

BHARATHIAR UNIVERSITY ; COIMBATORE-46
BBA – AIRLINE & AIRPORT MANAGEMENT

(Annual Pattern)

(For the SDE students admitted from the academic year 2011-12 & onwards)
Course Syllabus

FIRST YEAR COMMAN PAPER of BBA

YEAR	TITLE OF THE PAPER	EXAM DURATION	MAX MARKS
I	LANGUAGE - I - TAMIL	3	100
I	LANGUAGE - II -ENGLISH	3	100
I	MANAGEMENT PROCESS	3	100
I	ACCOUNTING FOR MANAGERS	3	100
I	MATHEMATICS FOR MANAGEMENT	3	100
II	AVIATION	3	100
II	ANCILLARY SERVICES	3	100
II	AIRLINE AND AIRPORT ORGANISATION	3	100
II	AIRLINE AND TRAVEL MANAGEMENT	3	100
II	RESOURCE AND LOGICTICS MANAGEMENT AT AIRPORTS	3	100
III	AIRCRAFT MAINTANCE & CREW MANAGEMENT	3	100
III	AIRLINE MARKETING & AVIATION SAFETY MANAGEMENT	3	100
III	PRINCIPLES OF TRAVEL,TOURISM & AVIATION SAFETY	3	100
III	TRAVEL AGENCY OPERATIONS	3	100
III	SERVICE MARKETING AND PUBLIC RELATIONS IN THE AVIATION INDUSTRY	3	100
		TOTAL	1500

Eligibility : Plus Two or Equivalent

Duration : Three Years

Objective: On successful completion of this course, the students should have understood

The nature and types of business organizations

Principles & functions of Management

Process of decision making

Modern trends in management process.

UNIT -I

Business - meaning -business and profession, requirements of a successful business-
Organisation - meaning - importance of business organisation. Forms of business
Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies -
Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT -II

Nature and Scope of Management process – Definitions of Management –
Management: a science or an art? - Scientific Management - Managerial functions and roles –
The evolution of Management Theory.

UNIT -III

Planning: meaning and purpose of planning - steps in planning - types of planning.
Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff
units and committees. Delegation: Delegation and centralisation - Line and Staff relationship.
Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination -
meaning and importance of controls - control process - Budgetary and non-Budgetary controls
- Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organization - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organization and Management – P.N. REDDY

Objective: On successful completion of this course, the students should have understood

The basic accounting concepts

Fundamentals of Financial Accounting

Preparation of final accounts, etc.

Fundamentals of Cost and Management Accounting

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting -

Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - Trial balance – problems.

UNIT - II

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - III

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification.

UNIT – IV

Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems (FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives - problems.

UNIT – V

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) - Marginal Costing - Cost Volume Profit analysis. Budgeting - preparation of various budgets.

REFERENCE BOOKS

1. Grewal, T.S. : *Double Entry Book Keeping*
2. Jain and Narang : *Advanced Accountancy*
3. Shukla and Grewal : *Advanced Accountancy*
4. Gupta and Radhaswamy : *Advanced Accountancy*
5. Gupta R.L. : *Advanced Accountancy*
6. Jain and Narang : *Cost Accounting*
7. Nigam and Sharma : *Cost Accounting*
8. RK Sharma & K. Gupta : *Management Accounting*
9. S.N.Maheswari : *Management Accounting*

MATHEMATICS FOR MANAGEMENT

Objective: On successful completion of this course, the students should have understood

Set operations, matrix and Mathematics of Finance

Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Coefficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - *An Introduction to Business Mathematic and Statistical Methods*
2. Gupta S.P. - *Statistical Methods*
3. Navaneethan P. - *Business Mathematics*
4. *Statistics* - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - *Business Mathematics and Statistics*

Objective: On successful completion of this course, the students should have understood

- Evolution of Aviation Industry and its growth
- World Aviation Bodies and their functions
- Airport Services and Crisis Management

UNIT I – HISTORY OF AVIATION

The Evolution of Aviation - Growth Drivers - Issues and Challenges - Global Aviation Industry- Aviation Industry in India - An Overview - Aircraft Types and Structures - Aircraft Manufacturers

UNIT II – WORLD AIRLINES AND AIRPORTS , WORLD AVIATION BODIES

Airports - Civil , Military - Training - Domestic/International - Passenger/Cargo Terminals - World Airlines - World's Major Airports – IATA / ICAO - National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

UNIT III – GENERAL SUBJECTS

Layout of an Airport & Ground Handling - Airport & Aircraft Security - Managerial Operations - Airline Catering & Various Bodies Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP- Co-ordination of Supporting Agencies /Departments.

UNIT IV – AIRPORT HANDLING

Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse Management Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-rdination- Security Clearance-Baggage

UNIT V – CRISIS MANAGEMENT AT AIRPORTS

Various Crisis at Airport - SOP for Bomb Threat - Mitigating Hijack Crisis Situation - Response to Acts of Unlawful Interference: Developing Plans

REFERENCE BOOKS

- 1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill*
Reference Books:
1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.

ANCILLARY SERVICES

Objective: On successful completion of this course, the students should have understood

- Types of Ground Handling and their responsibilities.
- Infrastructural requirements related to security.
- Miscellaneous services related to Airport Management

UNIT I – GROUND HANDLING SERVICES

Role and Responsibilities of Ground Handlers - Ground Handling: Self Handling vs. Outsourcing - Ground Handling: Case Studies at India and Abroad - IATA Ground Handling Council

UNIT II – PASSENGER SERVICES

Passenger Handling: Departure Concourse - Passenger Handling: Transit and Arrivals - Passengers' Baggage Handling - Specialized Handling of Passengers: VVIPs, VIPs, Physically Challenged

UNIT III – CARGO SERVICES

Cargo Services at Export Shed - Cargo Services at Import Shed- Cargo Services at Transit Shed - Cargo Aircraft Handling, Air Cargo -Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

UNIT IV – OTHER SERVICES: RESPONSIBILITIES

Catering: Preparation, Escort and Security, Inter-terminus Transfers - Medical Services, Accommodation and Hospitality, Information Dissemination - Airport Operations - Airport Management

UNIT V – AVIATION SECURITY: INFRASTRUCTURAL REQUIREMENTS

Planning and Design Considerations for Security at Airports - Annex 17: SARPs (Standard and Recommended Practices) - Access Control and Alarm Monitoring Mechanisms, Security Screening Infrastructure and Procedures - In Flight Safety & Security

REFERENCE BOOKS

1. *Aviation Maintenance Management* – Harry A. Kinnison – McGraw Hill
- Reference Books:
2. *Risk Management and Error Reduction in Aviation Maintenance* – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. *Managing Maintenance Error* – James Reason and Alan Hobbs - Ashgate Publishing Ltd.
4. *Paul R. Murphy, JR and Donal & F. Wood-Contemporary Logistics* –Prentie Hall.9 thEdn.2008.

AIRLINE AND AIRPORT ORGANISATION

Objective: On successful completion of this course, the students should have understood

- Terminals, Airport Operators and their functions
- Duties and responsibilities of ground handling agencies.
- Documentation related to Airport Management.

UNIT I – History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Swot analysis in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO

UNIT II – RAMP SERVICES : GROUND HANDLING AGENCIES AND DOCUMENTS

Handling of Passengers - Handling of Baggage - Aircraft Handling -Catering Planning, Aircraft Fleet and its Maintenance - Ground Handling Agreements - Scheduling and Approvals - Crew Management and Documentation

UNIT III – AIRPORT OPERATOR

Passengers' Terminal Management: Domestic - Passengers' Terminal Management: International - Cargo Terminal: Domestic and International - Airside Management: Ground and Flight safety

UNIT IV – INTERNATIONAL TOUR AND TRAVEL MANAGEMENT

Tour Operators - Travel Agents and their role - The Hotel Industry - Tourist Attractions: Global and Indian - Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments.

UNIT – V - AIRPORT OPERATIONS

Airport planning-Operational area and Terminal planning, design, and operation-Airport - operations-Airport functions-Organization structure of Airline and Airports sectors-Airport - authorities-Global and Indian scenario of Airport management – DGCA –AAI.

REFERENCE BOOKS

1. *Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.*
2. *Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.*
3. *P.S.Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003*

Text book: Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill

Objective: On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making

UNIT I – THE TRANSPORTATION INDUSTRY and MARKET FOR AIR TRANSPORTATION

Air Transportation Industry - Land Transportation Industry -Sea Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix – Application of Marketing Principles to Airline management-Airline Business and its Customers – Market segmentation -PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT ANALYSIS

Passport – VISAs - Airlines Ticket or Authorization - Health Documents - Michel Porter’s Five Factors and their Application to Airline – Cost leadership –Focus strategies- Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules Related Product Features-Customer Service and Controlling Product Quality-Air Freight Product.

UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE

Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed Time.

UNIT IV – Airport Planning

Introduction – Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations.

UNIT V - Airlines-Revenue Management and Distribution and Promotion

Building Block in Airline Pricing Policy-Uniform and Differential Pricing- The Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency Distribution System- Selling & Distribution Channel in Air Freight Market- Brand Building Strategies in Airline Industry- Relationship Marketing and Components of Marketing Strategies - Frequent Flyer Programme- Anatomy of Sale and Planning- Marketing Communication Technique-Airline Advertising - Air Freight Market- Future of Airline Market

REFERENCE BOOKS:

1. *Aviation Safety Programs A Management Hand Book*-Richard H.Wood – Jeppesen Sanderson Inc.
2. *Strategic Management* –Gregory G.Dess and Alex Miller –McGraw Hill -Irwin McGraw Hill, 9th Edition
3. *International Marketing* – Philip R. Cateora – Irwin McGraw Hill, 9th Edition

RESOURCE AND LOGISTICS MANAGEMENT AT AIRPORTS

Objective: On successful completion of this course, the students should have understood

- Relevance of Resource Management
- Human Resource Management
- Allocation of Resources

UNIT I – HUMAN RESOURCES

The role of Human Resources - Dealing with Superiors - Dealing with Peers and Sub-ordinates - Dealing with Others: Passengers, Regulatory Authorities and Civic Bodies

UNIT II – SPATIAL CONSIDERATIONS

Space allocation in Terminals and Airside - Hold / Gate Allocation - Baggage Management: Make-up and Break-up - Challenges and Solutions

UNIT III – STAFF AND EQUIPMENTS ALLOCATIONS

Air Operators and Service Providers: Staffing issues - Security and Other Sovereign Functions: Manpower Planning - Equipment requirements - Budgeting and Cost Analysis

UNIT IV – RELEVANCE OF RESOURCE MANAGEMENT

Recruitment, Selection, Training and Certification of Personnel- Management of Human Resources - Material Resource Management - Financial Planning and Budgeting

Unit-V -

Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality concept and Total Quality Management-improving Logistic performance-Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

Reference Book:

1. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
2. Doganis.R.-The Airport Business-Routledge, London-1992
- 3.Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
4. 11. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9thEdn.2008.

AIRCRAFT MAINTENANCE & CREW MANAGEMENT

Objective: On successful completion of this course, the students should have understood

- Evolution and Impact of Crew Resource Management
- Need of CRM and training benchmarks.
- Scope for improvement in CRM

UNIT I

Maintenance: Role of the Engineer & Mechanic – Two Types of Maintenance- Reliability Redesign – Failure Rate Patterns – Establishing a Maintenance Program. Development of Maintenance Programs: Introduction – Maintenance steering Group (MSG) approach – Process & Tasks – Oriented Maintenance – Maintenance Program Documents – Maintenance Intervals defined

UNIT II

Production Planning and Control: Introduction – Forecasting – Production Planning & Control – Feedback for Planning – Organization of PP & C. Technical Publications: Introduction –Functions of Technical Publications – Airline Libraries – Control of Publications – Document Distribution. Technical Training: Computer Support:- Airline uses of Computers – Computer Program Modules – Selecting a computer System

UNIT III

CRM: Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management- Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training - CRIMs (CRM Instructors) and CRIMEs (CRM Instructor Examiners)

UNIT –IV Data on Incidents / Accidents: Human Performance Analysis -Evaluation of Flight Crew CRM Skills - Communication: A Relevant factor in Aviation Safety - Line Operations Safety Audit (LOSA) and CRM: Relationship

UNIT V

Individual Performance: Relevant Factors - Automation and Upgradation of Skills - CRM: Training Methods and Standardization - Competency Profile for Instructors of CRM - Maintenance Crew Skill Requirements – Morning Meeting. Hanger Maintenance (On –Aircraft) – Introduction – Organization of Hanger Maintenance

REFERENCE BOOKS

- 1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill*
Reference Books:
1. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
2. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.

AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT

Objective: On successful completion of this course, the students should have understood

- Safety Culture in Airlines
- Nature of Accidents and Managing Human Errors

UNIT I – Maintenance: Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes

UNIT II – Promotion Marketing-Fundamentals of relationship marketing – components of a relationship marketing strategy – frequent flyer programmers –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms

UNIT III – Introduction –Sources of financial benefits –Labour cost reduction –Cost reduction in sourcing – marking financial benefits come true- Airline views or financial benefits –Traffic increase-revenue enhancement- Cost reduction-Profit improvement. The problem of local rationales.

UNIT IV - MAJOR ACCIDENT ANALYSIS & MANAGING HUMAN ERRORS

Identifying root causes of Human Errors - Human Reliability Assessment - Safety cultures in Airlines - Threat and Error Management (TEM) - Mid-Air Collisions - Runway Incursions - Weather Factors - Human Factors and Mechanical Failures

UNIT V – – NATURE OF ACCIDENTS, MAJOR ISSUES : A CONTEMPORARY ASSESMENT

Causes of Accidents - Major Aviation Disasters: Case Studies - Statistics of Aviation Disasters - Investigation, Analysis and Reporting Psychological Aspects and Training - Bird Strike: Airport Operators' responsibilities - Airside Discipline - Maintenance of Airport and Aircraft

REFEBCE BOOKS:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj
3. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
4. Marketing Management –Ramaswamy & Namakumari –MacMillan
5. Strategic Management –An Integrated Approach –Hill Jones –(Dreamtech Bictantia)

PRINCIPLES OF TRAVEL & TOURISM OPERATIONS AND AVIATION SAFETY

Objective: On successful completion of this course, the students should have understood

- Perception of Tourism Worldwide
- Hospitality and Tourism Industry

UNIT I –

Travels and tourism - Principles – Scope and Operations - Perception of Travel worldwide - Perception of Tourism worldwide - India a tourist destination - Indian States, Capitals , Public holidays , Banks - Important Festivals and Tourist attractions - State Tourist Organizations - Important Travel Agents & Tour Operators

UNIT II –

World Tourism - Important Countries/ Capitals / Currencies / Exchange - World Tourism Attractions - Indian Tourism – Types – Transportation Commercial Aviation-Air Taxi Operations--Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. -IATA Geography and Global indicators Travel Agent Management-Travel Partners -

UNIT III – Hotels and Star Ratings, Resorts , Boarding and Lodging houses - Rating Systems and Classifications - Hotel Products , Facilities, Services, Room types, Bedding Types, Meal Plans - Cancellations ,Currency Fluctuations and Commission Policies IATA Approved Travel Agency Appointment and Control -Bank guarantee.-IATA Billing and Settlement Plan-Credit Period - Customer Service-Service Provider- Training and Development of Travel agent-GDS.

UNIT IV – A National security asset: importance of Air transportation – Airways – Development of the Aviation industry – Deregulation – Consequences of 9/11 to the industry – Emergency Funding – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins –Diplomatic Conference on Air Law – Ministerial Conference on Terrorism – Financing of Terrorism – United Nations – ICAO/ECAC

UNIT V - Aircraft as Missiles: Early Hijackings – Terrorist Hijackings Spread – Initial Public response – Cockpit Doors – Profile of a Hijacker – Sky Marshal Program/Federal Air Marshal Program – History of Significant Air hijackings since 1972. Terrorism – Middle East – Rival Claims – Palestinian Liberation Organization – Abu Nidal – Hamas –Iranian Support of Terrorism – Hezbollah – Afghanistan: Osama Bin Laden – Europe – Japan – Peru – Russia – US – Domestic Terrorism – Nuclear Terrorism.

REFERENCE BOOK

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Reference Books:
3. Risk Management and Error Reduction in Aviation Maintenance – Manoj
4. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
5. [Commercial Aviation Safety: Alexander T. Wells, Clarence](#)
6. [Aviation and Airport Security: Terrorism and Safety Concerns,](#)
7. IATA Manual on Diploma in Travel & Tourism Management

TRAVEL AGENCY OPERATIONS

Objective: On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making

UNIT I

Travel agent -Formation- Role and Responsibilities - Travel Agents Body in India – TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation-Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT II

Tour Operators Role and Responsibilities - Planning Tours and Preparation of Tour Brochures - Operating Conditions for Tour packages and Legal position in case of non compliance and other reasons - Pricing of Tour packages

UNIT III

Airline Operational Management- Domestic- International Departure Formalities,- Security Check- In. Hand Baggage Screening -Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight

UNIT IV

Tourism Management-Domestic and International Tourism-Discover India-Government Regulations on Tourism Management- Exploring new Destinations-Foreign Currency Earner- Disruptive Flights-Ramp Handling & Ramp Safety- Procedure

UNIT V

Aviation Industries terminologies – OAG - Pooling of baggage and Allowances - Weight and piece concept - Legal liability for Passengers and Baggage - Checked and Unchecked International travel documentation - Passports – Visas- Health documentation- Airline Tickets Airlines Terminal Management

REFERENCE BOOK

1. *Aviation Maintenance Management* – Harry A. Kinnison – McGraw Hill
- Reference Books:
1. *Risk Management and Error Reduction in Aviation Maintenance* – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
 2. *Managing Maintenance Error* – James Reason and Alan Hobbs – Ashgate Publishing Ltd.

SERVICE MARKETING & PUBLIC RELATIONS IN THE AVIATION INDUSTRY

Objective: On successful completion of this course, the students should have understood

- Role, Importance and Challenges of PR in Aviation Industry
- Role of PR in Aviation Crisis Management
- Strategy and PR Planning

UNIT I

Services Marketing – Meaning – Nature of Services – Types and Importance – Relationship Marketing – Mission, Strategy, Elements of Design, Marketing Plan Market Segmentation- Marketing Mix Decisions: - Unique Features of Developing, Pricing, Promoting and Distributing Services.

UNIT II

Marketing of Hospitality: - Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and Goods Transport – Leisure Services. Positioning and Differentiations Strategies, Quality of Service Industries -Achievement and Maintenance, Customer Support Service.

UNIT III

Public Relations: An essential in Aviation - Issues in PR: Airport Operators, Air Operators, Security Requisites of a Good PR professional – Challenges: Accessibility, Integrity of Information and Neutrality Handling the media - Types and Role of Media Handling - Do's and Don'ts in Media Handling - Preparation for Elective Media Handling - Electronic Media

UNIT IV

Public Relations and Crisis Management at Airports - Crisis at an Airport - Preparing for a Crisis - Managing the Crisis - PR: The Role during Crisis- Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating.

UNIT V

Strategies for a successful PR personnel - Successful PR of an Organization: Strategy - Alternatives and Choices in Communication - PR Planning and Prioritization, Evaluating The Program, Elements of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations

REFERENCE BOOK :

1. Services Marketing – Indian experiences – Ravishankar, Aouth Asia publication 1998, Delhi
2. Services Marketing- Text & Readings – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
4. Managing Maintenance Error – James Reason and Alan Hobbs – Ashgate Publishing Ltd.
5. Advertising and Promotion” – Kruti shah and Alan D'souza Tata McGraw -Hill