

2.6.1 PO's and CO's of All Programs

PO's and CO's

DEPARTMENT OF BBA- AVIATION (CBCS)

No.31/1, Kadusonnapanahalli, Hennur-Bagalur Road, Kannur, Bangalore - 562149



KOSHYS
INSTITUTE OF MANAGEMENT STUDIES

Recognized by Govt. of Karnataka | Recognized by UGC with 2(f) | permanently affiliated to Bengaluru
North University

NAAC Accredited Institution | ISO 9001-2015 Certified Institution

**DEPARTMENT OF
BBA-Aviation Management**

VISION

“To spearhead aviation education, fostering innovation, excellence and sustainability by nurturing a diverse community of aspiring aviation professionals empowered with advanced competencies and universal human values to address the industry dynamic challenges”

MISSION

“To empower young talents for the aviation industry by commitment to excellence in education, innovation and industry partnerships, while upholding the highest standards of ethics, values, morale and attitude, preparing graduates to thrive in a dynamic and evolving aerospace landscape

Program Educational Outcome

PEO1. Prepare graduates with a strong foundation in aviation management principles, with practical skills and knowledge to analyse and solve complex problems encountered in various aspects of the aviation industry

PEO2. Foster leadership qualities and teamwork abilities to enable graduates to effectively manage diverse teams and projects within aviation organizations.

PEO4. Develop graduates who possess a global perspective and understanding of the interconnectedness of the aviation industry with other sectors of the economy.

PEO5. Prepare graduates to adapt to the dynamic and evolving nature of the aviation industry by instilling a commitment to lifelong learning and professional development.

Program Outcome

PO1. Critical Thinking and creativity- Analysing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

PO2. Team work and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

PO3. Business Ethics and social Responsibility- To have an awareness of ethical challenges within business environments and exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

PO4: Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields

Program Specific Outcome

PSO1. Aviation Industry Knowledge and Competence: Graduates will exhibit a comprehensive understanding of the aviation industry, including airline operations, airport management, aviation regulations, safety protocols, ground handling, aircraft maintenance, and passenger services.

PSO2. Customer Service Excellence and Regulatory Compliance: Graduates will demonstrate knowledge of aviation regulations and compliance requirements set forth by regulatory bodies and equipped with the skills to provide exceptional customer service experiences within the aviation industry, fostering positive relationships with passengers, clients, and stakeholders.

PSO3. Industry Networking: Graduates will have established professional networks within the aviation industry through internships, industry partnerships, and networking opportunities, facilitating career advancement and professional growth.

PSO4. Financial & Organisational Management: Graduates will be proficient in aviation-specific financial management practices, including budgeting, cost control, revenue management, and financial analysis within the context of aviation organizations.

BENGALURU NORTH UNIVERSITY KOLAR - 563103

Model Curriculum Structure for

BBA-Aviation Management Programme (BBAAM Degree)

(Choice based credit system-Semester Scheme)

Semester	Course Code	Title of the Paper
I	A021	Introduction to aviation and airline industry
	A022	Fundamentals of accountancy
	A023	Principles of airline and airport operations
	A024	Entrepreneurship and Project management
II	B021	Organisational Behaviour
	B022	Economics for Executives
	B023	Mathematics for Management
	B024	Cost and Management Accounting
III	C021	Business Communication
	C022	Production and Material Management
	C023	Marketing Management
	C024	Management Information System
	C025	Income Tax
	C026	Retail Management
	C027	Airline and Travel and Tourism Industry –Introduction

IV	D021	Human Resource Management
	D022	Financial Management
	D023	Principles of Airlines and Airport Management
	D024	PC Software –Theory and Practical
	D025	Logistics and Air cargo management
	D026	Business Law
	D027	Consumer Behaviour

V	E021	Marketing Research
	E022	Airline Finance and Insurance
	E023	Aviation law and Aircraft Rules and Regulations
	E024	Air Traffic Control
	E025	Air Transportation Safety and Security
	E026	Mini Project on Airport Operations
VI	F021	Airport Strategic Planning
	F022	Airline and Airport Marketing Management
	F023	Service Marketing
	F024	Aircraft Maintenance Management
	F025	Customer Relationship Management
	F026	Major Project on Airport operations

Course Outcome:

I semester

Subject Code :A021	Management Process
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At the end of this course, Students will be able to

CO-1	Understand basic concept of management and its Application
CO-2	Understand principles of management
CO-3	Understand Concept of organization, delegation of authority & MBO
CO-4	Understand Significance of staffing
CO-5	Understand The importance of control in the Management

Subject Code: .A022	Financial Accounting
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At the end of this course, Students will be able to

CO-1	Student will understand about the branches of accounting
CO-2	To create the knowledge on the business entity concepts and revenue recognition
CO-3	Develop the knowledge of reason for differences in cash book and pass book..
CO-4	They will be able to understand different types of heads involved in balance sheet
CO-5	Students will understand the importance of preparing account of non-trading institution.

Subject Code:A023	Mathematics for Management
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At the end of this course, Students will be able to

CO-1	Students will develop the knowledge different method of Collection. classification and diagrammatic representation of the data..
CO-2	Students can enhance the knowledge about different measure such as mean, median, mode, standard Deviation.
CO-3	It gives the clear idea about the relationship between the Variables and its mathematical measurement.
CO-4	It will help them understand the concept such as simple interest and the compound
CO-5	It gives a understanding on the concept of consumer price index number and its applications and measurement of trend.

Subject Code:A024	Entrepreneurship and Project Management
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At the end of this course, Students will be able to

CO-1	Student should be able to define who is an Entrepreneur an Understand t3 what his or her characteristic features are' what skills made them successful and what qualities are required to become an entrepreneur..
CO-2	Students should be able to understand the concept of Business environment and the various factors influencing it .Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs
CO-3	Students are expected to get capabilities to select Products doing a Prefeasibility report and evaluate it

CO-4	Students should be able to explain the various issues involved in stating a venture , apply the growth strategies and scaling up the venture and also how to launch a product
CO-5	Students are equipped to start a venture , monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units

II semester

BO21	Organisational Behaviour
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CO-1	General history of management theory and practice and frame how organizational behaviour has developed from these into a discreet field
CO-2	Organizational behaviour and differentiate between the three levels of influence
CO-3	Contemporary issues and topics in organizational behaviour
CO-4	The history of leadership as a topic inside organizational behaviour
CO-5	Various organizational structure and their history

BO22	Economics for Executives
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CO-1	The function of market and prices as allocative mechanisms.
CO-2	Apply the concept of equilibrium to both microeconomics and macroeconomics.
CO-3	Identify key macroeconomic indicators and measures of economics change, growth, and development.
CO-4	Identify and discuss the key concepts underlying comparative advantage
CO-5	Identify and explain major types of market failures.

BO23	Mathematics for Management-II
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CO-1	Understand the foundations of mathematics
CO-2	Be able to perform basic computations in higher mathematics
CO-3	Be able to read and understand basic proofs
CO-4	Be able to write and understand basic proofs
CO-5	Develop and maintain problem solving skills

BO24	Cost and Management Accounting
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CO-1	To use and interpret the results of costing techniques appropriate to different activities and decision
CO-2	Formulate and use standards and budgets for planning and control purpose
CO-3	Understand the role of responsibility accounting and performance
CO-4	Analyse the relationship between the cost-volume and profit
CO-5	Explain break-even sales price. break-even sales volume, the total contribution margin, the unit contribution margin, margin of safety. security ratio. profit margin concept

III semester

CO21	Business Communication
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CO-1	Understand the importance, methods, types and Barriers of Business Communication
CO-2	Understand the communication through Letters-Layout of letters-Offers and quotations-Orders-Claims-Adjustments and settlement, letters of Complaints and bank correspondence letters
CO-3	Understand Communication Through reports, Committees, applications for appointments
CO-4	Understand about internal communication, short speeches, memo, circulars, notices, explanation to superiors, precise writing, communication media, merits of various devices- Intercom, Telex and Telecom-Fax-Internet
CO-5	Understand about correspondence of company secretary with shareholders and directors, Agenda-Minutes-Preparation

CO22	Production and Material Management
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CO-1	Understand the meaning and definition of Production management
CO-2	Understand various plant layout and its types
CO-3	Explain the meaning and importance of purchasing
CO-4	Understand the basics of material handling and its maintenance
CO-5	Understand the importance of quality assurance and quality control

CO23	Marketing Management
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CO-1	Demonstrate a clear understanding of the marketing concepts
CO-2	Identify the primary marketing activities of an organization.
CO-3	Determine market segments and target customers
CO-4	Use pricing strategies to enhance marketing of products and services
CO-5	Analyse elements of a brand and explain how the brand-building process contributes to the success of products or services.

CO24	Management Information System
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CO-1	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
CO-2	Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives
CO-3	Effectively communicate strategic alternatives to facilitate decision making.
CO-4	Apply sound managerial concepts and principles in the development and operation of information systems
CO-5	Effectively apply technical concepts in information technology

CO25	Income Tax
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CO-1	Understand basic terms of the Income tax
CO-2	Understand the powers and function of the IT authority
CO-3	Enable the student to calculate the residential status of the individual
CO-4	Calculation of different kinds of income based on the residential state.
CO-5	Enable the student to calculate taxable income from House property and Salary

CO26	Retail Management
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CO-1	Define the meaning and functions of retailing, marketing and concepts of applied retailing
CO-2	Explain retail models and other theories, retail life cycle and other phases, business models
CO-3	Understand planning and objectives, consumer needs and decision making
CO-4	Understand the evolution and size of retailing in India, changes and investment in retailing, the challenges in retailing
CO-5	Understand global retail marks and planning, challenges faced in global retailers and threats in global retailing, factors affecting the success of global retailing

CO27	Airline and Travel & Tourism Industry: Introduction
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CO-1	Understand the handling procedures in Airport
CO-2	Explain the aims, objectives and function of IATA & ICAO
CO-3	Differentiate between the boarding formalities for domestic and international flight
CO-4	Understand the basics of travel agent management
CO-5	Explain the currency regulations for international flight

IV semester

D022	Human Resource Management
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CO-1	Concept of human resource management
CO-2	The functions of human resource management
CO-3	Foundations of human resource management
CO-4	Strategic management processes
CO-5	Human resource strategic planning

D022	Financial Management
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CO-1	Demonstrate an understanding of the overall role and importance of the finance function
CO-2	Demonstrate basic finance management knowledge
CO-3	Communicate effectively using standard business terminology
CO-4	Describe the general structure of various financial markets.
CO-5	Integrate the legal and economic role of financial management with the values of a diverse, global. and ever-changing marketplace

D023	Principles of Airline and Airport Management
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CO-1	Understand the evolution of Airline industry and current challenges faced by Airline Industry
CO-2	Explain the role of ICAO and IATA in international Air Transportation
CO-3	Understand the various operations performed by Airlines
CO-4	Understand the Airport Management
CO-5	Understand the role of Public Private Participation in Indian Airports

D024	PC Software (MS Office) - Theory & Practical
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CO-1	Demonstrate the importance of Computer software and hardware
CO-2	Demonstrate the ability to Create documents in Microsoft Word, typing text, numbers and dates into a document. Easy formatting. Checking the spelling in your document, Making and saving changes to your document
CO-3	Demonstrate the ability to Managing Windows Explorer, Create Creating, moving, renaming and deleting folders and files, understanding file extensions, viewing storage devices and network connections, Managing USB flash drives
CO-4	Understanding spreadsheet functionality, creating spreadsheets in Microsoft Excel, typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook
CO-5	Ability to visit a specific website and bookmarking. Understanding how to search/Google effectively. Copy and paste internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security

D025	Logistics and Air Cargo Management
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CO-1	Understanding the various agencies and freight forwarders
CO-2	Understanding the principles of accepting air cargo and rating
CO-3	Understanding the concept of billing
CO-4	Understanding the various terminology used in airline industry
CO-5	Understanding the various manuals used

D026	Business Law
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CO-1	To understand the basic concepts and laws of business
CO-2	The intellectual property rights and consumer protection laws
CO-3	To understand knowledge, basic and broad knowledge in business laws in management
CO-4	Ability to apply concepts, principles and theories
CO-5	To understand simple business laws

V semester

E021	Marketing Research
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CO-1	Understand the meaning of marketing research and various concepts of research methodology
CO-2	Explain various concepts of scaling techniques and sampling designs
CO-3	Understand the concepts of different statistical tools
CO-4	To analyse and understand the statistical techniques used in marketing research
CO-5	Understand the concept of writing research reports and integral parts of report

E022	Airline Finance and Insurance
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CO-1	Assess the financial performance of airlines and airports
CO-2	Construct an airline's financial plan given an understanding of airline finance
CO-3	Understand how to evaluate the alternative ways of financing an airline and its operating asset
CO-4	Analyse the relationships between airline financial management and the underlying economic drivers of the airline business

CO-5	Understand key issues in airport finance and airport financing method
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E023	Aviation Law and Aircraft Rules and Regulations
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CO-1	Understand the role of DGCA in India
CO-2	Understand the rules and regulations enacted to regulate civil aviation industry in India
CO-3	Explain various acts implemented internationally for the civil aviation
CO-4	Explain Civil Aviation Requirements (CAR) for the safe operation of aircraft
CO-5	Understand the different international conventions held to address aviation problems

E024	Air Traffic Control
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CO-1	Understand the basic concepts of ATC. its functions and operations
CO-2	Understand the importance of ATC in Aviation
CO-3	Explain the alerting and emergency services provided by ATC
CO-4	Explain the different aerodrome data used by ATC
CO-5	Explain the different kinds of aids provided for navigation

E025	Air Transportation Safety and Security
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CO-1	Understand the importance of air transport and safety measures taken by the airport authority
CO-2	To get a glimpse about terror attack causes effects and the regulations made
CO-3	To gain knowledge about hijacking and measure to counteract it.
CO-4	To acquire skills in the legislations made the safety and security by air

CO-5	To take in the innovations made to protect the safety and security of passengers, staff and nation
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VI semester

F021	Airport Strategic Planning
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CO-1	Define an Airfield, its classification and Components
CO-2	Describe the relationship between airport strategic planning and optimal capacity, management
CO-3	Explain the factors affecting Capacity, and Delay
CO-4	Understand International standards in Airport System Planning and Airport Planning and Design
CO-5	Understand the purpose of Air Traffic Control and various aids at Airport.

F022	Airline and Airport Marketing Management
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CO-1	Understand the evolution of technology and its impact in customer engagement and Marketing Technologies
CO-2	Developing the marketing process and strategies in alignment with organizational objectives
CO-3	Understand the current airline business environment and its impact on airline marketing
CO-4	Analyse the impact of technology on distribution and communication channels: best practices including social media
CO-5	Understand market environment scanning and market research Methodologies

F023	Services Marketing
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CO-1	Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impact on design and execution of marketing strategies for services
CO-2	Explain the overlap of marketing with operations management and human resource systems in the successful design and management of service organizations.
CO-3	Distinguish different service types and draw, implications for marketing strategy Development
CO-4	Describe the problems faced by services

	marketing professionals as well as tools and models' managers might employ to increase customers' perceptions of satisfaction, service quality and value.
CO-5	Apply the 7 Ps of the services marketing mix to develop a positioning strategy for and service organization

F024	Aircraft Maintenance Management
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CO-1	Understand the importance of aircraft maintenance
CO-2	Explain the different types of documentation for maintenance
CO-3	Explain the line, Hanger and overhaul maintenance
CO-4	Understand the importance of production planning and control
CO-5	Explain the Quality assurance and Quality control standards and their importance in M&E

F025	Customer Relationship Management
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CO-1	The ideas behind customer equity and its components- brand equity, value equity and relationship equity
CO-2	Economics of CRM: Customer lifetime value. customer life cycle analysis
CO-3	The cost of customers and costs of serving customers in different channels
CO-4	Dealing with unprofitable customers and recovering from crisis
CO-5	Identification and selection of customers (for both consumer and business markets)

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PO's and CO's

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Department of BBA-Aviation Management

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“To spearhead aviation education, fostering innovation, excellence and sustainability by nurturing a diverse community of aspiring aviation professionals empowered with advanced competencies and universal human values to address the industry dynamic challenges”

MISSION

“To empower young talents for the aviation industry by commitment to excellence in education, innovation and industry partnerships, while upholding the highest standards of ethics, values, morale and attitude, preparing graduates to thrive in a dynamic and evolving aerospace landscape

CORE VALUES

1. Responsibility: Acknowledging and fulfilling obligations, duties, and commitments towards

Oneself, others, organizations, and society, taking ownership of actions and their consequences.

2. Respect: Showing consideration, tolerance, and acceptance towards diverse perspectives, cultures, beliefs, and backgrounds.

3. Accountability: Accepting and being answerable for one's actions, decisions

Program Educational Outcome

PEO1. Prepare graduates with a strong foundation in aviation management principles, with practical skills and knowledge to analyse and solve complex problems encountered in various

Aspect of the Aviation Industry

PEO2. Foster leadership qualities and teamwork abilities to enable graduates to effectively manage diverse teams and projects within aviation organizations.

PEO3. Develop graduates who possess a global perspective and understanding of the interconnectedness of the aviation industry with other sectors of the economy.

PEO4. Prepare graduates to adapt to the dynamic and evolving nature of the aviation industry by instilling a commitment to lifelong learning and professional development.

Program Outcome

PO1.Critical Thinking and creativity- Analysing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

PO2.Team work and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

PO3.Business Ethics and social Responsibility- To have an awareness of ethical challenges within business environments and exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

PO4:Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields

Program Specific Outcome

PSO1. Aviation Industry Knowledge and Competence: Graduates will exhibit a comprehensive understanding of the aviation industry, including airline operations, airport management, aviation regulations, safety protocols, ground handling, aircraft maintenance, and passenger services.

PSO2. Customer Service Excellence and Regulatory Compliance: Graduates will demonstrate knowledge of aviation regulations and compliance requirements set forth by regulatory bodies and equipped with the skills to provide exceptional customer service experiences within the aviation industry, fostering positive relationships with passengers, clients, and stakeholders.

PSO3. Industry Networking: Graduates will have established professional networks within the aviation industry through internships, industry partnerships, and networking opportunities, facilitating career advancement and professional growth.

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BENGALURU NORTH UNIVERSITY KOLAR - 563103

**National Education Policy - 2020 (Semester Scheme) Model Curriculum Structure for
 BBA-Aviation Management Programme (Basic and Honors degree)**

Model Syllabus for the Courses in Aviation Management.

Model Curriculum for BBAM

Semester	Course Code	Title of the Paper
I	BBAA1.1	Introduction to aviation and airline industry
	BBA 1.2	Fundamentals of accountancy
	BBA 1.3	Principles of airline and airport operations
II	BBAA 1.1	Passenger and baggage handling
	BBA 1.2	Management behavioural process
	BBA 1.3	Airline Customer Services
III	BBAA 3.1	Cost Accounting
	BBAA 3.2	Logistics and Air Cargo Management
	BBAA 3.3	Statistics for Business Decision
	BBAA 3.4	Artificial Intelligence
IV	BBAA 4.1	Airline Marketing
	BBAA 4.2	Aviation Law and Aircraft rules and regulations
	BBAA 4.3	Financial management
V	BBAA 5.1	Research Methodology
	BBAA 5.2	Air transportation safety and security
	BBAA 5.3	Income Tax
	BBAA 6.1	Airport strategic planning
VI	BBAA 6.2	Aviation enterprise management
	BBAA 6.3	Customer relationship management

Course Outcome:

I semester

BBA1.1	Introduction to Aviation and Airline Industry
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On successful completion of the course, the student will be able to

CO-1	Upon completion of this module, students will have a comprehensive understanding of the fundamental concepts, principles, and terminology associated with the aviation and airline industry.
CO-2	Students will have a comprehensive understanding of major airlines in India and globally, types of carriers and organisational structure, cabin and cockpit positions, airline business models and about AAI.
CO-3	Understand the concept of aircrafts and its types, operations and functions, load planning and dangerous goods regulations(DGR). Various types of airports and airline personnels.
CO-4	Understanding the concept of air cargo management, types of cargo, conditions of carriage and passenger aircrafts.

BBA 1.2	Fundamentals of Accountancy
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On successful completion of the course, the student will be able to

CO-1	Upon completion of this module, students will have a strong understanding of the fundamental principles and concepts of accounting, including the double-entry system, accrual accounting, matching principle, and the accounting equation.
CO-2	Upon completion of this module, students will have a solid understanding of the fundamental principles and concepts of accounting, including the accounting equation, the double-entry system, and the basic elements of financial statements.
CO-3	Upon completion of this module, students will have a thorough understanding of subsidiary books, also known as special journals, and

	their role in recording specific types of transactions efficiently and systematically.
CO-4	Upon completion of this module, students will have a clear understanding of proprietary concerns, also known as sole proprietorships, and their distinct characteristics as business entities owned and operated by a single individual.
CO-5	Through experiential learning activities, students will have the opportunity to apply theoretical accounting principles and concepts in real-world scenarios, enhancing their understanding of how accounting principles are implemented in business environments.

BBA 1.3	Principles of Airline and Airport Operations
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On successful completion of the course, the student will be able to

CO-1	Understand the historical development and evolution of the airline and airport industry, including key milestones and influential figures.
CO-2	Upon completing this module, students will have a comprehensive understanding of the regulatory frameworks established by the International Civil Aviation Organization (ICAO) and the International Air Transport Association (IATA), including their roles, functions, and global significance in shaping aviation policies and standards.
CO-3	Upon completion of this module, students will have a comprehensive understanding of the various functions and operations within an airport environment, including terminal management, ground handling, airside operations, security protocols, and emergency response procedures.
CO-4	Upon completion of this module, students will possess a comprehensive understanding of the operational aspects of airline management, including flight scheduling, crew management, fleet optimization, and route planning.

II semester

BBA 1.1	Passenger and Baggage Handling
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On successful completion of the course, the student will be able to

CO-1	Students will have a strong understanding on airport terminals and its types as per IATA and about the modern-day terminals.
CO-2	Understands the concepts of passenger profiling, leisure and business travellers, transfer and transit passengers, facilities provided at airports for passengers.
CO-3	Understanding the concepts of baggage handling, baggage flow, baggage carrying belts and swing operations at busy airports.
CO-4	Students will be equipped with the concepts of damaged baggage, pilferage, fragile and mishandled baggage.

BBA 1.2	Management Behavioural Process
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On successful completion of the course, the student will be able to

CO-1	To Understand foundational theories, gain a comprehensive understanding of fundamental theories and concepts related to human behaviour in organizational contexts.
CO-2	To understand the concept of organisational behaviour, transaction cost and individual behaviour and various theories of organisational behaviour.
CO-3	Develop interpersonal skills, enhance interpersonal skills such as communication, active listening, conflict resolution, and negotiation to effectively interact with stakeholders in professional settings.
CO-4	To understand the importance of the concept of motivation at workplace. To understand deeply about the various theories of Motivation.

BBA 1.3	Airline Customer Services
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On successful completion of the course, the student will be able to

CO-1	To understand the significance of customer service in airline industry.
CO-2	To understand the behavioural styles of airline customers and also to know about the classification of customers in airline industry.
CO-3	To have an understanding about lounge services in airports and the procedures of accepting the pax at lounge.
CO-4	To understand about the codes of facilities and services offered by the airline industry to its customers.

III semester

BBA 3.1	Cost Accounting
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On successful completion of the course, the student will be able to

CO-1	Understand the basic concepts, Elements and Classification of costs
CO-2	Able to prepare Cost sheet and Tenders by understanding work cost, administrative costs and selling and distribution overheads etc. in an industry.
CO-3	Prepare material related documents, understand the management of stores and issue procedures and Inventory control Techniques and pricing of Materials
CO-4	Develop the ability to calculate Employee costs, Remuneration and Incentive system
CO-5	Classify, allocate apportion overheads and calculate overhead absorption rates

BBA 3.2	Logistics and Air Cargo Management
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On successful completion of the course, the student will be able to

CO-1	Students should grasp the fundamental principles and components of logistics, including its role in aviation management and its significance for efficient operations.
CO-2	Understands the transport security system, product packaging, product pricing and the role of warehouses in airlines.
CO-3	Students will have a comprehensive understanding on global supply chain, international documentation, strategy formulation and implementation.
CO-4	Gain a comprehensive understanding on operations and industry regulations in airline industry, service functions and types of cargo.
CO-5	Helps in understanding about the aircraft handling with cargo, cargo terminals and facilities and about the emerging trends in cargo and cargo carriers.

BBA 3.3	Statistics for Business Decisions
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On successful completion of the course, the student will be able to

CO-1	Helps in understanding the concept of statistics, classification of data and about the concept of tabulation.
CO-2	Helps in understanding the measures of central tendency and dispersion, graphs and absolute and relative measures of dispersion.
CO-3	To understand the meaning and types of correlation, computation of probable error and the concept of regression.
CO-4	Students will develop a solid understanding of time series data, including its characteristics, components, and common patterns observed in real-world data sets.
CO 5	Helps in understanding the concept of index numbers, uses of index numbers, construction of index numbers and the methods of index numbers.

IV semester

BBA 4.1	Airline Marketing
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On successful completion of the course, the student will be able to

CO-1	To Understand the fundamental concepts of airline business & Marketing.
CO-2	To familiarize the concepts of airline business & marketing strategies.
CO-3	To analyse the concepts of Airline marketing, understand ANSOFF matrix
CO-4	To Explore the airline brand, Sales Management procedure & strategies.
CO-5	To Understand the various Airline pricing & Revenue Management.

BBA 4.2	Aviation Law and Aircraft Rules and Regulations
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On successful completion of the course, the student will be able to

CO-1	Understand the foundational principles of aviation law and the international legal framework governing aviation.
CO-2	Familiarize with specific national regulations and agencies governing aviation within the country of study.
CO-3	Learn how to ensure compliance with aviation laws and regulations and the consequences of non-compliance.
CO-4	Understand the process of aircraft certification, airworthiness, and the role of aviation authorities in ensuring safety.
CO-5	To understand the concepts of the international conventions

BBA 4.3	Financial Management
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On successful completion of the course, the student will be able to

CO-1	Gain a solid understanding of the fundamental concepts and principles of finance.
CO-2	Learn to analyse and interpret financial statements to assess the financial health of a business.
CO-3	Understand the relationship between risk and return in investment decisions.
CO-4	Master the concept of time value of money, including present value and future value calculations.
CO-5	Understand the concept of working capital and its significance in financial management.

V semester

BBA 5.1	Research Methodology
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On successful completion of the course, the student will be able to

CO-1	Understand the fundamentals of research, including its purpose, types, and significance in various fields.
CO-2	Develop proficiency in formulating clear research questions and hypotheses, understanding their importance in the research process.
CO-3	Gain insight into various sampling methods and their applicability in different research scenarios.
CO-4	Learn about the diverse tools available for data collection, including surveys, interviews, observations, and archival research.
CO-5	Acquire knowledge of statistical methods used in analysing research data, including descriptive statistics, inferential statistics, and multivariate techniques.

BBA 5.2	Air transportation safety and security
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On successful completion of the course, the student will be able to

CO-1	Understand the critical importance of air transportation safety and security in the aviation industry, including its impact on passengers, airlines, and global connectivity.
CO-2	Analyse the historical and contemporary threats to air transportation security, including terrorism, hijacking, and sabotage, and their implications for aviation operations.
CO-3	Understanding the threat of hijacking, security measures, public laws about hijacking, Airport Transportation Security Act 2001 and The Tokyo Convention and Summit.
CO-4	Evaluate the role of government agencies, such as the Federal Aviation Administration (FAA) and the International Civil Aviation Organization (ICAO), in developing and enforcing aviation safety and security standards.
CO-5	Explore the technological advancements and innovations in aviation safety and security systems, including surveillance technologies, biometric identification, and cockpit security measures.

BBA 5.3	Income Tax
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On successful completion of the course, the student will be able to

CO-1	Gain a foundational understanding of the principles and concepts underlying income tax, including its importance in national revenue generation and economic policy.
CO-2	Analyse the various components of income tax, including income from salary, house property, profits, and gains from business and profession, to comprehend the scope of taxable income under different categories.
CO-3	Develop proficiency in computing total income by accurately assessing and aggregating income from different sources while considering applicable exemptions, deductions, and allowances as per the Income Tax Act..
CO-4	Understand the complexities and nuances involved in the taxation of specific income streams, such as salary, rental income, business profits, and professional earnings, including relevant provisions, deductions, and tax treatment.
CO-5	Apply theoretical knowledge and computational skills to practical scenarios, including case studies and tax return simulations, to effectively navigate the income tax system and ensure compliance with legal requirements while optimizing tax liabilities within the framework of ethical and legal considerations.

VI semester

BBA 6.1	Airport Strategic Planning
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On successful completion of the course, the student will be able to

CO-1	Understand the growth of air transport, classification of airports airfield components, context of airport system planning, airport planning process and other airport decisions.
CO-2	Gain insights into airport management practices, including organizational structures, operational strategies, and stakeholder engagement, to effectively oversee the day-to-day operations and long-term development of airports.
CO-3	Explore the principles and best practices of airport design, encompassing terminal layouts, runway configurations, taxiway systems, and other critical infrastructure elements to optimize operational efficiency, safety, and passenger experience.
CO-4	Acquire knowledge of airport planning processes, including capacity assessment, demand forecasting, environmental impact assessment, and land-use planning, to support sustainable and resilient airport development in alignment with regulatory requirements and industry standards.
CO-5	Familiarize oneself with air traffic control principles and procedures, including airspace management, traffic flow management, communication protocols, and navigation systems, to ensure safe and efficient aircraft movement within and around airport airspace, thereby enhancing overall operational efficiency and safety.

BBA 6.2	Aviation Enterprise Management
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On successful completion of the course, the student will be able to

CO-1	Understand the diverse facets of aviation enterprise management, including the organizational structures, operational processes, and strategic considerations that shape the aviation industry.
CO-2	Analyse various aviation business models, including commercial airlines, cargo carriers, airport operators, and aerospace manufacturers, to comprehend their unique characteristics, challenges, and opportunities in the global aviation market.
CO-3	Explore key concepts in aviation economics, such as demand forecasting, pricing strategies, cost management, and revenue optimization, to make informed decisions and effectively manage financial resources within aviation enterprises.
CO-4	Evaluate the principles and practices of aviation sustainability and environmental management, including carbon emissions reduction, renewable energy adoption, waste management, and wildlife hazard mitigation, to promote environmentally responsible operations and long-term viability of aviation businesses.
CO-5	Develop strategies for crisis management and emergency response in the aviation industry, including risk assessment, contingency planning, communication protocols, and coordination with relevant stakeholders, to ensure effective response and recovery from various emergencies, such as natural disasters, accidents, and security threats.

BBA 6.3	Customer Relationship Management
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On successful completion of the course, the student will be able to

CO-1	Understand the fundamental principles and concepts of Customer Relationship Management (CRM), including its significance in building and maintaining long-term relationships with customers.
CO-2	Analyse various CRM strategies employed by organizations to enhance customer satisfaction, loyalty, and retention, considering factors such as segmentation, targeting, personalization, and relationship marketing.
CO-3	Explore CRM technologies and tools, including Customer Relationship Management software (CRM software), data analytics platforms, and customer engagement channels (such as social media and mobile applications), to leverage technology for effective customer interaction, data management, and insights generation.
CO-4	Learn techniques for measuring CRM effectiveness, including key performance indicators (KPIs), customer satisfaction surveys, Net Promoter Score (NPS), and customer lifetime value (CLV), to assess the impact of CRM initiatives on business performance and customer relationships.
CO-5	Develop an understanding of the process of CRM implementation, including planning, deployment, integration with existing systems, training, and change management, while also addressing common challenges such as data integration, resistance to change, and ensuring alignment with organizational goals and customer needs.