PERIYAR UNIVERSITY

SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

MBA - AIRLINE & AIRPORT MANAGEMENT

[NON – SEMESTER]

REGULATIONS & SYLLABUS

(Effective from the calendar year 2009 and thereafter)
MBA - AIRLINE & AIRPORT MANAGEMENT

REGULATIONS

1. ELIGIBILITY FOR ADMISSION:
   A Candidate for admission to the first year of the MBA Airline & Airport Management degree course shall be required to pass a Bachelor Degree of any discipline of any Recognised University.

2. DURATION OF THE COURSE:
   The duration of the course is of a two academic years. A candidate shall be eligible for the award of the degree only if he / she has satisfactorily undergone the prescribed course of study in this University through PRIDE for a period of not less than two academic years.

3. SUBJECTS OF STUDY:
   The total number of subjects of study will be 11 theory paper and two practical will be compulsory project.
   The candidates shall take 7 subjects in the First year and the remaining subjects / project in the second year.
   All subjects carry a maximum of 100 marks each. The project carries 200 marks. There will be Viva Voce Examination on Project.

4. EXAMINATION & ATTENDANCE:
   Attendance: A candidate will be permitted to appear for the University examination only if
   i). He / She secures not less than 75% of attendance in the number of working days during each year.
   ii). He /she earns a progress certificate from the Head of the Institution of having satisfactorily completed the course of study prescribed as required by these Regulation for each year, and
   iii). His / her conduct has been certified to be satisfactory by the Head of the Institution concerned.
5. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

**FIRST YEAR**

1. Principles of Management & Communication - 75 Marks
2. Organisational Behaviour - 75 Marks
3. Accounting For Decision Making - 75 Marks
4. Research Methodology - 75 Marks
5. Export Management - 75 Marks
6. Practical - I* - 150 Marks
7. Practical - II* - 150 Marks

**SECOND YEAR**

1. Operations Management - 75 Marks
2. Human Resources Management - 75 Marks
3. Financial Management - 75 Marks
4. Marketing Management - 75 Marks
5. Airline Management - 75 Marks
6. Airport Management - 75 Marks
7. Project - Viva - Voce* - 200 Marks

* Note: The students should be trained for Practical and Project in any of the companies in the Airline & Airport industry.

6. PASSING REQUIREMENTS:

i). A candidate shall be declared to have passed the examination in a subject if he secures not less than 50% of the total prescribed maximum marks for the sessional and the University examination,
subject to a minimum of 40% of the marks at the University Examination.

ii). A candidate shall be declared to have passed in Project Work and Viva – Voce, if he secures an overall minimum of 50% combining both Project Work Evaluation and Viva – Voce for a maximum of 200 Marks.

iii). A candidate failing in any subject will be permitted to appear for the examinations again on a subsequent occasion without putting in any additional attendance.

iv). A candidate who fails in Project Work and Viva – Voce may be permitted to submit a Project Work and appear for Viva – Voce on a Subsequent occasion, if so recommended by the examiners.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Candidate who secures not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in FIRST CLASS. All other successful candidates shall be declared to have passed in SECOND CLASS. Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in FIRST CLASS WITH DISTINCTION provided they pass all the examinations prescribed for the course in the first appearance.

8. PROJECT REPORT & VIVA – VOCE:

Each student shall be required to prepare on the basis of investigations carried out by him in a Airline & Airport organisation, project report on possible solutions for a typical problem of current interest in the area of Airline & Airport.
9. QUESTION PAPER PATTERN

(Common to all Theory Exams)

Duration: 3 hrs. 

Total Marks: 75

PART-A (7x 5 = 35 Marks)

Answer any 7 out of 12 questions
2 questions from each unit should be given
(Short answer only)

PART-B (4 x 10 = 40 Marks)

Answer any 4 out of 6 questions
one question from each unit should be given
Principles of Management & Communication

Unit I

Unit II

Unit III

Unit IV

Unit V
Conducting Meeting, Seminars and Conference – Preparing Agenda, Minutes & Resolutions – Communication through Internet- Communication Manners & Etiquette.

Reference Books:
5. Business Communication – Rajendra Paul & Korlahalli
Organizational Behaviour

Unit I

Unit II

Unit III
Motivation – Meaning, importance, techniques and theories – Job satisfaction – determinants, important and measurement – Morale – Factors influencing morale, morale building, morale productivity.

Unit IV
Group Dynamics – Group Formation, types of group, group cohesiveness and group decision making techniques – Conflict – Nature, types, process and resolution techniques – Counseling – Features, types and needs.

Unit V
Leadership – Role and functions of a leader, leadership theories and styles – Organizational Culture – Organizational Change – Change Management – Organizational Development – OD Interventions – Organizational Effectiveness.

Text Book:

Reference Books:
Accounting for Decision Making

Unit I


Unit II
Financial Statement Analysis

Unit III

Unit IV
Marginal Costing and Cost Volume Profit (CVP) Analysis – Break Even Analysis – Applications and Limitations.

Unit V

Text Book
Management Accounting – S.N. Maheswari

Reference Books:

Important Note:
Question Paper should have 75% weightage for problems and 25% weightage for theory.
Research Methodology

Unit I

Unit II

Unit III
Measurement and Scaling Techniques - Data Collection - Primary data and secondary data – Methods of collection – Questionnaire design – Essentials of a good Questionnaire – Pre testing a Questionnaire – Pilot Study – Merits and Demerits of Questionnaire – Use of Schedules – Structured and Unstructured Interviews – Observation Method.

Unit IV

Unit V
Presentation of research results - Organizing a research report - The significance report – Steps in writing report - The integral parts of a report – Types of reports – Precautions for writing research reports.

Text Book:

Reference Books:


Export Management

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:

Reference Books:
Operations Management

Unit I


Unit II

Production Planning and Control – Objectives – Functions – Requirements of effective Production Planning and Control – Routing and Scheduling – Importance, Objectives and its Procedure.

Unit III


Unit IV


Unit V

Text Book:


Reference Books:

Human Resource Management

Unit I


Unit II


Unit III


Unit IV


Unit V


Text Book:


Reference Books:

Financial Management

Unit I

Unit II

Unit III

Unit IV
Long Term Capital Management – Cost of Capital – Basic Concept, Rationale and Assumptions – Cost of Equity Capital – Cost of Debt – Cost of Preference Shares – Cost Retained Earnings – Capital Structure decisions of the Firm – Compositions and Sources of Long Term Funds – Factors Determining Funds Requirements.

Unit V

Text Book

Reference Books:
Marketing Management

Unit I

Unit II

Unit III

Unit IV

Unit V
Marketing of Services- Special characteristics – 7 Ps – Role of Information Technology in Marketing - Online Marketing – Career scope in marketing – Basics of CRM – Basics of International Marketing.

Text Book
Marketing Management - Ramasamy and Namakumari – Mac Millan India.

Reference Books:
AIRLINE MANAGEMENT

Unit 1

Unit 2
History of Indian Airline Industry – Major players in Airline Industry – SWOT Profile of Airline Industry – Airline Industry environment.

Unit 3
Market Potential of Indian airline Industry – Current problems and challenges in Indian airline Industry – Competition in Airline Industry

Unit 4

Unit 5

Reference :
2. Fundamentals of Airline & Airport management, PS Senguttavan, Excell Books
4. Principles of Airline and Airport Management, Alexander T. Wells, Seth Young
AIRPORT MANAGEMENT

Unit 1

Unit 2
Airport Operations – Airport Functions – Organisation structure of Airline Sectors – Airport Authorities – Global Indian scenario of Airport management.

Unit 3
International trends in Airport transport services – Emerging Indian scenario – Private participation in International and Indian airports – environmental regulations – Regulatory issues – Airport fees , rates and charges.

Unit 4

Unit 5
Entrepreneurship in Transport industry – starting Travel agency / sub – agency – transport business – government support – allied businesses, sight seeing, Hotel booking, car rentals – Future opportunities in transport industry

Reference:
1. Principles of Airport Economics, PS Senguttavan, Excell Books
4. The Airport Business Routledge, Doganis