

SYLLABUS
of
Bachelor of Business Administration (Honours) – Airlines and Airport Management

Credit Based Continuous Evaluation Grading System

Batch: 2024–28

(SEMESTER I-II)

(SEMESTER : III-VIII WILL BE UPLOADED LATER ON)



P.G. Department of Commerce and Business Administration
&
Department of Hospitality and Tourism

The Heritage Institution
KANYA MAHA VIDYALAYA, JALANDHAR
(Autonomous)

**PROGRAMME OUTCOMES
FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) –
AIRLINES AND AIRPORT MANAGEMENT**

Upon successful completion of this Programme, students will be able to:

PO1: possess thorough knowledge and comprehension of the fundamental ideas, concepts, and procedures relating to the administration of airports and airlines, including operations, marketing, finance, and legal issues.

PO2: demonstrate the ability to critically analyze, interpret, and solve complex problems related to the aviation industry. They will be able to employ quantitative and qualitative techniques to make informed decisions in diverse airline and airport scenarios.

PO3: exhibit strong oral, written, and interpersonal communication skills, enabling them to interact effectively with stakeholders, present ideas and findings with clarity, and adapt their communication style to diverse business and cultural environments.

PO4: recognize and adhere to professional ethics and societal responsibilities. They will be equipped to make decisions that consider the triple bottom line: economic viability, environmental sustainability, and social equity in the context of the aviation industry.

PO5: Possess leadership skills, including the ability to motivate, influence, and guide teams. They will value collaborative efforts, demonstrate the ability to work efficiently in multi-disciplinary teams, and understand the dynamics of group interactions in various airline and airport settings.

PO6: display an awareness of global trends, challenges, and opportunities in the aviation sector. They will be equipped to adapt to the evolving demands of the global aviation market by understanding cultural nuances, regulatory differences, and global standards.

**PROGRAMME SPECIFIC OUTCOMES
FOR
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) –
AIRLINES AND AIRPORT MANAGEMENT**

Upon successful completion of this Programme, students will be able to:

PSO1: Gain a sufficient foundational grasp of airline and airport management education to improve their capacity for inculcating skills and business correspondence.

PSO2: Develop their software handling abilities and familiarise them with the numerous technological and scientific breakthroughs in the Aviation field.

PSO3: Understand the discipline concepts and demonstrate their effective application in the real world to solve business problems.

PSO4: Develop research, critical, and analytical thinking abilities to analyse and solve critical issues using qualitative and quantitative data.

PSO5: Demonstrate professional management skills and interpersonal skills to manage work and people using scientific reasoning and reflective thinking.

PSO6: Ability to communicate effectively using oral and written communication skills.

PSO7: Select and apply appropriate techniques, resources, and modern IT tools to complex management activities.

PSO8: Demonstrate effective leadership skills and teamwork in professional and community life.

PSO9: Ability to approach decisions in an ethically, legally, socially, culturally, and environmentally responsible manner.

PSO10: Recognize the need for and ability to engage in self-directed and life-long learning.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF FOUR YEAR DEGREE
PROGRAMME

Bachelor of Business Administration (Honours) – Airlines and Airport Management
(Session 2024-2025)

Credit Based Continuous Evaluation Grading System

Semester I										
Sr. No.	Course Code	Course Titles	Course Type	Hours Per Week L-T-P	Credits L-T-P	Max Marks				Examination time (in Hours)
						Total	Ext.		C A	
							L	P		
1	BBML-1421 BBML-1031 BBML-1431	Punjabi (Compulsory)/ ¹ Basic Punjabi/ ² Punjab History and Culture	Compulsory	4-0-0	4-0-0	100	70	-	30	3
2	BBML-1212	English Language and Literature -1	AEC	4-0-0	4-0-0	100	70	-	30	3
3	BBML-1663	Introduction to Tourism, Hospitality and Aviation industry	DSC	2-0-0	2-0-0	50	35	-	15	3
4	BBML-1714	Fundamentals of Air Transport System	DSC	3-0-0	3-0-0	100	70	-	30	3
5	BBML-1095	Business Organization and Systems	DSC	4-0-0	4-0-0	100	70	-	30	3
7	BBMF-1716	Field Work and Report Writing	DSC	0-0-8	0-0-4	100	-	100	—	3
6	BBMM-1120	Computer Applications for Business	SEC	2-0-2	2-0-1	100	40	30	30	3+3
8	VACF-1492	*Foundation Course	VAC	2-0-0	2	50	35	-	15	3
TOTAL CREDITS					26	700				

¹Special Paper in lieu of Punjabi (Compulsory)

²Special paper in lieu of Punjabi (Compulsory) (Only for those students who are not domicile of Punjab)

*Credits/Grade points or grades of these courses will not be included in SGPA/CGPA of the Semester/ Programme

Bachelor of Business Administration (Honours) – Airlines and Airport Management
(Session 2024-2025)
Credit Based Continuous Evaluation Grading System

Semester II										
Sr. No.	Course Code	Course Titles	Course Type	Hours Per Week L-T-P	Credits L-T-P	Max Marks				Examination time (in Hours)
						Total	Ext.		C A	
							L	P		
1	BBML-2421/ BBML-2031/ BBML-2431	Punjabi Compulsory/ ¹ Basic Punjabi/ ² Punjab History and Culture	Compulsory	4-0-0	4-0-0	100	70	-	30	3
2	BBML-2212	English Language Skills - 1	MDC	4-0-0	4-0-0	100	70	-	30	3
3	BBML-2093	Principles of Management	DSC	4-0-0	4-0-0	100	70	-	30	3
4	BBML-2714	Immigration and Custom Operations	DSC	4-0-0	4-0-0	100	70	-	30	3
5	BBML-2715	Aviation Economics	DSC	4-0-0	4-0-0	100	70	-	30	3
6	BBMP-2710	Computerised Reservation System	SEC	0-0-4	0-0-2	50	-	35	15	3
7	VACD-2161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	VAC	2-0-0	2-0-0	50	35	-	15	3
TOTAL CREDITS					24	600				

¹Special Paper in lieu of Punjabi (Compulsory)

²Special paper in lieu of Punjabi (Compulsory) (Only for those students who are not domicile of Punjab)

*Credits/Grade points or grades of these courses will not be included in SGPA/CGPA of the Semester/ Programme

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-I (Session 2024-2025)

Course Title: Introduction to Tourism, Hospitality and Aviation Industry

Course Code: BBML-1663

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 50

Theory Marks: 35

CA-15

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Analyse the key factors responsible for the growth and development of the hospitality and aviation industry.

CO2: Identify various career segments in the hospitality and aviation industry.

CO3: Summarise emerging and future trends of the hospitality and aviation industry.

CO4: State the organisation of the hospitality and aviation industry sectors.

Contents:

Unit-I

Tourism: Meaning and Scope, Introduction to the terms; Tourist, Travellers, Visitor, Transit Visitor and Excursionist.

Historical Dimensions of Tourism: Travel and Tourism through the Ages: Early Travels, Renaissance and Age of Grand Tours, Emergence of modern tourism, concept of “Paid holiday”.

Components and Elements: Introduction to Components and elements of Tourism, Intermediaries and Suppliers, Introduction to types and Forms of Tourism.

Unit-II

Hospitality industry: Hotels - Introduction and definition, brief about classification & categorization of Hotels. Emerging trends in Accommodation: Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotels etc. Major Hotel chains in India and Worldwide. Introduction to FHRAI, HRACC and other classification bodies.

Unit-III

Aviation Industry/Air Transportation Industry- Introduction, International Organizations, ICAO, IATA, Evolution of Hub & Spokes, Phonetic Alphabets, City, Airport and Carrier Codes of IATA, Facilities to the passengers, Procedure at airport: - policies- practices and rules.

Unit-IV

Value Chain: Relationship/Interdependence between Hospitality, Travel and Tourism industry, Travellers at rest, Home away from Home, Hospitality culture, Atithi devo Bhava, Expectations of the guest.

Text Books:

- IATA Manual on Diploma in Travel & Tourism Management
- ICAO Manuals.
- Air Travel: A Social History – Hudson, Kenneth.
- Tourism development – Principles and practices – AR Bhatia.
- Tourism in India – V.K. Goswami.
- Swain, S. K. and Mishra, K. (2017). Tourism Principles and Practices (3rd ed.). New Delhi, India: Oxford University Press.
- Roday, S., Biwal, A. and Joshi, V. (2015). Tourism Operations and Management (8th ed.). New Delhi, India: Oxford University Press.
- Passenger Charter by Ministry of Civil Aviation, Govt. of India.

Web links:

- https://epgp.inflibnet.ac.in/view_f.php?category=1850

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-I (Session 2024-2025)**

Course Title: Fundamentals of Air Transport System

Course Code: BBML-1714

Time: 3 Hours

L-T-P: 3-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Understand the basics of the air transport industry.
- CO2: Illustrate the significance of the air travel industry.
- CO3: Examine the sustainable future of the Aviation industry.
- CO4: Devise the possible ways of sustainable air transport management.

Contents:

Unit-I

Introduction to the air transport system: The Air Transport System Today, Historical Development of Air Transport, KLM - development of a typical European airline, Major aircraft manufacturers, Major passenger airlines in India, Major global airline companies, Airline Types: Passenger, Cargo and Hybrid.

Unit-II

Aircraft transport system: Classification of Flight Vehicles, Air traffic control, Flight performances, Aircraft Cabin Systems, Flight strategy and aircraft selection, climb, cruise, and descent, take-off, en-route, and landing limitations, Flight preparation.

Unit-III

The Regulatory Framework of the Air Transportation System: The Freedom of the Air, The International Civil Aviation Organization—ICAO, Air Navigation Services, The International Air Transport Association, DGCA: Introduction and Importance, Air traffic management, Global Challenges for Air Transport by 2050, Passenger Charter by Ministry of Civil Aviation India.

Unit-IV

The airports: Airport overview, Development of Airports, Airport infrastructure, Runway and safety area, Taxiways design, Airport accessibility, Terminal design, Airport and terminal area, Safety and security airport viewpoint, Airport Authority of India.

Text Books:

1. A PRACTICAL APPROACH TO AIRPORT MANAGEMENT by SARAVANAN, KURUPPASAMY, and HIMALAYA PUBLISHING HOUSE PVT. LTD.

Reference Book:

1. THE AIR TRANSPORTATION SYSTEM by M HIRST, WOODHEAD PUBLISHING
2. THE AIRPORT BUSINESS by PROFESSOR RIGAS DOGANIS, ROUTLEDGE

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-I (Session 2024-2025)

Course Title: BUSINESS ORGANISATION & SYSTEMS

Course Code: BBML- 1095

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: grasp the fundamental concepts and scope of business and commerce.
- CO2: understand various business organisations and the process of starting a new business.
- CO3: explore business ethics, social responsibilities, and trade procedures.
- CO4: learn about wholesale and retail trade organisations and the role of stock exchanges.

Contents:

UNIT - I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

UNIT - II

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organisation, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

UNIT - III

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal
Domestic & Foreign Trade: Import export trade procedure & their organisation.

UNIT - IV

Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Supermarkets – their effect on the economy.

Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., “Business Environment” Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi.

***Note:** The latest editions of the books should be followed.*

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-I (Session 2024-2025)

Course Title: COMPUTER APPLICATIONS FOR BUSINESS

Course Code: BBMM-1096

Time: 3 Hours

L-T-P: 2-0-1

Maximum Marks: 100

Theory Marks: 40

Practical Marks: 30

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Understand the impact of computer applications in business.

CO2: Gain proficiency in business software for data management and decision-making.

CO3: Apply computer tools to improve business operations and productivity.

CO4: Develop skills in using information systems for business planning.

Contents:

UNIT - I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers. **Internal and External Memory Storage:** RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.

UNIT - II

Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating systems such as windows & DOS Overview and Anatomy of windows, Working with files and folders in windows. Basic Commands of Internal & External commands in DOS.

UNIT - III

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and Sections. Indents and outdents. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

UNIT - IV

MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting numbers and texts. Protecting cells. Producing Charts and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Suggested Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hill, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hall India, New Delhi.
4. Srivastava, S.S., "MS-Office" Firewall Media, New Delhi.
5. Alexis Leon and Matheus Leon, "Introduction to Computers with MS-Office 200", Tata McGraw-Hill, New Delhi.

Note: The latest editions of the books should be followed.

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-I (Session 2024-2025)**

Course Title: FIELD WORK AND REPORT WRITING

Course Code: BBMM-1717

Time: 3 Hours

Maximum Marks: 100

L-T-P: 0-0-4

Practical Marks: 100

INSTRUCTIONS FOR THE PRACTICAL EXAMINER:

- Candidates have to visit two major Airports in the neighbourhood or vicinity of the institution for a case study and prepare a detailed report on the Field Visit; its importance and potential; problems or challenges faced; prospects for future development etc.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Develop critical and reflective thinking abilities.
CO2: Exhibit responsible decision-making and personal accountability.
CO3: Demonstrate an understanding of group dynamics and effective teamwork at Airports.
CO4: Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.

Course Content:

Students have to visit two major Airports in the neighbourhood or vicinity of the institution for a case study and prepare a detailed report on the Field Visit; its importance and potential; problems or challenges faced; prospects for future development etc.

A seminar / workshop can also be arranged. Lectures and Guest lectures can be scheduled in guiding students about various components of reports and essentials of report writing.

Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-II (Session 2024-2025)
Course Title: Principles of Management
Course Code: BBML-2093

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 70
CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Understand fundamental management concepts and their applications.

CO2: Analyse various management functions and their interrelationships.

CO3: Apply management principles to solve organisational challenges.

CO4: Develop leadership and strategic planning skills.

Contents:

UNIT - I

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.

UNIT - II

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

UNIT - III

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralisation.

UNIT - IV

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw- Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

Note: The latest editions of the books should be followed.

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-II (Session 2024-2025)**

Course Title: Immigration and Custom Operations

Course Code: BBML-2714

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Understand the immigration policies and acts.
- CO2: Apply the economics of immigration and Custom operations.
- CO3: Evaluate future & challenges in immigration and customs operations.
- CO4: Evaluate custom laws and procedures applicable in the country.

Contents:

Unit-I

Introduction to Immigration and Customs: Meaning and Definition of Immigration, Importance, Difference between Immigration, migration, and Emigration, Practices in Immigration, Types of Immigration, Meaning and Concept of Customs, Import duty, Custom duty, and Types of custom duty, Custom officer types, History of customs in India.

Unit-II

Immigration Policies and Acts: History and Immigration Policies of the USA, Canada, Australia and India, Meaning of Immigration Policy, The Passport (Entry in India) Act 1920, Immigration Acts 1950 and 2000, India, Foreigners Act, Bureau of Immigration India, Terrorist and Disruptive Activities (Prevention) Act 1987; Immigration Rules;

Unit-III

Customs Laws and Procedures: Customs-related laws and regulations, An Introduction to the Customs Act 1962, Import-Export Restrictions, Prohibitions Under Customs Law, Calculating Import Duty, Custom Rules and Requirements in India, GST and Customs Law, Customs Clearance Documentations, Customs Tariff Act 1975

Unit-IV

Future and Challenges in Immigration and Customs Operations: Protecting human rights in Immigration, The future of global Immigration Post-Covid, Critical challenges of Immigration and displacement, Digital Customs Agencies and e-customs clearance, Digital

and technological developments in Customs, Future of customs management, The role of the private sector in customs administration, Import verification programs.

Text Books:

1. INDIAN IMMIGRATION LAW AND ITS IMPLICATIONS: THEORY AND PRACTICE by DR. KAVITA SINGH, SATYAM LAW INTERNATIONAL

References:

1. TAXMANN'S STUDENTS' GUIDE TO GST AND CUSTOMS LAW by DR. VINOD K. SINGHANIA, TAXMANN PUBLISHER

Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-II (Session 2024-2025)
Course Title: Aviation Economics
Course Code: BBML-2715

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 70
CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Outline the interplay of economic concepts with rationality.
- CO2: Evaluate the economic phenomenon in context with the aviation industry.
- CO3: Analyse production and supply decisions in the context of dynamic consumer choice.
- CO4: Anticipate and discuss price determinations and factors in the aviation industry.

Contents:

Unit-I

Introduction to Economics and its Concepts: Nature, scope, and characteristics of economics; Managerial Economics and Business economics; Application of economics; wealth-oriented view; welfare-oriented view; scarcity view; development view; Introduction to international economics and aviation, the economics of aviation safety, and security

Unit-II

Demand Analysis in the Aviation Industry: Meaning and Concept of Demand for Aviation, Law of Demand, Determinants of Demand, Measurement of Demand, Elasticity of Demand, Demand Forecasting, and Its Methods

Unit-III

Supply and Production Analysis in the Aviation Industry: Law of Supply, Determinant of Supply, Elasticity of Supply, Methods of measuring the elasticity of supply, Return to scale, law of returns, and production function Production analysis, Stage of production

Unit-IV

Price determination and factors: Meaning and main features of price determination of a firm, Different theories of pricing Factors and methods of pricing and price determination under perfect, imperfect, monopoly, and oligopoly situations, AIRAC.

Text Books:

1. MANAGERIAL ECONOMICS by MAHESWARI Y, PRENTICE HALL

References:

1. THE ECONOMICS OF RECREATION ,LEISURE AND TOURISM by TRIBE, JOHN, Tata McGraw Hill, India

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-II (Session 2024-2025)

Course Title: Computerised Reservation System

Course Code: BBMP-2710

Time: 3 Hours

L-T-P: 0-0-2

Maximum Marks: 50

Practical Marks: 35

CA-15

INSTRUCTIONS FOR THE PRACTICAL EXAMINER:

- Journal for the course should be prepared with all the experiments as mentioned in the syllabus.
- Candidates are required to submit the prepared journal duly checked by the course coordinator.
- All the experiments are compulsory.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Know the basics of Computerised Reservation System.
- CO2: Understand the functions of CRS using available GDS.
- CO3: Apply practically technical knowledge of Airlines ticketing.
- CO4: Design impactful air travel itineraries worldwide.

Contents:

Air Module-1

- Sign In, Sign Off, Work Areas,

Air Module-2

- Encode And Decode Cities, Countries and Airlines, Time Table, Availability, Booking File and Retrieve Booking

Air Module-3

- Special Service Request, Seat Request, Sell Flights in all Classes and Cabins, Other Optional Info, List Display

Air Module-4

- Queues, Fares, Divide, Gis, Miscellaneous.

Room Master

- Cars Availability, Low To High Availability, Car Description And Selling

Car Master

- Hotel Availability, Selling, Displaying Complete Availability And Rules

Text Books:

1. GALILEO CRS by MILLER FREDERIC P, ALPHA SCIENCE INTERNATIONAL LIMITED

References:

1. GALILEO CRS by TRAVELPORT, TECHNICAL PUBLICATIONS