



KAMARAJ COLLEGE

(AUTONOMOUS)

Accredited with A+ Grade by NAAC

Among Top 150 Colleges in India - NIRF Ranking 2025

இந்து நாடார் சங்கங்களால் 1966-ல் தொடங்கப்பட்ட கல்லூரி

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI - 628 003.



B.B.A., Aviation Management

Semester – I to IV

Syllabus

(For the Students those who joined from the academic year 2025 - 2026)

Department Profile

Name of the Programme : B.B.A., Aviation Management

Programme code : 02040

Year of Establishment : 2025 - 2026

E-Mail id : kcsfbba@gmail.com

Vision:

To be a premier center for aviation management education, nurturing skilled, ethical, and industry-ready professionals. The program aims to empower students with managerial expertise, operational knowledge, and leadership abilities to excel in the dynamic global aviation and travel industry.

Mission:

To provide quality education and practical training that develops competent aviation professionals. It focuses on enhancing industry knowledge, managerial skills, and ethical decision-making through innovative teaching, internships, and exposure to aviation operations, preparing students for successful careers in airlines, airports, logistics, and related sectors.

College Mail Id: kamarajcollege@gmail.com

College Website: www.kamarajcollege.ac.in

B.B.A. (Aviation Management)

Programme Objective:

Learning Outcomes-Based Curriculum Framework Guidelines Based Regulations for Under Graduate Programme	
Programme:	B.B.A., Aviation Management Eligibility: Candidate must have passed the higher secondary (10+2) examination in the Commerce Accountancy Stream.
Programme Code:	02040
Duration:	UG – 3 years
Programme Outcomes:	
PO1:	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
PO2:	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3:	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4:	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5:	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing view points.

PO6:	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7:	Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
PO8:	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

Programme Specific Outcomes:	
PSO 1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO 2	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO 3	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.
PSO 4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze Effectiveness of Humanity.

Methods of Evaluation			Marks
Internal Evaluation	Continuous Internal Assessment Test	15	25
	Assignments with PPT	5	
	Class Participation /Group Discussion	5	
External Evaluation	End Semester Examination		75
	Total		100 Marks

Extra Credits		
Curricular Activities	Co-Curricular Activities	Extra-Curricular Activities
Paper Presentation	Cultural Competitions	NCC
Paper Publication	Domain Clubs	NSS
Placement Training		Sports
Quiz		YRC
Competitions		UBA
SWAYAM /NPTEL/MOOCs		
*Paper Presentation for each paper: 1 credit.		

Level	Credit			
	Participation	III Prize	II Prize	I Prize
Intra college	1	2	3	4
Intercollegiate	2	3	4	5
District	3	4	5	6
University	4	5	6	7
State	5	6	7	8
National	6	7	8	9
International	7	8	9	10

Semester	Hours	Credits
I	30	23
II	30	23
III	30	24
IV	30	25
V	30	25
VI	30	21
Total		141

**Extra Credit will be given on the basis of student's performance

Pedagogy:

- Technology Based Learning (PPT)
- Peer Teaching (Chalk & Talk)
- Virtual Lab
- Blended Learning (Online & Offline)
- Group Learning
- Self - Study
- Games Based Learning

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

First Year – Semester – I

UG B.B.A., Aviation Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA	ESE	Total
Part I	25ULTL11	Tamil Ilakkiya Varalaru I	3	6	3	25	75	100
Part II	25ULEN11	General English I	3	6	3		75	100
Part III Core - I	25UMAM11	Principles of Management	5	5	3	25	75	100
Part III Core - II	25UMAM12	Introduction to Airport Management	5	5	3	25	75	100
Part III EC - I	25UEAM11 25UEAM12	Any One 1. Accounting for Management 2. Consumer Behaviour	3	4	3	25	75	100
Part IV SEC – I	25USAM11 25USAM12	Any One 1. Basics of Event Management 2. Office Management	2	2	3	25	75	100
Part IV FC	25UFAM11	Managerial Communication	2	2	3	25	75	100
Total			23	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

First Year – Semester – II

UG B.B.A., Aviation Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL21	Tamil Ilakkiya Varalaru II	3	6	3	25	75	100
Part II	25ULEN21	General English II	3	6	3	25	75	100
Part III Core – III	25UMAM21	Organizational Behaviour	5	5	3	25	75	100
Part III Core – IV	25UMAM22	Airport Ground Handling Management	5	5	3	25	75	100
Part III EC – II	25UEAM21 25UEAM22	Any One 1. Business Regulatory Framework 2. Managerial Economics	3	4	3	25	75	100
Part IV SEC – II SEC – III	25USAM21 25USAM22 25USAM23	Any Two 1. Managerial Skill Development 2. Business Etiquette and Corporate Grooming 3. Business Legislation	2 2	2 2	3 3	25 25	75 75	100 100
Total			23	30				
SEC-Skill Enhancement Course			CIA- Continuous Internal Assessment					
EC –Elective Course			ESE- End Semester Examination					

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

Second Year – Semester – III

UG B.B.A., Aviation Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL31	தமிழக வரலாறும் பண்பாடும்	3	6	3	25	75	100
Part II	25ULEN31	General English III	3	6	3	25	75	100
Part III Core – V	25UMAM31	Flight Operations Management	5	4	3	25	75	100
Part III Core - VI	25UMAM32	Production and Materials Management	4	4	3	25	75	100
Part III EC - III	25UEAM31 25UEAM32	Any One 1. Business Statistics 2. Business Mathematics	3	4	3	25	75	100
Part IV SEC – IV SEC – V	25USAML1 25USAM31 25USAM32	Any Two 1. Computer Application in Business * 2. Effective Employability Skills I 3. New Venture Management	2 2	2 2	3 3	40 25	60 75	100 100
Part V	25UYOG31	Yoga , Cultural and Heritage	2	2	1.5	25	75	100
Total			24	30				

* (Practical - Computer Lab)

COURSE STRUCTURE

(For the Students admitted from the academic year 2025 – 2026)

Second Year – Semester – IV

UG B.B.A., Aviation Management

Part	Course Code	Title of the Course	Credits	Hours	Duration of ESE (Hrs.)	Marks Allotted		
						CIA		
Part I	25ULTL41	தமிழும் அறிவியலும்	3	6	3	25	75	100
Part II	25ULEN41	General English-IV	3	6	3	25	75	100
Part III Core – VII	25UMAM41	Air Regulation and Air Traffic Management	5	4	3	25	75	100
Part III Core - VIII	25UMAM42	Marketing Management	4	4	3	25	75	100
Part III EC - IV	25UEAM41 25UEAM42	Any One 1. Operations Research 2. Supply Chain Management	3	4	3	25	75	100
Part IV SEC – VI SEC – VII	25USAML2 25USAM41 25USAM42	Any two 1. Computer Application in Accounting and Finance * 2. Effective Employability Skills II 3. Intellectual Property Rights	2 2	2 2	3 3	40 25	60 75	100 100
Part IV	25UEVS41	Environmental Studies	2	2	3	25	75	100
Part V	25UEA41	NCC/NSS/YRC/SPORTS/UBA	1	–	–	–	–	100
Total			25	30				

*** (Practical - Computer Lab)**

Semester – I
Principles of Management

Title of the Course	Principles of Management				
Course Type	Core – I				
Course Code	25UMAM11				
Year	I	Semester	I	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To impart knowledge about evolution of management.
LO2	To provide understanding on planning process and importance of decision making in organization.
LO3	To learn the application of principles in organization.
LO4	To study the process of effective controlling in organization.
LO5	To familiarize students about significance of ethics in business and its implications.

Unit	Content
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business.
Recommended Texts	
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017.
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017.
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.
Reference Books	
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3.	Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
4.	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.
5.	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
Web Resources	
1.	https://www.elearning.panchakotmv.ac.in/files/335B6FFC15896569440.pdf/
2.	https://baou.edu.in/assets/pdf/PGDM_101_slm.pdf/
3.	https://openstax.org/details/books/principles-management/
4.	https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management/
5.	https://biz.libretexts.org/Courses/Lumen_Learning/Principles_of_Management/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, levels, functions and approaches of management.
CO 2	Apply planning and decision making in management.
CO 3	Identify organization structure and various organizing techniques.
CO 4	Understand Direction, Co-ordination & Control mechanisms.
CO 5	Relate and infer ethical practices of organisation.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	2	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	15	15	15	15	14
Average	3	2.8	2.8	3	3	3	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	2	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

Introduction to Airport Management

Title of the Course	Introduction to Airport Management				
Course Type	Core – II				
Course Code	25UMAM12				
Year	I	Semester	I	Credits	5
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	5	--	--	75	

Learning Objectives	
LO1	To acquire basic understanding of the layout of an Airport; its buildings, facilities, installations and their functioning.
LO2	Understand the basic about the markings and signage within an airport and their meaning.
LO3	Classify the different organization works together for safe conduct of flight.
LO4	To optimize resources and enhance profitability in both aeronautical and non-aeronautical sectors.
LO5	To identify risks, implement safety systems, and effectively manage emergencies and disruptive events.

Unit	Content
I	<u>BUILDINGS & INSTALLATIONS:</u> Terminals, Security, Apron, Hangar, Taxiway, Runway, Fire Station, Airport Vehicles, Fuel depot.
II	<u>MARKINGS & LIGHTINGS:</u> RWY & TWY markings, Lightings, Signboards, Declared distances, PCN, Lighting system, Aerodrome Beacon, Obstacle Lighting & Marking.
III	<u>FACILITIES & EQUIPMENTS:</u> Navigational facilities: VOR, NDB, DME; Surveillance equipment's: Primary Radar, SSR, Surface Movement Radar, ADS; GPS, VHF antennae, ILS.
IV	<u>AIR TRAFFIC CONTROL:</u> ATC Units, Concept of FIR, Role of FIC, Roles of Tower & SMC Controllers, Flight Plan, Flight Dispatch, ATC briefing.
V	<u>IMPORTANT ORGANIZATIONS:</u> Ministry of Civil Aviation, ICAO, DGCA, AAI & its wings, BCAS, CISF, MLU.

Recommended Texts	
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019.
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.
Reference Books	
1.	Journal of Economic Literature – American Economic Association.
2.	Arthasastra Indian Journal of Economics & Research.
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai.
4.	Indian Economic Journal/Sage Publications.
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi.
Web Resources	
1.	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universitety/business-and-management/lecture-notes-on-managerial-economics/6061597
2.	https://www.intelligenteconomist.com/profit-maximization-rule
3.	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134
4.	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5.	https://businessjargons.com/determinants-of-elasticity-of-demand.html
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Understand about aviation history and terminologies
CO 2	Have good idea about buildings and installation.
CO 3	Study the importance of Air Traffic Control.
CO 4	Understand about various Organizations in aviation.
CO 5	Explain the basic about RADAR principle

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	14	15	15
Average	3	2.8	3	3	2.8	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PS O	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10

Accounting for Management

Title of the Course	Accounting for Management				
Course Type	Elective Course – I				
Course Code	25UEAM11				
Year	I	Semester	I	Credits	3
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	To Impart Knowledge about basic concepts of Accounting and its Applications.
LO2	To Analyze and Interpret Financial Reports of a Company.
LO3	To Understand the Gross Profit and Net Profit earned by Organization.
LO4	To Understand the procedures of Accounting under Bills of Exchange.
LO5	To Foster Knowledge on calculation of the Depreciation.

Unit	Content
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.
II	Subsidiary book – Preparation of cash Book – Bank Reconciliation Statement – Rectification of Errors – Suspense Account.
III	Preparation of Final Accounts – Adjustments – Closing Stock, Outstanding, Prepaid and Accrued, Depreciation, Bad and Doubtful Debts, Provision and Discount on Debtors and Creditors, Interest on Drawings and Capital.
IV	Bills of Exchange – Trade and Accommodation bills – Renewals – Dishonour due to insolvency – Retiring the bill.
V	Depreciation – Definition, Causes, Methods of Depreciation (Straight Line Method, Written Down Value Method and Annuity Method).

Recommended Texts	
1.	R.L.Gupta&Radhasamy.M - Advanced Accountancy, New Delhi: Sultan Chand & Sons.
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition.
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education.
Reference Books	
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai.
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications, 6th Edition, 2019.
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017.
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
Web Resources	
1.	https://ebooks.ipude.in/management/mba/term_1/DMGT403_ACCOUNTING FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles/
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system/
5.	https://www.profitbooks.net/what-is-depreciation/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Prepare Journal, Ledger, Trial Balance and Cash Book.
CO 2	Classify Errors and Making Rectification Entries.
CO 3	Prepare Final Accounts with Adjustments.
CO 4	Prepare Bills of Exchange.
CO 5	To Understand the methods and Calculation of Depreciation.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	15	15	14	15	15	14
Average	3	2.8	3	3	2.8	3	3	2.8

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

Consumer Behaviour

Title of the Course	Consumer Behaviour				
Course Type	Elective Course – I				
Course Code	25UEAM12				
Year	I	Semester	I	Credits	3
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	To understand the different concepts relating to nature, scope and application of consumer behavior.
LO2	To understand the various internal influences on consumer behavior.
LO3	To comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
LO4	To learn about the various external influences on consumer behavior.
LO5	To understand the process of human decision making in a marketing context.

Unit	Content
I	Introduction to Consumer behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research.
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory.
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation.
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: consumer roles within a family; purchase influences and role played by children; family life cycle.
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation - resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.

Recommended Texts	
1.	'Predictably Irrational' – Dan Ariely - Explores the hidden forces that shape our decisions, providing insights into the irrational aspects of consumer behaviour.
2.	'Consumer behaviour' – Leon G. Schiffman, Leslie Lazar Kanuk, and Joseph Wisenblit - A comprehensive guide covering various aspects of consumer behaviour, including perception, motivation, attitudes, and decision-making processes.
3.	"The Big Five Personality Traits and Consumer Behavior" – Explores how personality traits influence shopping habits.
4.	"Persuasion: Social Influence and Compliance Gaining" – Robert B. Cialdini explains how personality influences consumer choices and persuasion techniques.
5.	'Thinking, Fast and Slow' – Daniel Kahneman - Delves into the dual systems of thought that drive our decisions, offering a deeper understanding of consumer decision-making processes.
Reference Books	
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi.
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.
Web Resources	
1.	https://www.ama.org/topics/consumer-behavior/
2.	https://www.ama.org/consumer-behavior-sig/
3.	https://degree.lamar.edu/online-programs/business/mba/marketing-concentration/key-marketing-concepts-consumer-behavior/
4.	https://www.ama.org/2019/05/20/the-why-behind-the-buy-integrating-consumer-behavior-into-your-marketing-strategy/
5.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Explain the concept of Consumer Behaviour& describe Consumer research process in detail.
CO 2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
CO 3	Analyze the consumer decision process.
CO 4	Assess the impact of consumer's motivation, personality on the buying behaviour.
CO 5	Determine customer satisfaction and consequent post purchase behavior

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	14	14	15	14
Average	3	2.8	2.8	3	2.8

Basics of Event Management

Title of the Course	Basics of Event Management				
Course Type	Skill Enhancement Course – I				
Course Code	25USAM11				
Year	I	Semester	I	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To know the basic of event management its concepts.
LO2	To make an event design.
LO3	To make feasibility analysis for events.
LO4	To understand the 5 Ps of Event Marketing.
LO5	To know the financial aspects of event management and its promotion.

Unit	Content
I	Introduction: Event Management – Definition, Need, Importance, Activities: Pre-Event, During Event, Post Event Activities.
II	Event Planning and Design: Steps in Event Planning, Venue Selection and Design, Resource Management.
III	Event feasibility: Resources – feasibility - SWOT Analysis.
IV	Event Marketing & Promotion: Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.
V	Event Budget: Event Budget - Financial Analysis – Event Cost – Event Sponsorship.

Recommended Texts	
1.	Event Management by Chaudhary, Krishna, Bio-Green Publishers.
2.	Successful Event Management by Anton Shone & Bryn Parry.
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid.
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers.
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015.

Reference Books	
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher – 2009.
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross.
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers.
Web Resources	
1.	https://ebooks.lpude.in/management/bba/term_5/dmgt304_event_management.pdf/
2.	https://www.inderscience.com/jhome.php?jcode=ijhem-international journal of hospitality & event management
3.	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4.	https://www.eventbrite.com/blog/?s=roundup/
5.	https://www.eventindustrynews.com/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	To understand basics of event management.
CO 2	To design events.
CO 3	To study feasibility of organizing an event.
CO 4	To gain Familiarity with marketing & promotion of event.
CO 5	To develop event budget.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	14	15	15
Average	3	2.8	3	3	2.8	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

Office Management

Title of the Course	Office Management				
Course Type	Skill Enhancement Course – I				
Course Code	25USAM12				
Year	I	Semester	I	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	30

Learning Objectives	
LO1	To familiar with modern office management.
LO2	To familiar with the work atmosphere.
LO3	To train the students in maintaining and running the office effectively.
LO4	To understand and organize data records.
LO5	To gain knowledge about the role of a secretary.

Unit	Content
I	Modern Office and Its Function Introduction — Meaning of Office — Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers.
II	Office Space and Environment Management Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout - Freedom from Noise and Dust - Safety from Physical Hazards - Sanitary Requirements – Cleanliness – Security - Secrecy.
III	Office Systems and Procedures The Systems Concept —Definitions—Systems Analysis —Flow of Work— Analysis of Flow of Work — Role of Office Manager in Systems and Procedures.
IV	Records Management Records — Importance of Records — Records Management — Filing — Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Modern Tendencies in Records Making.
V	Secretarial Practice Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary - Qualifications for Appointment as Personal Secretary. Agenda and Minutes of Meeting. Drafting, Fax-Messages, Email. Maintenance of Appointment Diary.

Recommended Texts	
1.	R S N Pillai & Bagavathi, Office Management, S Chand Publications, New Delhi
2.	P.K. Ghosh, Office Management, Sultan Chand & Sons, New Delhi.
3.	R.K. Chopra, Office Management, Himalaya Publishing House, Mumbai.
4.	Bhatia, R.C. Principles of Office Management, Lotus Press, New Delhi.
5.	Leffingwell and Robinson: Text book of Office Management, Tata McGraw-Hill, Noida.
Reference Books	
1.	Chhabra, T.N., Modern Business Organisation, Dhanpat Rai & Sons New Delhi.
2.	Terry, George R, Office Management and Control, Irwin, United States.
3.	Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
4.	Dr. I.M. Sahai, Office Management & Secretarial Practice, Sahitya Bhawan Publications, New Delhi.
5.	T Ramaswamy, Principles Of Office Management, Himalaya Publishers, Mumbai.
Web Resources	
1.	https://desktrack.timentask.com/blog/office-management-software/
2.	https://hubblehq.com/blog/best-office-management-software-tools
3.	https://www.zoho.com/one/office-management-software.html
4.	https://www.actiplans.com/blog/best-office-management-tools
5.	https://www.travelperk.com/guides/office-management/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Familiarized with modern office management.
CO 2	Adapt with the modern work atmosphere.
CO 3	Trained in maintaining the office independently and effectively.
CO 4	Ability to organize data records in office.
CO 5	Motivated to act as a company secretary.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Managerial Communication

Title of the Course	Managerial Communication				
Course Type	Foundation Course				
Course Code	25UFAM11				
Year	I	Semester	I	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To educate students role & importance of communication skills.
LO2	To build their listening, reading, writing & speaking communication skills.
LO3	To introduce the modern communication for managers.
LO4	To understand the skills required for facing interview.
LO5	To facilitate the students to understand the concept of Communication.

Unit	Content
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters.
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.
IV	Communication through Reports – Agenda- Minutes of Meeting - Drafting of a resume - Application for a situation – Structure -Preparation of Curriculum vitae – Drafting an application for different positions.
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites - AI Tools for effective Communication

Recommended Texts	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.
Reference Books	
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondence and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
Web Resources	
1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.oercommons.org/curated-collections/469
4.	https://www.indeed.com/career-advice/career-development/meeting-minutes-template-examples
5.	https://toolnest.org/ai-tools-for-business-communication-collaboration/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Understand communication process and its barriers.
CO 2	Develop business letters in different scenarios
CO 3	Develop oral communication skills & conducting interviews
CO 4	Use managerial writing for business communication
CO 5	Identify usage of modern communication tools & its significance for managers

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	2	3	2
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Semester – II
Organizational Behaviour

Title of the Course	Organizational Behaviour				
Course Type	Core – III				
Course Code	25UMAM21				
Year	I	Semester	II	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	To have extensive knowledge on OB and the scope of OB.
LO2	To create awareness of Individual Behaviour.
LO3	To enhance the understanding of Group Behaviour.
LO4	To know the basics of Organizational Culture and Organizational Structure.
LO5	To understand Organizational Change, Conflict and Power.

Unit	Content
I	Introduction: Meaning, Definition, Concept of Organizational Behavior: Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB -Work Life Balance- Work environment, Ethics.
II	Individual Behaviour: Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. Motivation: Concept; Theories Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory Job characteristics model; Redesigning jobs. Perception, Decision Making: Perception and Judgments; Factors; Linking perception to individual decision making.
III	Group Behaviour:1.Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Groupthink and shift; Teams; types of teams; Creating team players from individuals and team-based work - Leadership: Concept; Trait theories; Behavioral theories- Contingency theories.
IV	Organizational Culture and Structure: Concept of culture- Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.
V	Organizational Change, Conflict and Power: Forces of change; Planned change; Resistance; Approaches - Concept of conflict, Conflict process; Types, Functional/Dysfunctional. Introduction to power and politics. Case study

Recommended Texts	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011.
4.	Dr.Christopher P. Neck, Jeffery D. Houghton and EmmaL. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2 nd edition.
5.	LouisBevoc,AllisonShearsett,RachaelCollinson,OrganizationalBehaviourReference, Nutri Niche System LLC (28 April 2017).
Reference Books	
1.	Uma Sekaran, Organizational Behaviour Text & Cases, 2 nd Edition, Tata McGraw Hill Publishing CO. Ltd.
2.	Gangadhar Rao, Narayana, V.S.P. Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st Edition.
3.	S. S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5.	John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017).
Web Resources	
1.	https://www.iedunote.com/organizational-behavior/
2.	https://www.london.edu/faculty-and-research/organisational-behaviour/
3.	Journal of Organizational Behavior JSTOR
4.	International Journal of Organization Theory & Behavior, Emerald Publishing
5.	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, levels, functions and approaches of Organization Behaviour.
CO 2	Apply the concepts, theory and individual behaviour.
CO 3	Concept, theory, changes in group behavior.
CO 4	Understand, create, design and implementation.
CO 5	Relate and infer the Organisation development.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	2	3	2
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

Airport Ground Handling Management

Title of the Course	Airport Ground Handling Management				
Course Type	Core – IV				
Course Code	25UMAM22				
Year	I	Semester	II	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	5		--	--	75

Learning Objectives	
LO1	Understand the functions, activities, and services of ground handling, including passenger, cargo, and ramp handling
LO2	Apply industry standards and reference documents
LO3	Identify and manage risks associated with ground handling activities
LO4	Develop management and leadership skills
LO5	Plan and execute operational components

Unit	Content
I	<u>TERMINAL:</u> Providing check in counter services - Providing gate arrival and departure services - Staffing the transfer counter - Customer service counter - Airline lounge.
II	<u>APRON:</u> Guiding aircraft for parking - Towing Lavatory - Air Conditioning - Luggage Handling - Catering trucks – Refueling - Ground power - Passenger stairs - wheel chair lifts - Hydraulic moles.
III	<u>CARGO:</u> Introduction to Air Transportation -Air Cargo Acceptance-Air Cargo Documents -Diplomatic mail-Post Office Mail - Company Mail -Dangerous Goods Handling.
IV	<u>SECURITY CHECK & RESTRICTED ARTICLES AND SUBSTANCES:</u> Bureau of Civil Aviation - Central Industrial Security Force - Airport Security Group - Airport Security Unit - Airlines security group - Passenger Customs and Cargo Customs. Definition - Categories of Restricted Articles Improvised Explosive Devices - Places of concealment of Explosives - Types of Explosive Detectors.

V	<p><u>RAMP OPERATION & ADVANCE IN AIRCRAFT WEIGHT AND BALANCE:</u></p> <p>Types of aeroplane - Ground operation - Working environment -Human Factors- Standard Ramp operation - Basic security for efficient operation - Procedure for key aircraft - Ground servicing task- Airport Markings - Airport Lighting. Basic theory of flight - Aircraft weight and indexes at different flight stage - Initial aircraft weight and indexes - Aircraft limiting weight - Theory of balance - Balance theory applied to aircraft - Drop line trim chart and its functions - Fuel trim effects - Last minute changes - load planning effects on ramp handling - Refreshing load control processes.</p>
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Recommended Texts	
1.	Airport Ground Handling Management by Dr. V.A. Anand and Dr. E. Saranya Devi (Format: Print / e-book)
2.	IATA Airport Handling Manual (AHM) (Format: e-book)
3.	A Practical Approach to Airport Management (Format: Print / e-book)
4.	Airport Ground Operations Manual (Format: Print / e-book)
5.	Aircraft Ground Handling by T. Kazda (Emerald Publishing) (Format: Print / digital chapter)
Reference Books	
1.	Airport Planning and Management, Seth B. Young, Alexander T. Wells, 2011, 6th Edition, McGraw-Hill Education.
2.	Airport Operations, Clifton A. Moore et al., 2012, 3rd Edition, McGraw-Hill Professional.
3.	Airport Ground Handling Management, Dr. V.A. Anand, Dr. E. Saranya Devi, 2025, 1st Edition, SK Research Group.
4.	Aircraft Ground Handling, Tony Kazda, Bob Caves, 2015, 1st Edition, Emerald Publishing.
5.	A Practical Approach to Airport Management, Various Authors, Recent, 1st Edition, Himalaya Publishing House.
Web Resources	
1.	https://associationoflearning.com/product/airport-ground-handling-level-3/
2.	https://www.iata.org/en/training/subject-areas/ground-operations-courses/
3.	https://www.iata.org/en/programs/ops-infra/ground-operations/
4.	https://www.aisats.in
5.	https://www.swissport.com/en

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Acquire sufficient knowledge about the arrival and departure services, transfer counters, customer service counters and airline lounge.
CO 2	Be able to handle different phenomenon like parking, towing, lavatory, luggage handling, refueling etc.
CO 3	Have good knowledge about cargo terms and procedures. Adequate understanding of security check in.
CO 4	Be able to understand the terminal building operations line BMA, BBA etc.
CO 5	Learn about different safety procedures to be followed in aviation.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	3	3	3	3	3	3
Total	15	14	15	15	15	15	15	15
Average	3	2.8	3	3	3	3	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

Business Regulatory Framework

Title of the Course	Business Regulatory Framework				
Course Type	Elective Course – II				
Course Code	25UEAM21				
Year	I	Semester	II	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To understand the basics of Indian Contract Law and Special Contracts.
LO2	To gain knowledge of the Indian Companies Act, 1956 and company management.
LO3	To create awareness of consumer rights and RTI provisions.
LO4	To introduce cyber laws under the IT Act, 2000 and 2008.
LO5	To develop legal awareness for business decision-making.

Unit	Content
I	Brief outline of Indian Contracts Act - Special contracts Act
II	Sale of goods Act - Contract of Agency
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting-Resolutions-Winding up
IV	Consumer Protection Act – RTI
V	Brief outline of Cyber laws – IT Act 2000 & 2008

Recommended Texts	
1.	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2.	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3.	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4.	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5.	Business Law (Commercial Law) – Dr. M.R. Sreenivasan

Reference Books	
1.	Legal Aspects of Business – Ravinder Kumar (Cengage)
2.	Business Law / Business Laws – N.D. Kapoor (Sultan Chand & Sons)
3.	Business Regulatory Framework / Business Law – Ashish Dilraj, Binoy Arickal & Nitin Jain (Himalaya Publishing House)
4.	Business Regulatory Framework – P. Saravanavel & S. Balakumar
5.	Business Law – P.C. Tulsian (McGraw Hill)
Web Resources	
1.	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html/
2.	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/
3.	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661/
4.	https://librarymvmgacsgcom.files.wordpress.com/2020/08/svu-business-regulatory-framework.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Explain Indian Contracts Act
CO 2	Understand Sales of goods act and Contract of Agency
CO 3	Understand Indian Companies Act 1956
CO 4	Understand Consumer Protection Act – RTI
CO 5	Understand Cyber law

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	2	2	2	3	3	2	3
CO 5	3	3	3	3	3	3	3	3
Total	15	14	14	14	15	15	14	15
Average	3	2.8	2.8	2.8	3	3	2.8	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	3	3
CO 2	3	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	2	3	2	2
CO 5	3	2	3	3	3
Total	15	10	15	14	14
Average	3	2	3	2.8	2.8

Managerial Economics

Title of the Course	Managerial Economics				
Course Type	Elective Course – II				
Course Code	25UEAM22				
Year	I	Semester	I	Credits	3
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
LO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
LO3	To Understand the optimal point of cost analysis and production factors of the firm.
LO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs.
LO5	To Provide insights to the various market structures in an economy.

Unit	Content
I	Nature and scope of managerial economics – Meaning, definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

Recommended Texts	
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019.
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.
Reference Books	
1.	Journal of Economic Literature – American Economic Association.
2.	Arthasastra Indian Journal of Economics & Research.
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai.
4.	Indian Economic Journal/Sage Publications.
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi.
Web Resources	
1.	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2.	https://www.intelligenteconomist.com/profit-maximization-rule
3.	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134/
4.	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5.	https://businessjargons.com/determinants-of-elasticity-of-demand.html/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, role, concepts of economics
CO 2	Apply the demand and supply concepts
CO 3	Apply and analyze the production functions
CO 4	Study the pricing methods and strategies
CO 5	Analyse market competition and strategies

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	2	2	2
Total	15	14	14	15	14	14	14	14
Average	3	2.8	2.8	3	2.8	2.8	2.8	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10

Managerial Skill Development

Title of the Course	Managerial Skill Development				
Course Type	Skill Enhancement Course				
Course Code	25USAM21				
Year	I	Semester	II	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To Improve the Self- Confidence, Groom the Personality and build emotional competence.
LO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
LO3	To assess the Emotional intelligence.
LO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions.
LO5	To improve professional etiquettes.

Unit	Content
I	INTRODUCTION TO SELF: Introduction to self-Awareness: Concept, Components, Barriers, developing self-awareness - Self-assessment Tools and Techniques: Introduction to Personal SWOT Analysis, Identifying Strengths, Understanding Weaknesses, Opportunities and Threats in a Managerial Role.
II	SELF ESTEEM: Introduction, Types and Characteristics of Self-Esteem, Factors Influencing Self-Esteem, Self-Esteem in Managerial Roles, Self-Esteem Assessment and Feedback, Personality mapping tests, Appreciative Intelligence.
III	BUILDING EMOTIONAL COMPETENCE: Introduction to Emotional Competence, Self-regulation, Social Awareness, Relationship Management, Application of Emotional Competence in Decision Making, The six-phase model of Creative Thinking: ICEDIP model.
IV	THINKING SKILLS: Introduction to Thinking Skills, Critical Thinking and Learning, Analytical Thinking, Creative Thinking, Applying Thinking Skills in Managerial Decisions.
V	COMMUNICATION RELATED TO COURSE: Oral presentations, Conducting meetings, Reporting of projects, Reporting of case analysis, Assignment writing. Practical application of managerial skills through real

	and hypothetical cases. Case studies: <ul style="list-style-type: none"> • Time management challenges faced by a young manager in a start-up. • Communication barriers and solutions in a multinational company. • Leadership style analysis in a family-owned business. • Group discussions, role-plays, and presentations based on the above cases. • Students form groups, analyze cases, present solutions • Role play based on real managerial challenges • Written assignment & presentation on each case
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Recommended Texts	
1.	Rajendra Pal, Essentials of Business Communication, Sultan chand and sons pvt ltd.
2.	The Management Skills of SALL Managers - SiSAL Journal.
3.	Managerial Skills by Dr. K. Alex S. CHAND.
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP.
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV.
Reference Books	
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication.
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4.	P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012.
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan.

Web Resources	
1	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2	https://www.academia.edu/4358901/managerial_skill_development_pdf
3	https://www.academia.edu/4358901/managerial_skill_development_pdf
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-Skills-All-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Identify the personal qualities that are needed to sustain in the world of work.
CO 2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
CO 3	Acquire practical management skills that are of immediate use in management or leadership positions.
CO 4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
CO 5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	2	3	3
CO 5	3	3	3	3	3	3	3	3
Total	15	15	15	15	15	14	15	15
Average	3	3	3	3	3	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

Business Etiquette and Corporate Grooming

Title of the Course	Business Etiquette and Corporate Grooming				
Course Type	Skill Enhancement Course				
Course Code	25USAM22				
Year	I	Semester	II	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	30

Learning Objectives	
LO1	To impart knowledge about basic etiquettes in professional conduct
LO2	To provide understanding about the workplace courtesy and ethical issues involved
LO3	To suggest on guidelines in managing rude and impatient clients
LO4	To familiarize students about significance of cultural sensitivity and the relative business attire
LO5	To stress on the importance of attire

Unit	Content
I	Introduction to Business Etiquette: Introduction - ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior - role of good manners in business - professional conduct and personal spacing.
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings-Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies real-life work place scenarios - company policy for business etiquette
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, online chat etiquette guidelines
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication
V	Business Attire and Professionalism Business style and professional image-dress code-guide lines for appropriate business attire-grooming for success.

Recommended Texts	
1.	Business and Professional Communication by Sage Journals
2.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
3.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
4.	ShitalKakkarMehra, "BusinessEtiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)
5.	Business and Professional Communication by Sage Journals
Reference Books	
1.	"The Essentials of Business Etiquette" by Barbara Pachter
2.	"Business Etiquette For Dummies" by Sue Fox
3.	"The Etiquette Advantage in Business: Personal Skills for Professional Success" by Peter Post & Anna Post (Emily Post Institute)
4.	"Business Communication: Process and Product" by Mary Ellen Guffey & Dana Loewy
Web Resources	
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf/
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf/
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Describe basic concepts of business etiquette and corporate grooming.
CO 2	Outline the etiquette and grooming standards followed in business environment and the significance of communication
CO 3	Create cultural awareness and moral practices in real life workplace scenarios
CO 4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success
CO 5	Apply the professionalism in the workplace considering diversity and courtesy

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	2	3	3	2	3	3
Total	15	15	14	15	15	14	15	15
Average	3	3	2.8	3	3	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Total	15	15	14	15	15
Average	3	3	2.8	3	3

Business Legislation

Title of the Course	Business Legislation				
Course Type	Skill Enhancement Course				
Course Code	25USAM23				
Year	I	Semester	II	Credits	2
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	2		--	--	60

Learning Objectives	
LO1	To impart knowledge on the Factories Act, 1948
LO2	To provide insights on the Foreign Exchange Management Act, 1999
LO3	To inculcate knowledge about the Prevention of Money Laundering Act, 2002
LO4	To enable the students to learn about the Competition Act 2002
LO5	To familiarize the students about the existence of Intellectual Property Rights

Unit	Content
I	Factories Act 1948 Definitions - Objects –Scope – Approval – Licensing – Registration of Factories – Notice by Occupier – General Duties of Occupier and Manufacturer – Measures to be Taken by Factories for Health, Safety and Welfare of Workers – Measures – Special Provisions Relating to Hazardous Processes – Working Hours of Adults – Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children – Annual Leave with Wages – Penalties and Procedures.
II	Foreign Exchange Management Act, 1999 Introduction - Board Structure of FEMA – Definitions - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.
III	Prevention of Money Laundering Act, 2002 Definitions – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession - Adjudication Authorities & Procedures.
IV	Competition Act, 2002 Definitions - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration

	& Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.
V	Intellectual Property Rights Intellectual property rights (IPR) – An Introduction - Kinds of Intellectual Property Rights - Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India: Genesis and development.

Recommended Texts	
1.	AkhilleshwarPathak, Legal aspects of business, McGraw Hill Education, Noida
2.	R.S.N. Pillai&Bagavathi, Legal aspects of business, S. Chand, New Delhi
3.	RashmiAggarwal, RajinderKaur, Legal aspects of business, Pearson Education Limited, New Delhi
4.	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
Reference Books	
1.	Ravinder Kumar, Legal aspects of business, Cengage Learning, Noida
2.	Shawn Kopel, Guide to business law, Oxford University Press, England
3.	M.C. Kuchhal, VivekKuchhal, Business Law, S Chand Publishers, New Delhi
4.	C.L. Bansal. Business law, Taxman, New Delhi
Web Resources	
1.	https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf/
2.	https://legislative.gov.in/sites/default/files/A1999-42_0.pdf/
3.	https://stfrancislaw.com/blog/intellectual-property-rights/
Course Outcomes	
CO	On Completion of the course, students will be able to:
CO 1	Acquire knowledge on Factories Act, 1948
CO 2	Analyze the role of Foreign Exchange Management Act, 1999
CO 3	Understand the practical implications of Prevention of Money Laundering Act, 2002
CO 4	Evaluate the importance of Competition Act, 2002
CO 5	Gain knowledge on Intelligence Property Rights

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	3	2	3
CO 2	3	2	2	3	2	3	2	3
CO 3	3	3	3	2	2	2	2	2
CO 4	2	1	2	4	3	2	2	3
CO 5	2	2	3	3	2	2	3	2
Total	13	10	12	14	12	12	11	13
Average	2.6	2	2.4	2.8	2.4	2.4	2.2	2.6

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

Semester – III

Flight Operations Management

Title of the Course	Flight Operations Management				
Course Type	Core – V				
Course Code	25UMAM31				
Year	II	Semester	III	Credits	5
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	4	--	--	60	

Learning Objectives	
LO1	Familiarize the student about flight operations officer, company structure and flight operational process.
LO2	To know about the various duties and responsibilities of flight operations officer.
LO3	Learn about the aircraft performance.
LO4	Knowledge about flight plans and optimize flight Paths and Fuel Loads.
LO5	Understand and Manage Abnormal and Emergency Situations.

Unit	Content
I	FLIGHT OPERATIONS OFFICER: Flight Operations Officer - Operations Control Office - Associated Duties and Responsibilities- Airline Company Structure - Operations Department - Flight Operational process description.
II	TAKEOFF & LANDING: Take off performance and Limitations - Take off distance available - Take off run available - Accelerated stop distance available - Take off segments - Climb - Obstacle - Use of Runway Take off tables - Determination of maximum allowed take off mass - Landing performance and limitation - Landing Distance - Approach - Climb Limits - Phases of flight (climb, cruise, descent, effects of airplane mass on performance in different phases of flight) - Brake energy - Tire Speed limits - Drift down.
III	BASIC AERODYNAMICS: Aerodynamic laws - Forces acting on an Aircraft - Bernoulli's Theorem - Primary Flight Controls - Secondary Flight Controls - Principles of Flight - Drag - Lift - L/D relation - Stability- Longitudinal Stability - Lateral Stability- Directional Stability - Centre of Gravity -C.G movement effects.

IV	BASIC FLIGHT PLANNING: Introduction to flight planning - Route and profile planning - Time, Speed and Fuel calculations- Weather considerations - Aircraft technical status considerations.
V	DISPATCH RESOURCE MANAGEMENT: Dispatch Resources – Error Management Techniques in dispatch environment- Communication, Leadership and conflict resolution -Decision making - Workload and stress management - Automation in Flight Dispatch Environment.

Recommended Texts	
1.	R.K. Bali – Regulation
2.	Ground studies for pilots - flight planning
3.	Aircraft Dispatch and Flight Operations by David McGinty (Jeppesen)
4.	Aerodynamics for Naval Aviators by H.H. Hurt Jr.
5.	Airplane Performance, Stability and Control by Perkins & Hage
Reference Books	
1.	Oxford - Flight performance and planning
2.	Oxford – Aircraft General Knowledge
3.	Oxford – Flight performance and planning
4.	Aircraft Performance & Design — John D. Anderson
5.	Airline Operations and Scheduling (2nd Edition) – Massoud Bazargan, Routledge
Web Resources	
1.	https://www.rainierflightservice.com/businessdocs/flight-operations-manual.pdf
2.	https://www.smartcockpit.com/flight-ops/aerodynamics-performance/?utm_source
3.	https://www.iata.org/en/training/courses/flight-operations-management---introduction/sac011veen02/en/?utm_source=chatgpt.com

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Understand the role, duties, and responsibilities of a Flight Operations Officer and the structure and functions of the airline operations department.
CO 2	Explain take-off and landing performance, limitations, and aircraft performance factors across different phases of flight
CO 3	Apply basic aerodynamic principles, forces acting on an aircraft, flight controls, stability, and center of gravity concepts.
CO 4	Perform basic flight planning, including route selection, fuel, time calculations, and weather and technical considerations.
CO 5	Demonstrate effective dispatch resource management skills, including communication, decision-making, error management, and workload control.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	2	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	2	3	3	3	2	2
Total	14	14	14	15	15	15	14	14
Average	3	3	3	3	3	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Total	15	15	15	15	14
Average	3	3	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Production and Materials Management

Title of the Course	Production and Materials Management				
Course Type	Core – VI				
Course Code	25UMAM32				
Year	II	Semester	III	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To provide comprehensive outlook on basic concepts and practices of production.
LO2	To understand types of Layout Facilities
LO3	To analyze work study method and quality control.
LO4	To enable the students to gain knowledge on inventory control and vendor rating.
LO5	To give an insight to Purchase management.

Unit	Content
I	Introduction – Meaning, definition, scope and Functions of Production Management - Different types of Production Systems. Plant location: Factors to be considered in Plant Location.
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control.
IV	Integrated materials management- the concept- Inventory Control- tools for Inventory Control- ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions
V	Purchase Management- Purchasing Procedure - Dynamic Purchasing - Principles – Vendor rating and Management

Recommended Texts	
1.	"Production and Operations Management" by S.N. Chary
2.	"Industrial Engineering and Management" by O.P. Khanna
3.	"Materials Management: An Integrated Approach" by P. Gopalakrishnan
4.	"Operations Management" by William J. Stevenson
5.	"Modern Production/Operations Management" by Elwood S. Buffa
Reference Books	
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	S.N.Chary, Production and Operations Management, JBA Publishers, Edition VI
Web Resources	
1.	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3.	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4.	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5.	https://examupdates.in/materials-management-notes/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Describe nature, scope, functions and systems of materials management
CO 2	Apply the types, layouts and factors
CO 3	Identify and infer the factors
CO 4	Understand the concepts and implement the functions
CO 5	Relate and infer the applications of practices

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	1	3	3	2	3
CO 2	3	2	2	2	2	3	2	3
CO 3	3	3	3	3	1	2	3	2
CO 4	2	1	2	4	3	2	2	3
CO 5	2	2	3	2	2	2	3	2
Total	13	10	12	12	11	12	12	13
Average	2.4	2	2.4	2.4	2.2	2.4	2.4	2.6

S - Strong (3)

M - Medium (2)

L - Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	2	1	2	1	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	12	11	10	11	10
Average	2.4	2.2	2	2.2	2

S - Strong (3)

M - Medium (2)

L - Low (1)

Business Statistics

Title of the Course	Business Statistics				
Course Type	Elective Course – III				
Course Code	25UEAM31				
Year	II	Semester	III	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	Apply the Measures of Central Tendency in business
LO2	Understanding the Measures of Variation
LO3	Analyze of Time Series
LO4	Understand Index Numbers and Statistical quality control
LO5	Testing of hypothesis

Unit	Content
I	Introduction: Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.
II	Measures of Variation: Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.
III	Time Series: Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations
IV	Index Numbers: Index Numbers – Consumer Price Index – And Cost of Living Indices.
V	Hypothesis Testing: Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Recommended Texts	
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7 th edition
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 th Media Services, 2017
Reference Books	
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill
Web Resources	
1.	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/
2.	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf/
3.	http://www.statisticshowto.com/
4.	https://www.statista.com/outlook/amo/app/business/india/
5.	https://www.statista.com/toplists/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	On Completion of the course the students will
CO 2	Measures of Central Tendency
CO 3	Measures of Variation
CO 4	Analyze of Time Series
CO 5	Understand Index Numbers

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	1	3	3	3	3	2	1
CO 2	2	1	3	3	3	3	2	1
CO 3	3	1	3	3	3	3	1	1
CO 4	3	1	3	3	3	3	1	1
CO 5	3	1	3	3	3	3	1	1
Total	13	5	15	15	15	15	7	5
Average	2.6	1	3	3	3	3	1.4	1

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	3	3	3
CO 2	2	3	3	3	3
CO 3	2	2	3	2	3
CO 4	2	2	3	2	3
CO 5	2	2	3	2	3
Total	10	12	15	12	15
Average	2	2.4	3	2.4	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Business Mathematics

Title of the Course	Business Mathematics				
Course Type	Elective Course – III				
Course Code	25UEAM32				
Year	II	Semester	III	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To enable students to understand and apply the concepts of analytical geometry
LO2	To understand the fundamental concepts of set theory
LO3	To develop a strong foundation in differential calculus
LO4	To understand the fundamental rules of integration
LO5	To understand the fundamental concepts of matrices

Unit	Content
I	Analytical geometry Distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.
II	Set theory Definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product
III	Differential Calculus Sum, Product, Quotient Rules, Maximum and Minimum
IV	Integral Calculus Rules of Integration – Definite integral – Area interpretation.
V	Matrices Meaning- Types- Inversion – Solving system of equations.

Only Problem Paper: Theory 20%; Problems: 80%

Recommended Texts	
1.	Business Mathematics by Gary Clendenen and Stanley A. Salzman. Published by Pearson.
2.	Business Math: A Step-by-Step Handbook by Jean-Paul Olivier. Published by Lyryx.
3.	Business Mathematics by Chris Kellman, Leslie Major, Don Mallory, Frank Gruen, and Amy Goldlist. Published by BCIT.
4.	Applied Business Mathematics, 14th Edition by Robert Schultheis. Published by South-Western Educational Publishing.
5.	Step-by-Step Business Math and Statistics by Jin W. Choi. Published by Cognella Academic Publishing.
Reference Books	
1.	"Mathematics for Business and Social Sciences" by Mizrahi and Sullivan, published by Wiley and Sons.
2.	"Applied Mathematics" by P. Budnick, published by McGraw Hill Education.
3.	"Textbook of Business Mathematics" by G.K. Ranganath, published by Himalaya Publishing House, Delhi.
4.	"Business Mathematics" by D.C. Sanchetti and B.M. Agarwal, published by Sultan Chand and Sons, New Delhi.
5.	"Business Mathematics" by R.S. Soni, published by Ane Books, New Delhi.
Web Resources	
1.	https://www.geeksforgeeks.org/business-mathematics/
2.	https://byjus.com/maths/business-mathematics/
3.	https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-19-2021_11-17-16_BUSINESS%20MATHEMATICS-I%20(BM1004-I).pdf

Computer Application in Business

Title of the Course	Computer Application in Business				
Course Type	Skill Enhancement Course (Practical - Computer Lab)				
Course Code	25USAML1				
Year	II	Semester	III	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	--	--	2	30	

Learning Objectives	
LO1	To build skills in Ms-Word
LO2	To build skills in Ms-Excel,
LO3	To build skills in Ms- Power Point
LO4	To understand the basics of tally
LO5	To familiarize students with google forms for students with relevance in business scenario and its applications.

Unit	Content
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Printing Documents .
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, finding total in rows and columns, Functions- Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, Charts-Selecting, formatting, labeling, scaling,spell check, tracking changes, customization

III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet
V	Use Google forms to develop & share questionnaire.

Recommended Texts	
1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .
Reference Books	
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.
Web Resources	
1.	https://byjus.com/govt-exams/microsoft-word/
2.	https://edu.gcfglobal.org/en/google-forms/
3.	https://www.tutorialkart.com/tally/tally-tutorial/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To understand about the basic accounting and Tally. ERP 9
CO 2	Identify the maintained of Ledger and inventory system
CO 3	Creation of various vouchers and bill wise details and taxes returns filing
CO 4	Understand various financial analysis using excel
CO 5	Creation of various data entries, Income statement, Stock in,out Balance using Excel

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	2	3	2
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	14	14	14	14	14	14	15	14
Average	2.8	2.8	2.8	2.8	2.8	2.8	3	2.8

S – Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	14	14	14	15	15
Average	2.8	2.8	2.8	3	3

S – Strong (3)

M – Medium (2)

L – Low (1)

Effective Employability Skills I

Title of the Course	Effective Employability Skills I				
Course Type	Skill Enhancement Course				
Course Code	25USAM31				
Year	II	Semester	III	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To enhance proficiency in english
LO2	To develop critical thinking and problem-solving skills
LO3	To enhance logical reasoning and cognitive abilities
LO4	To build a strong foundation in quantitative aptitude
LO5	To develop advanced quantitative skills by understanding and applying Concepts

Unit	Content
I	ENGLISH Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms- Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences- Double blank sentences- Commonly misspelled words - Comprehensions
II	TEST OF REASONING –I Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgment- Problem Solving- Discrimination
III	TEST OF REASONING –II Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
IV	QUANTITATIVE APTITUDE I Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work
V	QUANTITATIVE APTITUDE II Average ---Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency.

Recommended Texts	
1.	Dr.Lal&Jain,Upkar’s Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2.	Dr.Lal&A.K.Singh Quicker Reasoning Test ----UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3.	Dr.K.Alex ,Soft Skills
4.	A Modern Approach to Verbal and Non-Verbal Reasoning by R.S. Aggarwal
5.	Analytical Reasoning by M.K. Pandey
Reference Books	
1.	Quantitative Aptitude for Competitive Examinations : R.S. Aggarwal – Chand Publication
2.	Quantitative Aptitude Quantum CAT Common Admission Tests for Admission into IIMs by Sarvesh K. Verma- Arihant Publication
3.	The Pearson Guide to Quantitative Aptitude for Competitive Examinations by Dinesh Khattar - Pearson
4.	Logical and Analytical Reasoning by A.K. Gupta
5.	Reasoning Ability for Competitive Exams by Arun Sharma
Web Resources	
1.	www.bankersadda.com
2.	www.gktoday.com www.jagranjosh.com/
3.	www.affairscloud.com/studymaterial-pdf-download/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To explore and practice basic communication skills
CO 2	To help students explore their values and career choices through individual skill assessments.
CO 3	To make realistic employment choices and to identify the steps necessary to achieve a goal.
CO 4	To learn skills for discussing and resolving problems on the work site
CO 5	To Provide a thorough understanding of key quantitative concepts

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	3	2	2	2
CO 2	2	3	2	2	2	2	2	2
CO 3	3	2	2	1	1	3	3	3
CO 4	3	2	2	2	2	2	2	2
CO 5	3	2	2	2	2	1	1	1
Total	14	11	10	10	10	10	10	10
Average	2.4	2.2	2	2	2	2	2	2

S –Strong (3) M – Medium (2) L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	3
CO 2	3	2	2	2	2
CO 3	3	3	1	3	1
CO 4	3	3	2	3	2
CO 5	3	2	2	2	2
Total	15	12	10	12	10
Average	3	2.2	2	2.2	2

S –Strong (3) M – Medium (2) L – Low (1)

New Venture Management

Title of the Course	New Venture Management				
Course Type	Skill Enhancement Course				
Course Code	25USAM32				
Year	II	Semester	III	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To learn to generate and evaluate new business ideas
LO2	To learn about a business model that generates money
LO3	To make feasibility analysis for events
LO4	To evaluate the feasibility of idea into a Venture
LO5	To understand sources who lend for new ventures

Unit	Content
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.

Recommended Texts	
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship Development, Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

Reference Books	
1.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
2.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
3.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
4.	Journal of Business Venturing – Elsevier
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

Web Resources	
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217
2.	https://core.ac.uk/download/pdf/98660713.pdf
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf

Course Outcomes	
Co No.	On Completion of the course, students will be able to:
CO 1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.
CO 2	Assess new venture opportunities & analyze strategic choices in relation to new ventures
CO 3	Develop a credible business plan for real life situations.
CO 4	Coordinate a team to develop and launch and manage the new venture through the effective leadership.
CO 5	Evaluate different sources for financing new venture

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	2	3	3	3	2	3
CO 2	3	3	2	3	3	3	2	3
CO 3	3	3	2	3	3	3	3	3
CO 4	3	3	2	3	3	2	3	3
CO 5	2	3	2	3	2	3	2	3
Total	13	15	10	15	14	14	16	15
Average	2.6	3	2	3	2.8	2.8	3.2	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Semester – IV

Air Regulation and Air Traffic Management

Title of the Course	Air Regulation and Air Traffic Management				
Course Type	Core – VII				
Course Code	25UMAM41				
Year	II	Semester	IV	Credits	5
Instruction Hours per Week	Lecture		Tutorial	Lab Practices	Total
	4		--	--	60

Learning Objectives	
LO1	Know about the various Air Laws.
LO2	Impart about the important documents and operations manual required.
LO3	Understand about air traffic control and its services.
LO4	Have clear idea about air traffic management.
LO5	Gain knowledge how Air Traffic are managed.

Unit	Content
I	UNIT-I AIR LAW: General- International Bodies - ICAO - FAA- EASA- IATA- DGCA- CAA- CHICAGO Convention and establishment of ICAO - WARSAW Convention - Freedom of the Air
II	UNIT-II AIR TRAFFIC CONTROL: ATC Services (ATC, AIS/ARO, Segments and MODULEs, CLR, GRD, TWR, APP/DEP, ACC), Airspaces (airways, special use of airspace, airspace classification, flight rules) – ICAO - ATS flight plan- NOTAMS- Euro Control.
III	UNIT-III AIR TRAFFIC MANAGEMENT: Air Traffic Management -ATC slots - Capacity Management -Airports - RVSM - Oceanic Control.
IV	UNIT-IV IMPORTANT DOCUMENTS: ICAO Annexes - Controlling States Roles, Regulations, Sovereignty, Power of Authority - European Union EASA - Operations and Standard - EU- OPSI-1045 - OPERATIONS MANUAL PARTS A, B, C, D.
V	UNIT-V EMERGENCY PROCEDURES: Introduction - Definitions of occurrence, incident and accident - Occurrence of Reporting - Operation procedures related to handling of emergencies - Role of flight dispatch/operations control handling of emergencies, incidents and accidents.

Recommended Texts	
1.	Understanding Air Traffic Control by DieudonneNdayizera
2.	R.K.Bali – Air Regulations
3.	Air Traffic Control – Michael Nolan
4.	ICAO Standards and Recommended Practices (Annexes 1–19) – International Civil Aviation Organization (ICAO)
5.	Aircraft Accident and Incident Investigation – AAIB / ICAO Doc 9756 (Manual of Aircraft Accident and Incident Investigation)
Reference Books	
1.	ICAO Annex 11
2.	A Study about Aviation Paperback by Rishiraj Singh Rathore – 18 August 2021
3.	Indian Aviation Act 1934 by Ministry of Civil Aviation, Govt. of India
4.	Air Navigation Services — Manual of Air Traffic Services (MATS-Part 1)
5.	Aircraft Accident and Incident Investigation Manual (ICAO Doc 9756)
Web Resources	
1.	https://apcae.files.wordpress.com/2009/05/doc-4444.pdf
2.	https://www.researchgate.net/publication/356715116_DOMESTIC_AIR_LAWS_IN_INDIA
3.	https://www.skybrary.aero
4.	https://anyflip.com/hfqv/ghsb/basic
5.	https://aim-india.aai.aero/sites/default/files/ais_docs/Manual%20of%20Air%20Traffic%20Services%2C%20Part-1%206th%20Edition%202Sep2021.pdf?utm_source

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Know about the various Air Laws.
CO 2	Provide information about the important documents and operations manual required.
CO 3	Understand air traffic control and its services.
CO 4	Interpret Aeronautical Information and Navigate Safely
CO 5	Understand International and National Aviation Authorities

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	2	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	2	3	3	3	2	2	2
Total	15	14	15	15	14	14	14	14
Average	3	2.8	3	3	2.8	2.8	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	
CO 1	3	3	3	3	
CO 2	3	3	3	3	
CO 3	3	3	3	3	
CO 4	3	3	3	3	
CO 5	3	3	3	3	
Total	15	15	15	15	
Average	3	3	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Marketing Management

Title of the Course	Marketing Management				
Course Type	Core – VIII				
Course Code	25UMAM42				
Year	II	Semester	IV	Credits	4
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To understand the marketplace.
LO2	To identify the market segmentation and the Product mix
LO3	To select the different pricing methods and channels of distribution.
LO4	To know the communication mix and sales promotion tools
LO5	To prepare according to the latest trends in market.

Unit	Content
I	Introduction to Marketing - fundamentals of Marketing – Meaning – Definition – Role of Marketing – Integration of marketing with business functions - Marketing Mix –Strategies of Marketing – Factors Affecting the Marketing Functions.
II	Product – Classifications - Characteristics and Benefits – Product Mix - Product Cycle -Innovation Management (Product Evolution). Branding – Packaging - Basis of Segmentation -Targeting Segmentation – Positioning.
III	Pricing – Concept and Objectives -Determination of Pricing. Key Components of Physical Distribution: Importance – Kinds of Marketing Channels – Distribution Challenges
IV	Fundamentals of Communication Mix- Types of Media & its Characteristics - customer loyalty tools - IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.
V	Fundamentals of sales - Sales Promotion tools- Sales Force Management: Personal Sales Strategy - Control of Sales Force – Motivation and Compensation - Introduction to Digital Marketing

Recommended Texts	
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3.	L.Natarajan, Marketing, Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.
Reference Books	
1.	C.B. Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016
Web Resources	
1.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
2.	https://www.enotesmba.com/2013/01/marketing-management-notes.html/
3.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To list and identify the core concepts of Marketing and its mix.
CO 2	To sketch the market segmentation, nature of product, PLC
CO 3	To analyze the appropriate pricing methods
CO 4	To assess the sales and evaluation of customers.
CO 5	To prepare and rearrange the latest trends in market.

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	2	3	3	2	2	2
CO 5	3	3	3	3	3	3	3	3
Total	15	15	14	15	15	14	14	14
Average	3	3	2.8	3	3	2.8	2.8	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	2	3	2	3	3
CO 5	3	3	3	3	3
Total	14	15	14	15	15
Average	2.8	3	2.8	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Operations Research

Title of the Course	Operations Research				
Course Type	Elective Course - IV				
Course Code	25UEAM41				
Year	II	Semester	IV	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	Introduction to Operations Research definition and concept Essential features of LPP.
LO2	Formulation of Transportation problem and finding an initial basic feasible solution.
LO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
LO4	Analyse Network models and constructing network- critical path, various floats.
LO5	Analyse Game Theory

Unit	Content
I	INTRODUCTION TO LINEAR PROGRAMMING Nature of LPP, Formulation of Linear Programming model- Components, Examples, steps in L.P model formulation, Graphical method of the solution of LPP- simple problems.
II	TRANSPORTATION PROBLEM Transportation problem- Introduction, Characteristics, and assumptions- Solving the transportation problem: finding an initial basic feasible solution- North -west corner rule, least cost entry method-Vogel's approximation method to find the optimal solution.
III	ASSIGNMENT PROBLEM Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem, Traveling Salesman problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.
IV	NETWORK MODELS Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

V	GAME THEORY Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game.
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Only Problem Paper: Theory 20%; Problems: 80%

Recommended Texts	
1.	P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2.	P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5.	P.K. Gupta and D.S. Hira, "Operations Research" -Chand Publication
Reference Books	
1.	R. Panneerselvam, Operations Research- PHI Learning Pvt. Ltd.
2.	S. Kalavathy, Operations Research- Vikas Publishing House.
3.	G. Srinivasan, Operations Research: Principles and Applications- PHI Learning Pvt. Ltd.
4.	J.K. Sharma, Operations Research: Theory and Applications- Macmillan Publishers India Limited
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

Web Resources	
1	chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2	comhttps://www.onlinemathlearning.com
3	www.pondiuni.edu.in > sites > default > files

Course Objectives								
Co No.	On Completion of the course, students will be able to:							
CO 1	Explain the concept and formulation of Linear Programming Problems and solve them using the graphical method.							
CO 2	Solve transportation problems using different methods to find the best solution							
CO 3	Apply the Hungarian method to solve assignment and sequencing problems.							
CO 4	Construct and analyze project networks using PERT and CPM techniques.							
CO 5	Use game theory concepts to make better business and management decisions							
CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	2	3	2	2
CO 2	3	3	2	2	3	3	2	2
CO 3	3	3	2	2	3	3	2	1
CO 4	3	3	2	2	2	3	2	2
CO 5	3	3	2	2	2	3	2	1
Total	15	15	10	10	12	15	10	8
Average	3	3	2	2	2.4	3	2	1.6

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	15	15	15	15	15
Average	3	3	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Supply Chain Management

Title of the Course	Supply Chain Management				
Course Type	Elective Course - IV				
Course Code	25UEAM42				
Year	II	Semester	IV	Credits	3
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		4	--	--	60

Learning Objectives	
LO1	To describe the various streams of the supply chain
LO2	To describe the drivers of the supply chain
LO3	To understand the purchasing process
LO4	To identify the outsourcing in SCM
LO5	To understand Performance measurement

Unit	Content
I	SCM – Definition – objectives – Evolution - Challenges in developing and effective SCM framework- Classification of SCM. Core component of SCM - Key activities and benefits of SCM
II	Optimization of supply chain connectivity -Key Stages of integration - Barriers to internal integration-Attaining supply chain innovation-Dimensions of Supply Chain Excellence- Factors affecting emotion response in SCE, Blue print for achieving Excellence- Logistical supply chain and cash flow supply chain.
III	Purchasing and logistic strategy -Introduction - Objectives purchasing process - Importance of purchasing -Purchasing and integrated logistics interfaces- Types of purchases- Raw material accusation -Just-in-time purchasing.
IV	Outsourcing in SCM- Basis of outsourcing in SCM- process and risk management in outsourcing - New trends and technologies in SCM outsourcing-Realities of SCM outsourcing myths vs facts.
V	Supply chain performance evaluation -Definition-Advantages-Impact of performance measurement in SCM - SCM Supplier performance measurement- Parameters choosing suppliers.

Recommended Texts	
1.	Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009
3.	Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010
4.	Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001
5.	Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi
Reference Books	
1.	Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.
2.	Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition, 2016.
3.	Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Sunil Chopra and Peter Meindl. Prentice Hall, 2012. •
4.	Operations Strategy: Principles and Practice by Jan A. Van Mieghem. Dynamic Ideas, 2008.
5.	David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015.
Web Resources	
1.	https://www.camcode.com/blog/supply-chain-management-guide/
2.	https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf
3.	https://www.youtube.com/watch?v=PmR2SKeY9Ms/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Identify the concepts of supply chain
CO 2	Describe the drivers of the supply chain
CO 3	Explain the purchasing process
CO 4	Identify the outsourcing in SCM
CO 5	Analyze Performance measurement

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	3	3	3
CO 2	3	3	3	3	3	3	3	2
CO 3	3	3	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	2
CO 5	3	3	3	3	3	2	3	3
Total	15	15	14	15	14	13	15	12
Average	3	3	2.8	3	2.8	2.6	3	2.4

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	2
CO 2	3	2	1	2	1
CO 3	3	2	2	2	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Total	13	12	10	12	10
Average	2.6	2.4	2	2.4	2

S –Strong (3)

M – Medium (2)

L – Low (1)

Computer Application in Accounting and Finance

Title of the Course	Computer Application in Accounting and Finance				
Course Type	Skill Enhancement Course (Practical - Computer Lab)				
Course Code	25USAML2				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		--	--	2	30

Learning Objectives	
LO1	To impart knowledge about basic use of Tally and its functions
LO2	To understand the creation of groups and Ledgers
LO3	To provide understanding about Data Management in Tally
LO4	To understand the basic financial analysis using Ms Excel
LO5	To understand the formulas using in excel.

Unit	Content
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Creation/ Setting up of Company in Tally ERP 9 and Configuration. Groups & Ledgers Creation, Creation of Stock Groups and Categories and Units of Measure.
II	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers.
III	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, GST Returns, EPF.
IV	Financial Analysis Using MS Excel: Working capital, Income Statement, Rate of Interest calculation.
V	Stock In, Stock out and Stock Balance, Sales Report, Data Entry Using Excel

Recommended Texts	
1.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
2.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017/
3.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications.
4.	Tally ERP 9" by Shradha Singh, an essential book to master Tally ERP 9 with examples and explanations.
5.	Official Tally books from Tally Solutions for beginners and advanced users
Reference Books	
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020
Web Resources	
1.	https://tallysolutions.com/learning-hub/
2.	https://www.tutorialkart.com/tally/tally-tutorial/
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4.	https://tallyeducation.com/tepl/
5.	https://tallysolutions.com/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To understand about the basic accounting and Tally. ERP 9
CO 2	Identify the maintained of Ledger and inventory system
CO 3	Creation of various vouchers and bill wise details and taxes returns filing
CO 4	Understand various financial analysis using excel
CO 5	Creation of various data entries, Income statement, Stock in,out Balance using Excel

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	2	3	2
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3
Total	14	14	14	14	14	14	15	14
Average	2.8	2.8	2.8	2.8	2.8	2.8	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Total	14	14	14	15	15
Average	2.8	2.8	2.8	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

Effective Employability Skills II

Title of the Course	Effective Employability Skills II				
Course Type	Skill Enhancement Course				
Course Code	25USAM41				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week	Lecture	Tutorial	Lab Practices	Total	
	2	--	--	30	

Learning Objectives	
LO1	To enhance proficiency in English.
LO2	To develop critical thinking and problem-solving skills.
LO3	To enhance logical reasoning and cognitive abilities.
LO4	To build a strong foundation in quantitative aptitude.
LO5	To develop advanced quantitative skills by understanding and applying concepts.

Unit	Content
I	ENGLISH Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms- Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences- Double blank sentences- Commonly misspelled words - Comprehensions
II	TEST OF REASONING –I Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving-Discrimination
III	TEST OF REASONING –II Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies
IV	QUANTITATIVE APTITUDE I Number System: Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work
V	QUANTITATIVE APTITUDE II Average - Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency.

Recommended Texts	
1.	Dr.Lal&Jain,Upkar’s Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2.	Dr.Lal&A.K.Singh Quicker Reasoning Test -----UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3.	Dr.K.Alex ,Soft Skills.
4.	A Modern Approach to Verbal and Non-Verbal Reasoning by R.S. Aggarwal.
5.	Analytical Reasoning by M.K. Pandey.
Reference Books	
1.	Quantitative Aptitude for Competitive Examinations : R.S. Aggarwal – Chand Publication
2.	Quantitative Aptitude Quantum CAT Common Admission Tests for Admission into IIMs by Sarvesh K. Verma- Arihant Publication
3.	The Pearson Guide to Quantitative Aptitude for Competitive Examinations by Dinesh Khattar - Pearson
4.	Logical and Analytical Reasoning by A.K. Gupta
5.	Reasoning Ability for Competitive Exams by Arun Sharma
Web Resources	
1.	www.bankersadda.com
2.	www.gktoday.com www.jagranjosh.com/
3.	www.affairsclooud.com/studymaterial-pdf-download/

Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	To explore and practice basic communication skills
CO 2	To help students explore their values and career choices through individual skill assessments.
CO 3	To make realistic employment choices and to identify the steps necessary to achieve a goal.
CO 4	To learn skills for discussing and resolving problems on the work site
CO 5	To Provide a thorough understanding of key quantitative concepts

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	3	3	2	2	2
CO 2	2	3	2	2	2	2	2	2
CO 3	3	2	2	1	1	3	3	3
CO 4	3	2	2	2	2	2	2	2
CO 5	3	2	2	2	2	1	1	1
Total	14	11	10	10	10	10	10	10
Average	2.4	2.2	2	2	2	2	2	2

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	3
CO 2	3	2	2	2	2
CO 3	3	3	1	3	1
CO 4	3	3	2	3	2
CO 5	3	2	2	2	2
Total	15	12	10	12	10
Average	3	2.2	2	2.2	2

S –Strong (3)

M – Medium (2)

L – Low (1)

Intellectual Property Rights

Title of the Course	Intellectual Property Rights				
Course Type	Skill Enhancement Course				
Course Code	25USAM42				
Year	II	Semester	IV	Credits	2
Instruction Hours per Week		Lecture	Tutorial	Lab Practices	Total
		2	--	--	30

Learning Objectives	
LO1	To impart knowledge on the Intellectual Property rights
LO2	To provide insights on the trademarks and secrets
LO3	To inculcate knowledge about the copy right and patent
LO4	To enable the students to learn about the IPR Processes
LO5	To familiarize the students about the emerging trends and cyber law

Unit	Content
I	Introduction and scope of Intellectual Property Rights , Types of intellectual property: patents, trademarks, copyrights, designs, geographical indications Importance of IPR in business and innovation Agencies responsible for IPR registration
II	Trademarks and secrets purpose and functions of trademarks- Acquisition and transfer of Trade Marks- Registration Process-Claims of Trademarks-Portable matters- Selecting and Evaluating Trademarks
III	Copyright fundamentals: originality, rights of reproduction, public performance, ownership and transfer issues, notice of copyright, limitations, and infringement, Patent law: introduction, requirements, product and process patents, ownership and transfer, patent searching, application and registration, patent protection term
IV	IPR Processes-Nature and importance of Intellectual Property-patents, designs, trademarks, and copyright, Process of patenting: prior art search, patent application, examination, pre-grant and post-grant opposition, grant of a patent, publication, jurisdiction, validity
V	Cyber Law: Information Technology Act, cybercrime, data security, confidentiality, privacy, International aspects of computer and online crimes, New developments in intellectual property: latest trends in trademarks, copyrights, patents

Recommended Texts	
1.	Akhilleshwar Pathak, Legal aspects of business, McGraw Hill Education, Noida
2.	R.S.N. Pillai & Bagavathi, Legal aspects of business, S. Chand, New Delhi
3.	Rashmi Aggarwal, Rajinder Kaur, Legal aspects of business, Pearson Education Limited, New Delhi
4.	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
Reference Books	
1.	Intellectual property law by Marc V Richards Year 2017 Illinois Institute of Continuing Legal Education
2.	Intellectual Property by David Bainbridge year 2010 edition
3.	Intellectual property law by Tyler T. Ochoa, Shubha Ghosh, Mary LaFrance Year 2019
4.	Intellectual property law and policy by Graeme Dinwoodie, William Hennessey, Shira Perlmutter
5.	Intellectual property in the new technological age Robert P. Merges, Peter S. Menell, Mark A. Lemley year 2020 Edition
Web Resources	
1.	https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf
2.	https://legislative.gov.in/sites/default/files/A1999-42_0.pdf
3.	https://stfrancislaw.com/blog/intellectual-property-rights/
4.	https://labourlaw.gov.in/sites/default/files/A1999-42_0.pdf
5.	https://stfrancislaw.com/blog/intellectual-property-rights/
Course Objectives	
Co No.	On Completion of the course, students will be able to:
CO 1	Acquire knowledge on Intellectual Property rights
CO 2	Analyze the role of Trademarks and secrets
CO 3	Understand the practical implications of copy rights and patent
CO 4	Evaluate the importance of IPR Processes
CO 5	Gain knowledge about emerging trends and cyber law

CO Mapping with Program Outcomes								
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	3	3	3	3	3	3
CO 2	3	2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	2	3	3	3
Total	15	14	15	15	14	15	15	15
Average	3	2.8	3	3	2.8	3	3	3

S –Strong (3)

M – Medium (2)

L – Low (1)

CO Mapping with Specific Program Outcomes					
CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	2
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

S –Strong (3)

M – Medium (2)

L – Low (1)

Blue Print – End Semester Examinations Semester – I to IV

Class: U.G.

Time: 3 Hours

Max. Marks: 75

Section A

(10 x 1 = 10)

Answer all questions.

Choose the correct answer. (With four options)

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10

Section B

(5 x 5 = 25)

Answer all questions choosing either (a) or (b).

Answer should not exceed 250 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	11 (a) & 11 (b)	12 (a) & 12 (b)	13 (a) & 13 (b)	14 (a) & 14 (b)	15 (a) & 15 (b)

Section C

(5 x 8 = 40)

Answer all questions choosing either (a) or (b).

Answer should not exceed 500 words

	Unit I	Unit II	Unit III	Unit IV	Unit V
Question Nos.	16 (a) & 16 (b)	17 (a) & 17 (b)	18 (a) & 18 (b)	19 (a) & 19 (b)	20 (a) & 20 (b)