

BHARATHIAR UNIVERSITY, COIMBATORE 641 046.**School of Distance Education****B.B.A in Airport and Customer Care Management**

(Annual Pattern)

(For the SDE students admitted during the academic year 2012-13 & Onwards)

Scheme of Examinations

<u>Paper</u>	<u>Name of the Subject</u>	<u>Marks</u>
First Year		
1.1	Language	100
1.2	English	100
1.3	Introduction to Aviation Industry	100
1.4	Principles of Management and Business Environment	100
1.5	Communication	100
Second Year		
2.1	Organisational Behaviour	100
2.2	Airline and Travel Management	100
2.3	People Management	100
2.4	Air Transport Essentials	100
2.5	Customer Service and Hospitality Management	100
Third Year		
3.1	Airport Familiarities	100
3.2	Personality Development and Soft Skills	100
3.3	Airline Operations and Management	100
3.4	Airport Planning and Administration	100
3.5	Future of Aviation Industry-An Overview	100
TOTAL		----- 1500 -----

First Year

1.3. INTRODUCTION TO AVIATION INDUSTRY

UNIT I

Aviation history, International travel organisations, International regulations, IATA, History and aims of IATA, Responsibilities, eligibility to become IATA member, FIATA, Objective –Chicago convention & ICAO, bilateral agreements between countries over air space, DGCA-Functions, duties, responsibilities.

UNIT II

Aviation and airline terminology, Travel terms, definitions, abbreviations, special service requirement codes.

UNIT III

Stages of flight, Aircraft lay out, different types of aircraft, aircraft manufacturers, Boeing, air bus, embraer, Fokker, narrow body aircraft, wide body aircraft, and aircraft descriptions.

UNIT IV

Role of travel agencies in the business of airlines, billing and settlement plan, function of travel agencies, domestic air travel, international air travel, foreign exchange, airport authority of India.

UNIT V

Passenger transport, reservations, global distribution system, introduction to Galileo, Amadeus-Ticketing.

Recommended books:

Tour and travel, concepts and principles by Dr.Jagmohan Negi.

Fundamentals of Tourism and travel by L.K.Singh.

Fundamental of air transport management by P.S.Senguttavan.

A dictionary of travel and tour terminology-Allan beavel-CABI Publishing

1.4. PRINCIPLE OF MANAGEMENT AND BUSINESS ENVIRONMENT

UNIT I

Nature and importance of management meaning, Definition, importance and characteristics and function of management, management as a science and art, objective of management, Principle of management meaning, definition, scientific management principles.

UNIT II

Planning – meaning, importance, principles, characteristics, planning process, limitations of planning. Organising meaning, definition, importance, and principle, process of organizing, formal and informal organization.

UNIT III

Staffing & Directing (Supervision) Staffing meaning, definition, characteristics, staffing is a part of HRM, process of HRM, limitation. Directing meaning, definition, importance, meaning of supervising, role & function of a supervisor.

UNIT IV

Nature of Business environment; Environmental factors affecting business and their interaction, consumerism and other environmentalist movements; socio cultural factors affecting business decision.

UNIT V

Economical Environment of Business Circular flow of economics activities, national income in India; salient features of the Indian economy; inflation and its impact on business, emerging trends and structure of Indian economy; decision application of economic statistics.

Recommended books:

Tulsian P C – Business Organisation & Management

Prasad L.M.Principle of management

Amarchand D “Government and Business” Tata McGraw Hill, New Delhi, 1991.

Ray S. K. “Indian Economy”, Prentice Hall, New Delhi 1987.

Francis Cherunilam “Business Environment

1.5. COMMUNICATION

UNIT I

Basic communication concepts,

- ✓ Information communication revolutions, Human communication
- ✓ Understanding the Field of Communication
- ✓ Oral communication
- ✓ Communication modeling
- ✓ Communication noise
- ✓ Nonhuman communication

UNIT II

Importance of communication, types of communication, method of communication, better communication, effective listening, questioning public speaking.

UNIT III

Inter personal speaking, telephone, e-mail, internet etiquette, body language, sign language, paralanguage, touch, eye contact.

UNIT IV

Development communication, information, branches of communication, mass communication, organization communication.

UNIT V

Directing (Communication) & Controlling Directing (Communication) – meaning of communication, communication process, Controlling – meaning, definition, importance, process of controlling, techniques of controlling, evaluation of controlling techniques.
Suggested Reading:

Recommended books:

Managerial communication-strategies & application by Mc grow publications
Mastering communication at work by Mc grow publications
Communication- Bpi India.

Second Year

2.1. ORGANISATIONAL BEHAVIOUR

UNIT I

Meaning, Concepts, Challenges & O.B. Model individual difference & Learning Theories. Job Satisfaction and Commitment, Personality and Behavior emotional intelligence.

UNIT II

Perception and Attribution, Behavioral decision making, participating decision making, Theories of Motivation.

UNIT III

Goal Setting, Benefits, Group Structure, Group decision making, Effective Team, Managing Team, Processes and Issues, Theories and issues.

UNIT IV

Basis of Power, Conflict Process, Organizational Design, Nature & Dynamics, Managing Change, Work Stress.

UNIT V

Theory of organization, differentiation and integration, organisational development, social concepts of organization.

Reference :

Udai Pareek, Understanding Organisational /Behavior, Oxford
Mishra: Organizational Behavior Bikas
Luthans, Fred: Organizational Behavior
Mirza Saiyadain: Organizational Behavior, TH
Chandan: Organizational Behavior, Vikas

2.2. AIRLINES AND TRAVEL MANAGEMENT

UNIT I

Evolution of airlines, airlines and charters, scheduled airlines, alliances, recent development of modern aircraft.

UNIT II

Aviation geography-7 continents, countries, international cities, airport codes, airline codes, country codes and currency codes, Map plotting of global destinations, general knowledge, Traffic conference areas, air routings (global indicators), Time zones, GMT, International date line, Time difference, total transportation time.

UNIT III

Travel formalities-passport, different kinds of visas, health documents, attestations, sponsorships, taxes, customs and currencies, Travellers cheque, travel insurance, general preventive measures, Travel information manual.

UNIT IV

Baggage handling-baggage definition, baggage allowances, baggage calculations, excess baggage, dangerous goods.

UNIT V

All cargo aircraft, cargo operations, use of flight guides, cargo handling, air cargo booking procedure, unit load device

Recommended books :

Oxford ATLAS-OXFORD PUBLISHING

Travel by Vicki Yates

Upkars tourism and travel management by Dr.lal and jain

2.3. PEOPLE MANAGEMENT

Unit I

Introduction of personnel management, functions of personnel management, personnel policies procedures

Unit II

Growth philosophy & principles, personnel management in India, organizational structure, personnel records, reports, audit & research.

Unit III

Introduction of human resource planning, recruitment, selection, placement.

Unit IV

Induction, promotion, demotion, transfer, separation, employee training, performance appraisal, wage & salary administration, industrial relations.

UNIT V

Managing diversity, managing teams, managing performance, motivation, managing conflict and negotiation. Stress related health problems, lack of knowledge, size and overload

References:

Mamoria, C.B. "Personnel management" HPH.

Aswathappa, K. "HRM & Personnel management" Tata Mc Graw Hill

Managing human resources; Productivity, quality of work life, profits-by Wayne Cascio,
Ranjeet Nambudri-MC Grawhill education pub.

2.4. AIR TRANSPORT ESSENTIALS

UNIT I

Flight schedules, itinerary reading, definition of fare rules, one way trip, return trip, round trip, open jaw, circle trip, round the world trip.

UNIT II

Special charges, discounts, Ticket types, seasonal fares, promotion, classes of services, seating, commercially important passengers, in-flight services, special service, different types of airport taxes.

UNIT III

Fuselage, landing gear, wings, aileron, leading edge, fuel tank, shock absorbing mechanism, radars, anti collision lights, cockpit, GPRS. , Elevators, rudders, temperature control, cabin pressurization.

UNIT IV

Phonetics, piece concept, pilot rights, baggage tags, cabin baggage, checked in baggage, live animals handling, special passengers, public relations, uniform for crew, grooming, boarding pass verification.

UNIT V

Galley, meal service, entertainment system inside the cabin, pre flight preparation, boarding process, safety briefing, public announcements, first aid, emergency equipment, precautions, lavatories.

Recommended books:

Understanding of flight- David F Anderson.

2.5. CUSTOMER SERVICE AND HOSPITALITY MANAGEMENT

UNIT I

Who are customers, customer expectation, different types of customers, how to deal them, good relationship, patience, retain customer, repeated customers, counseling.

UNIT II

Acknowledge the customer, fulfilling customers need, identify the need, providing support, under - standing customer behavior, feedback, VIP Customer, good listening Preparation, presentation, secretarial service, politeness.

UNIT III

Customer satisfaction, ensure comfort, and safety, establish trust, product knowledge, smile, responsible, apologies', methods to deal difficult situations, passengers are guests, understanding customer psychology.

UNIT IV

Front office, reception enquiry, form filling, guiding passengers, arrival departure notification, manners, grooming body language, modulation articulation, correct tone.

UNIT V

Duties of staff at managerial level, message handling, respecting religious, ethnic habits, healthy body, hygienic factors.

Recommended books:

Hospitality Management by Prof.Jagmohan Negi, Gaurav Manogar.
Superior customer service-Dan W.Blacharski

Third Year

3.1. AIRPORT FAMILIARITIES

UNIT I

Airport types - domestic, international, military, private airports, heliports, land side airside, terminal building, aero ridge, ramp, hanger, taxiway runway, runway sigals, hanger, apron.

UNIT II

Round the clock machine, electricity control, water connection, parking rules, entry regulations, high security zone emergency contingencies, arrival and departure display.

UNIT III

Air traffic control, radar, fire fighting equipments medical team, ambulances, air conditioning, house keeping, loading and unloading equipments, storage facilities, rest rooms, vip lounge, bomb disposal.

UNIT IV

Security check, baggage screening, check in procedure, passenger check in ,baggage check in, baggage tag, verification of documents, issuing boarding pass. Excess baggage,

pooling of baggage, interlining of baggage, immigration rules, customs clearance, waiting lounge, boarding, baggage claim area, customs, green channel, red channel.

UNIT V

Air side, positioning of air jetty, embarking, disembarking, hydraulics operated doors, positioning fuel truck, catering truck, cleaning truck, push back tractors, baggage loading devices.

Recommended books:

Common use facilities and equipments at airports by Rick Belliotti.
Airports-David Peterson

3.2. PERSONALITY DEVELOPMENT AND SOFT SKILLS

UNIT I

Self confidence, personal power, habits to observe

UNIT II

Motivation, Desire for more, fantasizing, overcoming failure

UNIT III

Right attitude, effective communication.

UNIT IV

Personal grooming, interview preparation

UNIT V

Self introduction, resume preparation, frequently asked questions

Recommended books:

Personality development through positive thinking-Amith Abraham
Personality development and Interview Techniques-P.N.Joshi

3.3. AIRLINE OPERATIONS AND MANAGEMENT

UNIT I

Introduction to Transportation – Modes – Modal Competition – The Economic Importance – Transportation and Economic Development – Transport as a Factor of Production – International Transportation– Importance of International Transportation – Logistics Management – Concepts and Types of Aviation.

UNIT II

Civilian Products, Competition with Boeing –New Generation Aircraft – About the Airbus A-380 – The Boeing Company – Airline Market Projection (2000-2020 & 2004-2024) – Economy and Aviation - Air Transport and the Economy – Benefits of Air Transports.

UNIT III

Aviation Management Structure – Introduction – Operational Management – Era of Open Skies Policies– Overview of Airline Industry – International and Domestic Air Traffic – Financial Performance of Airlines – New Economic Model for Airline Business – Outlook Muted for Legacy Carriers – Infrastructure Management –Airport Planning Management.

UNIT IV

Aircraft Characteristics – Airport Capacity Management – Terminal Management – Apron Management– Size of Airport Infrastructure – Airports and their Economics in National Economic Growth and Development –Indian Scenario – Global Emerging Trends of Airport Infrastructure Industry – Global Study on Airport Performance – Modern Aviation Infrastructure Business Trend – Airspace Management – Airports and Airspace Congestion Issues – Regulatory Management.

UNIT V

Concepts of Bilateral, Multilateral and Plurilateral in Air Trade Agreements – Major Factors that Converge Private Sector Initiatives – Modern Airline Trends – Liberalization in Air Transport – Potential Paths to Further Liberalization – Privatization in Indian Civil Aviation Industry – Deregulation in Indian Air Pocket –Airport Internalization – Basic Principle behind Privatization – Airport Privatization – Forms of Airport Privatization – Airport Privatization Models – Causes – Objectives – Airport Ownership and Governance Models.

Recommended books:

Aviation and corporate aviation managementby john Sheehan
Aviation maintenance Management Mc Graw publication
Business of Airports by Kayak Sikdar

3.4. AIRPORT PLANNING AND ADMINISTRATION

UNIT I

Economics in Aviation Studies – Infrastructure Economics – Economics of Aviation Infrastructure in India – Aviation Industry and its Significance – Consumer Behavior – Airport Operational Economics

UNIT II

Economics of Airport Optimization – Airport Operational Capacity – Airport Terminal Capacity – Economics of Congestions & Delays – Airport Slot Mechanism – ICAO Air Transport Policy – Airport Slot Trading – Slot Auctions – Monitory – Airport Market and Competition.

UNIT III

Airport planning system – Aims & Scope – Airport Financial Economics – Goals of Airport Finance – Principles of Airport & Air Navigational Charges – Airport Revenue – Charges – Non - Aeronautical Revenue – Global Airport Market Overview.

UNIT IV

Airport Pricing Strategy – Objectives – Principles Airport Costs – Structure & Control of Airport Charges - Airport Cost Structure – ICAO Policies on Airport & Air Navigational Services – Prices Determination – Aero / Non Aero Business – ICAO's Policies on Charges for Air Navigator Services.

UNIT V

Regulation & Completion in Civil Aviation Industry – Globalization & Aviation – Strategic Airline Alliance – Regulation & Deregulation – Airline Compensation – Regulating Airport Industry - Airline Privatization – Objectives – Global trend in Airport Privatization.

Recommended books:

Planning and design of airport- Robert M. Horon Jeff, Francis Mc kelvi
Airport administration and management-John R Wiley

3.5. FUTURE OF AVIATION INDUSTRY-AN OVERVIEW

UNIT I

Need to develop infrastructure of India for a booming economy.

UNIT II

Up grading and modernization of Indian airports

UNIT III

Indira Gandhi international airport in Delhi, Rajiv Gandhi international airport IN Hyderabad, Bangalore international airport- a comparison.

UNIT IV

Boming low cost airlines ---a survey

UNIT V

Air passenger travel- a green signal

Recommended books:

Careers in airline and airports-Vente Reily collins

Airports; some elements of designsndfuture development-John Walter wood

Aviation century: wings of change- A global survey-Ratandeeep singh-jain book
