SYLLABUS
of
Bachelor of Business Administration – Airlines and Airport Management

(Semester I - II)
Credit Based Continuous Evaluation Grading System
Session 2023-24

The Heritage Institution
KANYA MAHA VIDYALAYA JALANDHAR
(Autonomous)

PROGRAMME OUTCOMES FOR
BACHELOR OF BUSINESS ADMINISTRATION – 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 – 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 familiarize 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 THREE YEAR DEGREE PROGRAMME
Bachelor of Business Administration – Airlines and Airport Management
(Session 2023-2024)
Credit Based Continuous Evaluation Grading System

Sr. No.	Course Code	Course type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
1	BBML-1421 BBML-1031 BBML-1431	C	Punjabi Compulsory/ [1]Basic Punjabi/ [2]Punjab History and Culture	4-0-0	4	100	80	-	20	3
2	BBML-1102	C	Communication Skills in English	4-0-0	4	100	80	-	20	3
3	BBML-1663	C	Introduction to Hospitality, Tourism and Aviation industry	2-0-0	2	50	40	-	10	3
4	BBML-1664	S	Fundamentals of Air Transport System	3-0-0	3	75	40	-	10	3
5	BBML-1095	S	Business Communication	3-0-0	3	75	60	-	15	3
6	BBML-1666	S	Customer Service Executive	2-0-0	2	50	40	-	10	3
7	BBMM-1667	S	Hygiene, Sanitation and First Aid	1-0-1	2	50	30	10	10	3+3
8	BBMF-1668	S	Field Visit and Report	0-0-4	4	100	-	80	20	3
9	AECD-1161	AC	*Drug Abuse: Problem, Management and Prevention (Compulsory)	2-0-0	2	50	40	-	10	3
10	SECF-1492	AC	*Foundation Course	2-0-0	2	50	40	-	10	1
	TOTAL CREDITS				**27**	**675**				

C- Compulsory

S- Skill Enhancement

[1]Special Paper in lieu of Punjabi (Compulsory)

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

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

Bachelor of Business Administration – Airlines and Airport Management
Semester-I (Session 2023-2024)
Subject: Introduction to Hospitality, tourism and Aviation Industry
(Theory)
Course Code: BBML-1663

Time: 3 Hours   Maximum Marks: 50
L-T-P: 2-0-0   Theory Marks: 40
                                                                                               CA-10

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: Analyze the key factors responsible for the growth and development of hospitality and aviation industry.
   CO2: Identify various career segments in the hospitality and aviation industry.
   CO3: Summarize emerging and future trends of hospitality and aviation industry.
   CO4: State the organization of the hospitality and aviation industry sectors.

Contents:
Unit-I
Tourism – Meaning and Scope: Tourism: Definition, Meaning, Nature 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 globally.
Introduction to FHRAI, HRACC and other classification bodies.

Unit-III
Aviation Industry/Air Transportation Industry- Introduction, International Organizations - ICAO- IATA- Evolution of Hub & Spokes- Carrier Codes- facilities to the passengers-procedure at airport: - policies- practices and rules.

Unit-IV

Value Chain; Relationship/Interdependence between Hospitality, Travel and Tourism industry: Travelers at rest- Home away from Home - Hospitality culture- Athithi devo Bhavah- 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.

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

Bachelor of Business Administration – Airlines and Airport Management
Semester-I (Session 2023-2024)
Subject: Fundamentals of Air Transport System
Course Code: BBML-1664

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

Maximum Marks: 75
Theory Marks: 60
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: Understand the basics of air transport industry.
- CO2: Illustrate the significance of air travel industry.
- CO3: Examine the sustainable future of the industry.
- CO4: Devise the possible ways of sustainable air transport management.

Contents:
Unit-I
Introduction to the air transport system: Air transport across the world, historical events in air transport, major aircraft manufacturers, major passenger airlines in India, major global airline companies.

Unit-II
Aircraft transport system: aircraft and flight principles, air traffic control, flight performances, airport environment, types of aircraft, aircraft manufacturers, flight strategy and aircraft selection, climb, cruise, and descent, take-off, en route, and landing limitations, flight preparation.

Unit-III
Aviation industry: introduction to the aviation system, past, present, and future trends, the airline business, air traffic management, challenges in the air transport industry.

Unit-IV
The airports: airport overview, airport infrastructure, runway and safety area, taxiways design, airport accessibility, terminal design, airport and terminal area, safety, and security airport viewpoint.

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

Time: 3 Hours   Maximum Marks: 75
L-T-P: 3-0-0   Theory Marks: 60
                                                 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: Acquire skills in reading, writing, comprehension, and communication, as well as the ability to use electronic media for business communication.
- CO2: Learn effective business writing and business communication.
- CO3: Acquire interpersonal communication skills that maximize team effectiveness.
- CO4: Write job interviews and application letters and how to prepare for an interview.

Contents:

Unit-I

Business Communication: Meaning and Importance, Communication Purpose, Process, Elements, Barriers to Communication, and Conditions for Successful Communication Forms of Communication, basic models of communication, and the 7 C's of effective business communication **Organizational Communication:** The Importance of Communication in Management, Formal and Informal Communication, Internal and External Communication

Unit-II

Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations

Business Etiquette: Understanding Etiquette, Cross-Cultural Etiquette, and Business Manners Business-to-business etiquette

Unit-III

Internal Correspondence: Memos, Circulars, Notices, and Office Orders **Correspondence with banks:** Regarding overdrafts, Cash credits, and loans Drafting of sales letters, Circulars, Preparation of sales reports, **Customers' correspondence** (complaints, Regarding dues, follow-up letters)

Unit-IV

Preparation of a resume, Difference between a resume, biodata, and C.V. for job applications, Drafting of interview letters, call letters, and final appointment orders

Employment Communication: Group Discussions: Understanding Group Discussions, Ways to Form Groups, Presenting Arguments, and Ways to Defend Interviews: How to Face an Interview, Article writing.

References/ Textbooks:

1. Taylor and Chandra, V., "Communication for Business: A Practical Approach", Fourth Edition, 2011, Pearson Education.
2. Bovee and Thill, J., "Business Communication Today", 2011, Prentice Hall.
3. Sethi, A., and Adhikari, "Business Communication", 2009, McGraw Hill Education.
4. Kaul, "Business Communication", 2004, Prentice Hall of India, New Delhi.
5. Dulek and Fielden, J., "Principles of Business Communication", 1990, Macmillan Publishing Co., New York.
6. Rodriques V. (2003), "Effective Business Communication", 13th Edition
7. Doshi S.R. (2008), "Business Communication and Management: Methods and Techniques".
8. A. Murphy, Charles E.   Peck (1981), 3rd Edition, "Effective Business Communication", Tata McGraw Hill Publishing Co. Ltd.

Bachelor of Business Administration – Airlines and Airport Management
Semester-I (Session 2023-2024)
Subject: Customer Service Executive
Course Code: BBML-1666

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 50
Theory Marks: 40
CA-10

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: Prepare for providing meet and greet service
- CO2: Meet, Greet and arrange transfers for the passengers
- CO3: Handle guest queries and service complaints
- CO4: Maintain standard of etiquette and hospitable conduct

Course Content:

UNIT- I

THC/N4207: Prepare for providing meet and greet service
- Plan for meeting customers
- Prepare for meeting customers
- Check preparation

THC/N4208: Meet and Greet Customers
- Meet and greet customer
- Establish rapport with customers
- Report escalations

THC/N4209: Arrange for guest transfers
- Manage transfers of customers from and to arrival and departure points
- Assist customers to check-in and check-out of accommodation

UNIT- II

THC/N4210: Handle guest queries and service complaints
- Address customers' queries
- Spot potential problems
- Resolving customers' problems

THC/N9901: Communicate with customer and colleagues
- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

THC/N9902: Maintain customer-centric service orientation
- Engage with customers to understand their service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

UNIT- III
THC/N9903: Maintain standard of etiquette and hospitable conduct
- Follow behavioral, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

THC/N9904: Follow gender and age sensitive service practices
- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace

UNIT- IV
THC/N9905: Maintain health and hygiene
- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

THC/N9906: Maintain safety at workplace
- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment
- Achieve safety standards

Text Books:
- Bhatnagar S.K, Front Office Operation and Management, Frank Brothers.

Suggested Readings:
- Andrews Sudhir, Hotel Housekeeping Training Manual, McGraw-hill
- Andrews Sudhir, Front Office Training Manual, McGraw-hill
- Raghubalan G, Hotel Housekeeping Operations & Management,3rdeditionOxfordUniversityPress.
- TiwariJatashankar R, Hotel Front Office, Oxford University Press

Web Links:

- http://tourism.gov.in/sites/default/files/guideline/HRACC%20Guidelines%20for%20Hotels2.pdf
- https://www.slideshare.net/indianchefrecipe/layout-and-sections-of-front-office
- https://warigunawan.wordpress.com/2013/11/25/housekeeping-department-in-the-organization

Time: 3 Hours   Maximum Marks: 40
L-T-P: 1-0-1   Theory Marks: 30
                                                                                 Practical Marks: 10
                                                                                 CA-10

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: Maintain health and hygiene in aviation and food industry
CO2: Maintain safety at workplace
CO3: Follow the food laws applicable in aviation and food industry
CO4: Appraise with recent technological advancements in food industry

Course Content:

Unit-I

Introduction:
Cleaning and Sanitizing, Cleaning vs. Sanitizing, Cleaning, Sanitizing, Machine Dishwashing, Manual Dishwashing, Cleaning the Premises, Storing Utensils, Tableware, and Equipment, Using foodservice Chemicals, Developing a Cleaning Program

Unit-II

Food safety:
Food Safety, Food Hazards, Contaminants and food Hygiene. Micro Organisms in food: General characteristics of micro-organisms based on their occurrence and structure, Factors affecting their growth in food, Common food borne microorganism.

Unit-III

Food Safety Management Systems, Perquisite Food Safety Programs, Active Managerial Control, Hazard Analysis Critical Control point (HACCP), Crisis management

Unit –IV

Food Laws and Standards : Indian Food Regime ,Global Scenario ,Other laws and standard related to food ,FPO,PFA,FSSAI,AGMARK,BIS,GRAS and permissible limits for chemical preservatives .
Recent concerns in food safety: New and Emerging Pathogens. Genetically modified food, transgenic and Organic foods. Newer approaches to food safety

References:

Text books

- First Aid, CPR and AED, 5th ed. (2006). A. Thygerson, B. Gulli& J.R. Krohmer. Jones & Bartlett. ISBN: 0763742090

Suggested Books:

- Food Science & Nutrition-RodaySunetra, Oxford University Press
- Ali, Inteaz, Food Quality Assurance
- Hester and Harrison, Food Safety and Food Quality

Web Links:

- https:// www.hanoverhornets.org/pe/wp-content/uploads/2017/01/nutritionnotes-2.pdf
- https://download.nos.org/srsec321newE/321-E-Lesson-4.pdf
- https://testbook.com/blog/nutrition-and-deficiency-static-gk-notes-pdf-3/
- https://www.wasatch.edu/cms/lib/UT01000315/Centricity/.../exsci%20lecture%20notes.pdf
- https://academic.oup.com/nutritionreviews/article-pdf/45/.../nutritionreviews45-0319.pdf

Bachelor of Business Administration – Airlines and Airport Management
Semester-I (Session 2023-2024)
Subject: Field Visit and Report
Course Code: BBML-1668

Time: 3 Hours   Maximum Marks: 100
L-T-P: 0-0-4   Practical Marks: 80
                                                                CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Candidates 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 neighborhood 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 can be scheduled in guiding students about various components of reports and essentials of report writing.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE PROGRAMME
Bachelor of Business Administration (Airlines and Airport Management)

(Session 2023-2024)
Credit Based Continuous Evaluation Grading System

S. No.	Course Code	Course Type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks				Examination time (in Hours)
						Total	L	P	CA	
1	BBML-2421/ BBML-2031/ BBML-2431	C	Punjabi Compulsory/ [1]Basic Punjabi/ [2]Punjab History and Culture	4-0-0	4	100	80	-	20	3
2	BBMM-2102	C	Communication Skills in English	2-0-2	4	100	50	30	20	3
3	BBML-2093	C	Fundamentals of Management	4-0-0	4	100	80	-	20	3
4	BBML-2664	S	Immigration and Custom Operations	2-0-0	2	50	40	-	10	3
5	BBML-2665	S	Airlines Ticketing and Airfare Construction	3-0-0	3	75	60	-	10	3
6	BBML-2666	S	Aviation Economics	4-0-0	4	100	80	-	20	3
	BBMM-2667	S	Applications of Computer in Hospitality and Tourism	1-0-1	2	50	25	15	10	3
8	BBMP-2668	S	Computer Reservation System	0-0-2	2	50	-	40	10	3
9	SECM-2502	AC	*Moral Education	2-0-0	2	50	40	-	10	1
	TOTAL CREDITS				**27**	**675**				

*Special paper in lieu of Punjabi (Compulsory)
(Only for those students who are not domicile of Punjab)
*Marks of these papers and credits will not be added in total marks and total credits. Only grades will be provided.

C- Compulsory
S- Skill Enhancement

Bachelor of Business Administration – Airlines and Airport Management
Semester-II (Session 2023-2024)
Subject: Fundamentals of Management
Course Code: BBML-2093

Time: 3 Hours Maximum Marks: 100
L-T-P: 4-0-0 Theory Marks: 80
CA-20

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: Practice the process of management's four functions: planning, organizing, leading, and controlling.

CO2: They will be able to bring effectiveness to an organization by making different plans and strategies.

CO3: Evaluate leadership styles to anticipate the consequences of each style.

CO4: Gather and analyze both qualitative and quantitative information to isolate issues and formulate the best control methods.

Contents:

UNIT-I
Nature of Management: Meaning and Definition, Characteristics, Importance, And Management: A Science or Art, Principles and Levels of Management, Management Functions, and Development of Management

Unit II
Planning and Organizing: Meaning, Definitions, Features, Types of Plans and Planning Force, Importance of Planning, Decision Making Process, Concept, Rationality in Decision Making, Forecasting and its importance, Delegation of authority, its meaning and importance, Coordination: definition, need, and importance

Unit III
Staffing and Directing: Meaning, Recruitment, Sources, and Selection, Steps, Training Needs AND Methods, and Directing: Meaning elements and importance

Unit IV
Leadership and Managerial Control: Leadership: Meaning, Definitions, Importance, and Qualities
Controlling: meaning, definition, importance, and process

Books/ References

- Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education
- Stephen P. Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education
- George Terry, Principles of Management, Richard D. Irwin

- Newman, Summer, and Gilbert, Management, PHI
- James H. Donnelly, Fundamentals of Management, Pearson Education
- P. Singh and A.K. Singh, Essentials of Management, Excel Books
- Griffin, Management Principles and Application, Cengage Learning
- Robert Kreitner, Management Theory and Application, Cengage Learning
- TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
- Peter F. Drucker, The Practice of Management, Mercury Books, London

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

Time: 3 Hours   Maximum Marks: 50
L-T-P: 2-0-0   Theory Marks: 40
                                                                    CA-10

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, Meaning and Concept of Customs, Import duty, Custom duty, and Custom officer types, Types of Immigration, Types of custom duty, 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 – Airlines and Airport Management
Semester-II (Session 2023-2024)
Subject: Airlines Ticketing and Airfare Construction
Course Code: BBML-2665

Time: 3 Hours   Maximum Marks: 75
L-T-P: 3-0-0   Theory Marks: 60
                                                       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: Study the international air travel organizations and conventions to regulate aviation.
- CO2: Explain the time calculation in airline ticketing and aviation geography.
- CO3: Examine the basic steps of airfare construction in airline ticketing.
- CO4: Explore the available global distribution system used for the airlines ticketing.

Contents:

Unit-I
Aviation Organisation and Conventions: Introduction to IATA, Introduction to ICAO, Warsaw convention, Bermuda convention, Chicago convention
Unit-II
Time calculation and IATA areas: IATA traffic conference: areas and subareas, Global indicators, GMT variations, International date line, Flying time calculations
Unit-III
Airfare construction: Basic steps: Fare construction points, Ticketed point mileage (sum), Maximum permitted mileage of origin-destination (O-D), The neutral unit of construction (NUC), Rates of exchange (ROE), rules and conditions, Extra mileage allowance (EMA), Excess mileage surcharge (EMS), Higher intermediate point fares (HIP), Constructed fare, Total fare in local currency, one-way and return trip, circle trip journey, open jaw, round the world journey
Unit-IV
Basic concepts of air ticketing: Air tariffs and their types, Fare basis code, Classes of services, Ticket format and its type, Electronic ticket/coupon, Advantages of online airline reservation, case studies of Indigo and Singapore airlines.

Text Books:
1. INTERNATIONAL AIRFARE AND TICKETING: METHODS AND TECHNIQUES by S K GUPTA, UDH PUBLISHERS AND DISTRIBUTORS (P) LTD

References:

1. AIR TRAVEL TICKETING AND FARE CONSTRUCTION by JAGMOHAN NEGI, KANISHKA PUBLISHERS, AND DISTRIBUTORS

Time: 3 Hours   Maximum Marks: 100
L-T-P: 4-0-0   Theory Marks: 80
                                                                                          CA-20

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.

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
Prices 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:

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

Bachelor of Business Administration – Airlines and Airport Management
Semester-II (Session 2023-2024)
Subject: Applications of Computer in Hospitality and Tourism
Course Code: BBML-2667

Time: 3 Hours

L-T-P: 1-0-1

Maximum Marks: 50

Theory Marks: 25

Practical Marks: 15

CA-10

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: Manage files by using tools such as archiving, storage folders and message rules.

CO2: Create a word document and excel workbook and navigate your way around the basic applications

CO3: Create and present a basic PowerPoint presentation complete with headings, bullet points and pictures

CO4: Recognize basics application of computer in tourism field

Contents:
UNIT – I
Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarisation with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer,

Unit II
Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word. MS- Excel and MS-Power Point

Unit III
Internet & Applications: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines, Email

Unit IV
Social Media Applications and Hospitality: Introduction to Social Media, Its Role in Hospitality Promotion, Facebook – Creating Pages and Profiles, Merits/Demerits of Social Media, Linked In, Twitter and Other Social Media Applications.

Practical:

WINDOWS OPERATIONS

Creating Folders, Creating Shortcuts, Copying Files/Folders, Renaming Files/Folders, Deleting Files, Exploring Windows, Quick Menus

MS-OFFICE (WORD)

CREATING A DOCUMENT, Entering Text, Saving the Document, Editing a Document already saved to Disk, Getting around the Document, Find and Replace Operations, Printing the Document

SPECIAL EFFECTS

Print Special Effects e.g. Bold, Underline, Superscripts, Subscript, Changing Fonts, Changing Case

CUT, COPY AND PASTE OPERATION

Marking Blocks, Copying and Pasting a Block, Cutting and Pasting a Block, Deleting a Block, Formatting a Block, Using Find and Replace in a Block.

USING MS-WORD TOOLS

Spelling and Grammar, Printing Envelops and Labels, TABLES-Create, Delete, Format

PRINT OPTIONS Previewing the Document, Printing a whole Document, Printing a Specific Page, Printing a selected set, Printing Several Documents, Printing More than one Copy.

MS-OFFICE (EXCEL)

How to use Excel, Starting Excel, Parts of the Excel Screen, parts of the Worksheet, Navigating in a Worksheet, and Getting to know mouse pointer shapes.

MS-POWER POINT Making a simple presentation, Using Auto content Wizards and Templates, Slides-Creating Slides, Re-arranging, modifying, Inserting pictures, objects, setting up a Slide Show.

References:

Text Books
- Alexis Leon & Mathews Leon, Vikas Introduction to Computers - Leon, 1/e Publishing.

Suggested Books
- Pradeep K. Sinha, PritiSinha Computer Fundamentals (Sixth Edition), , Published by BPB Publications, 2007
- Sanjay Saxena, introduction to Computers & MS Office, Vikas Publishing.
- Pradeep K. Sinha, PritiSinha Computer Fundamentals (Sixth Edition), , Published by BPB Publications, 2007
- Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
- White, Date Communications & Compute4r Network, Thomson Learning, Bombay.
- Computers in Hotels – Concepts & Applications : Partho P Seal Oxford University

Press

- Gini Courter & Annette Marquis Ms-Office 2007 by BPB Publications

  Web Links:

- https:// entrancegeek.com/five-generation-of-computer/
- https://products.office.com/en-in/powerpoint
- https:// www.businessdictionary.com/definition/internet.html

Bachelor of Business Administration – Airlines and Airport Management
Semester-II (Session 2023-2024)
Subject: Computer Reservation System
Course Code: BBML-2668

Time: 3 Hours   Maximum Marks: 50
L-T-P: 0-0-2   Practical Marks: 40
                                                                CA-10

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: Know the basics of Galileo.
- CO2: Understand the functions of Galileo.
- CO3: Apply practically technical knowledge of Galileo.
- 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 TRAVELPOR, TECHNICAL PUBLICATIONS

SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Business Administration (Airlines and Airport Management)

(Session 2023-2024)
Credit Based Continuous Evaluation Grading System

S. No.	Course Code	Course Type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks Total	Ext. L	P	CA	Examination time (in Hours)
			Semester III							
1	BBML-3171	C	Statistics for Business	4-0-0	4	100	80	-	20	3
2	BBML-3662	C	Fundamentals of Human Resource Management	4-0-0	4	100	80	-	20	3
3	BBML-3093	C	Fundamentals of Marketing Management	4-0-0	4	100	80	-	20	3
4	BBML-3664	C	Tourism Geography	3-0-0	3	75	60	-	15	3
5	BBML-3665	S	Airline Cabin Operations	2-0-0	2	50	40	-	10	3
6	BBML-3666	S	Airlines and Airport Management	3-0-0	3	75	60	-	15	3
7	BBMP-3667	S	Airline Cabin Operations - Laboratory	0-0-2	2	50	-	40	10	3
8	SECP-3512	AC	*Personality Development	2-0-0	2	50	40	0	5	1
			TOTAL		**24**	**600**				

C- Compulsory
S-Skill Enhancement
AC- Audit Course
*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Business Administration (Airlines and Airport Management)

(Session 2023-2024)
Credit Based Continuous Evaluation Grading System

S. No.	Course Code	Course Type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks Total	Ext. L	Ext. P	CA	Examination time (in Hours)
			Semester IV							
1	BBML-4661	C	Airport Ground Handling Operations	4-0-0	4	100	80	-	20	3
2	BBML-4662	C	Cargo Operation and Management	4-0-0	4	100	80	-	20	3
3	BBML-4663	C	Aviation Strategy in Global Context	3-0-0	3	75	60	-	15	3
4	BBML-4094	C	Business Environment	4-0-0	4	100	80	-	20	3
5	BBML-4545	S	Foreign language (French)	2-0-0	2	50	40	-	10	3
6	BBML-4666	S	In Flight Food and Beverage Service	2-0-0	2	50	40	-	10	3
7	BBMP-4667	S	In Flight Food and Beverage Service – Laboratory	0-0-2	2	50	-	40	10	3
8	AECE-4221	AC	*Environmental Studies (Compulsory)	2-0-2	4	100	60	20	20	3
9	SECS-4522	AC	*Social Outreach	2-0-0	2	50	-	40	10	1
			TOTAL CREDITS		**27**	**675**				

C- Compulsory
S-Skill Enhancement
AC- Audit Course
*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Business Administration (Airlines and Airport Management)

(Session 2023-2024)
Credit Based Continuous Evaluation Grading System

S. No.	Course Code	Course Type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks Total	Ext. L	Ext. P	CA	Examination time (in Hours)
			Semester V							
1	BBML-5661	C	Aircraft Safety and Emergency Procedure	3-0-0	3	75	60	-	15	3
2	BBML-5662	C	Ethical Legal and Regulatory Aspects of Tourism and Hospitality	4-0-0	4	100	80	-	20	3
3	BBML-5663	C	Consumer Behavior	4-0-0	4	100	80	-	20	3
4	BBML-5664	C	Air Traffic Management	4-0-0	4	100	80	-	20	3
5	BBML-5665	S	Basic Research Methodology	4-0-0	4	100	80	-	20	3
6	BBML-5666	S	Personality Skills for Hospitality and Tourism Industry	4-0-0	4	100	80	-	20	3
7	SECI-5541	AC	*Innovation, Entrepreneurship and Creative Thinking	2-0-0	2	50	40	-	10	1
	TOTAL CREDITS				**25**	**625**				

C- Compulsory
S-Skill Enhancement
AC- Audit Course
*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE
Bachelor of Business Administration (Airlines and Airport Management)
(Session 2023-2024)
Credit Based Continuous Evaluation Grading System
Credits: 30

Contents:

In this semester the student shall be sent for industrial training for a period of 22 Weeks, where she/he would work in Airlines, Airport Management Organisations, Guest relations of Classified star Hotels of the level of three star and above category or in travel agency, tour operation companies, event management companies.

- The student shall maintain a logbook on daily basis.
- At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department.
- The training report is to be prepared by the student in two typed copies and to be submitted to the Head of faculty within the stipulated time for assessment.
- The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce.
- The training report will be assessed by a panel of examiners comprising of two external examiners (the external would include preferably one from the Tourism and Hospitality Industry of the level of Head of the Department and above) and one internal examiner.

S. No.	Course Code	Course Type	Course Titles	Hours Per Week L-T-P	Credits	Max Marks				Examination time (in Hours)
						Total	Ext. L	Ext. P	CA	
1.	BBMI-6661	S	Full term Internship - On Job Training (Report)	30	30	500	-	500	-	3
		TOTAL CREDITS			**30**	**500**				

Semester-VI

*22 weeks Industrial training & its evaluation, Log book, Project report, Appraisals & Viva voce