Indian civil aviation industry.*

*Course Structure*

* + 1. ***Introduction to Civil Aviation in India****: Overview of the Indian civil aviation industry: growth, challenges, and opportunities, the role of the government in regulating civil aviation, The evolution of DGCA and its mandate, international aviation organizations and their impact on Indian aviation*
    2. ***Functions and Responsibilities of DGCA****: Licensing and certification: aircraft, personnel, and airports, Airworthiness regulation and oversight, Safety and security measures: accident investigation, air traffic management, and security protocols, Economic regulation: airfares, capacity, and competition*
    3. ***DGCA and Safety in Indian Aviation****: Safety management systems (SMS) in Indian aviation, Accident investigation and prevention, Role of DGCA in promoting safety culture, Emerging safety challenges and trends*
    4. ***DGCA and Economic Regulation****: Economic liberalization of Indian aviation, Tariff regulation and pricing, Competition policy in the aviation sector, Role of DGCA in promoting fair competition*
    5. ***Challenges and Opportunities in Indian Civil Aviation****: Infrastructure development and challenges, Sustainability and environmental impact of aviation, Global aviation trends and their impact on India, Future outlook for the Indian civil aviation industry*

*Suggested Reference Books:*

* *Civil Aviation in India by N.N. Bhattacharya*
* *Aviation Safety: A Handbook for Managers by John S. McDonald*
* *Aviation Economics by Richard W. Butler*
* *The Air Transport Industry by Richard W. Butler and Stephen K. Berry*

**BBA-AM-24: Threats and Challenges in Aviation Industry**

*Course Objectives*

*CO1: To provide students with a comprehensive understanding of the various threats and challenges faced by the aviation industry.*

*CO2: To equip students with the knowledge and skills necessary to analyze and mitigate these challenges effectively.*

*CO3: To foster critical thinking and problem-solving abilities in the context of the aviation industry.*

*CO4: To explore the impact of external factors on the aviation industry and its operations.*

*Course Structure*

* + 1. ***Introduction to Aviation Industry Challenges:*** *Overview of the aviation industry and its significance in India, Identification of key challenges faced by the industry, Case studies of recent challenges in the Indian aviation sector*
    2. ***Economic Challenges:*** *Fuel prices and their impact on airline profitability: Currency fluctuations and their effect on international operations, Economic downturns and their influence on passenger demand, Government policies and their implications for the aviation industry*
    3. ***Regulatory Challenges:*** *Role of regulatory bodies (DGCA, ICAO) in India, Safety regulations and their impact on operational costs, Environmental regulations and their challenges for airlines, Competition policy and its implications for the aviation industry*
    4. ***Technological Challenges:*** *Cybersecurity threats and their implications for airlines, Emerging technologies (e.g., drones, autonomous aircraft) and their impact on the industry, Technological failures and their consequence, Maintenance and repair challenges in the aviation industry*
    5. ***Operational Challenges:*** *Air traffic congestion and its impact on flight operations, Labor disputes and their effects on airline services, Natural disasters and their consequences for the aviation industry, Global pandemics and their impact on air travel*
    6. ***Strategic Challenges:*** *Competition from low-cost carriers and its impact on traditional airlines, Mergers and acquisitions in the aviation industry, Sustainability challenges and the need for environmentally friendly practices, Future trends and challenges in the aviation industry*

*Suggested Reference Books:*

* *Aviation Business Management by Peter Tam*
* *The Airline Business: Economics, Management, and Regulation by Paul W. Kingston*
* *The Future of Air Transport: A Strategic Perspective by David Kime*
* *Aviation Regulation by David Kime*

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**Semester 6: BBA (Aviation Management)**

**BBA-AM-26: Civil Aviation Laws, Acts & Regulations**

***Course Objectives***

***CO1:*** *To provide a comprehensive understanding of the legal framework governing civil aviation in India.*

***CO2****: To familiarize students with the key Acts and Regulations that regulate various aspects of the aviation industry.*

***CO3****: To equip students with the knowledge of regulatory bodies and their functions.*

*CO4: To enable students to analyze and interpret legal documents related to aviation.*

***CO5****: To foster an awareness of the implications of legal compliance on aviation operations.*

***Course Structure***

* + 1. ***Introduction to Civil Aviation Law:*** *Definition and scope of civil aviation law, Historical development of civil aviation law in India, Sources of civil aviation law: Acts, Regulations, Rules, and Notifications*
    2. ***The Aircraft Act, 1934:*** *Overview of the Aircraft Act, 1934, Registration of aircraft, Ownership and transfer of aircraft, Liens on aircraft*
    3. ***The Civil Aviation Requirements (CARs):*** *Introduction to the CARs, CARs related to airworthiness, CARs related to air traffic management, CARs related to operations*
    4. ***The Foreign Trade (Development, Import, Export, and Technology) Act, 1992:*** *Overview of the Foreign Trade Act, 1992, Import and export of aircraft and related equipment, Customs procedures and regulations*
    5. ***The Competition Act, 2002:*** *Overview of the Competition Act, 2002, Anti-competitive practices in the aviation industry, Competition Commission of India and its role*
    6. ***The Consumer Protection Act, 2019:*** *Overview of the Consumer Protection Act, 2019, Consumer rights in the aviation industry, Redressal of consumer grievances*
    7. ***Other Relevant Laws and Regulations:*** *Environmental laws and regulations, Labour laws and regulations, Safety and security regulations*

***Suggested Reference Books:***

* *Civil Aviation Law in India by S.N. Jha*
* *Aviation Law by K.C. Datta*
* *Civil Aviation Regulations (DGCA Publications)*
* *Competition Law by P.N. Sudha*
* *Consumer Protection Law by R.K. Trevedi*

**BBA-AM-27: Air Traffic Management**

***Course Objectives***

*CO1: To provide students with a comprehensive understanding of the principles and practices of air traffic management.*

*CO2: To equip students with the knowledge and skills necessary to analyze and evaluate air traffic control procedures.*

*CO3: To familiarize students with the role of technology in air traffic management and its impact on aviation safety and efficiency.*

*CO4: To develop students' ability to apply air traffic management concepts to real-world aviation scenarios.*

***Course Structure***

1. ***Introduction to Air Traffic Management:*** *Definition and scope of air traffic management, Historical development of air traffic control, International Civil Aviation Organization (ICAO) and its role in air traffic management, The Indian Civil Aviation Authority (DGCA) and its regulations for air traffic control*
2. ***Air Traffic Control Systems and Procedures:*** *Types of air traffic control facilities (ATC towers, approach control, en route control), Air traffic control procedures (flight planning, clearance, communication, coordination), Air traffic control radar systems (primary and secondary radar), Data link communications (CPDLC, ADS-C)*
3. ***Air Traffic Control Services:*** *Flight information services (FIS), Aerodrome traffic control services (ATCS), Approach control services (ACS), En route control services (ERCS)*
4. ***Air Traffic Management Challenges and Solutions:*** *Air traffic congestion and its causes, Air traffic flow management (ATFM) measures, Safety management systems (SMS) in air traffic management, The role of technology in improving air traffic management (e.g., automation, surveillance)*

***Suggested Reference Books***

* *Air Traffic Control by James M. Walker*
* *Air Traffic Management by Peter M. Tamás*
* *ICAO Manual of Air Traffic Control Practices and Procedures*
* *DGCA Regulations for Air Traffic Con*

**BBA-AM-28: Personality Development & PR in Aviation**

*Course Objectives:*

*CO1: To develop essential interpersonal and communication skills for success in the aviation industry.*

*CO2: To enhance self-awareness and self-confidence to navigate challenging situations in the aviation environment.*

*CO3: To cultivate leadership qualities and the ability to inspire and motivate teams.*

*CO4: To foster professional etiquette and cultural sensitivity required for effective interaction with diverse stakeholders.*

*CO5: To equip students with the tools to manage stress and maintain a positive attitude in the face of adversity.*

*Course Structure*

* + 1. ***Understanding Personality and Self-Awareness****: Theories of personality (Freud, Jung, Big Five), Self-assessment tools, Identifying strengths, weaknesses, values, and beliefs, Developing self-confidence and positive self-esteem*
    2. ***Interpersonal Communication and Relationship Building:*** *Effective verbal and nonverbal communication, Active listening and feedback techniques, Building rapport and trust, Conflict resolution and negotiation strategies, Cross-cultural communication and etiquette*
    3. ***Leadership and Team Dynamics****: Different leadership styles (autocratic, democratic, laissez-faire): Effective leadership qualities (vision, motivation, integrity), Building and leading high-performing teams, Team dynamics and conflict management, Delegation and empowerment*
    4. ***Professional Etiquette and Grooming****: Business etiquette and protocol, Dress code and grooming standards, Professional communication (email, phone, presentations), Networking and building relationships, Customer service and complaint handling*
    5. ***Stress Management and Resilience:*** *Understanding stress and its impact, Stress management techniques (relaxation, time management, mindfulness), Developing resilience and adaptability, Emotional intelligence and self-regulation, Work-life balance and well-being*

*Suggested Reference Books:*

* *Personality Development:*
  + *Dale Carnegie, How to Win Friends and Influence People*
  + *Stephen Covey, The 7 Habits of Highly Effective People*
  + *Brian Tracy, Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done*
* *Interpersonal Communication:*
  + *Stephen Covey, The 7 Habits of Highly Effective People*
  + *Charles G. McCroskey, An Introduction to Interpersonal Communication*
* *Leadership:*
  + *John Maxwell, The 21 Irrefutable Laws of Leadership*
  + *James Kouzes and Barry Posner, The Leadership Challenge*
* *Professional Etiquette:*
  + *Emily Post, Emily Post's Etiquette*
  + *Letitia Baldrige, Letitia Baldrige's Complete Guide to Executive Manners*
* *Stress Management:*
  + *Andrew J. Bernstein, The Relaxation Response*
  + *Jon Kabat-Zinn, Wherever You Go, There You Are: Mindfulness Meditation in Everyday Life*

**BBA-AM-29: Ground Equipment Management**

***Course Objectives***

***CO1:****To provide students with a comprehensive understanding of the various types of ground equipment used in the aviation industry.*

*CO2: To equip students with the knowledge of the operational and maintenance requirements of ground equipment.*

*CO3: To familiarize students with the regulatory framework governing ground equipment in India.*

*CO4: To train students in the management and optimization of ground equipment resources.*

***Course Structure***

* + 1. ***Introduction to Ground Equipment:*** *Definition and scope of ground equipment in aviation, Types of ground equipment (e.g., ramp equipment, cargo handling equipment, passenger handling equipment), Importance of ground equipment in airport operations*
    2. ***Ramp Equipment:*** *Pushback tugs and tractors, Baggage carts and trailers, Aircraft ground power units (GPU), Air conditioning units (ACU), De-icing equipment*
    3. ***Cargo Handling Equipment:*** *Forklifts and pallet jacks, Belt conveyors and roller conveyors, Container handling equipment, Cargo loading and unloading systems*
    4. ***Passenger Handling Equipment:*** *Passenger boarding bridges, Passenger buses and shuttles, Baggage handling systems, Check-in counters and security screening equipment*
    5. ***Ground Equipment Maintenance and Operations:*** *Maintenance schedules and procedures, Safety regulations and standards, Equipment inspection and testing, Ground equipment utilization and optimization, Equipment procurement and disposal*
    6. ***Ground Equipment Management:*** *Equipment fleet planning and management, Cost control and budgeting, Equipment leasing and rental, Ground equipment performance evaluation, Emerging trends in ground equipment technology*

***Suggested Reference Books***

* *Airport Operations: Management and Planning by Peter Belobaba*
* *Aircraft Ground Support Equipment by John M. Taylor*
* *Airport Operations: A Guide for Airport Managers by John W. W. Campbell*
* *Ground Handling Operations by International Air Transport Association (IATA)*
* *Airport Operations and Management by James A. Athanasopoulos*

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**Semester 7: BBA (Aviation Management)**