

# ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle),  
Graded as Category-I University and granted autonomy by MHRD-UGC)

## DIRECTORATE OF COLLABORATIVE PROGRAMMES



## Diploma in Airline and Airport Management

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

## GENERAL INSTRUCTIONS AND REGULATIONS

**Diploma in Airline and Airport Management** conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institution.

### **1. Eligibility:**

A Pass in the Higher Secondary Examination (HSC) or an examination accepted as equivalent there to by the Syndicate. Candidate for admission to the diploma shall be required to have passed qualifying examination with any specialisation.

### **2. Admission:**

Admission is based on the marks in the qualifying examination.

### **3. Duration of the course:**

The course shall extend over a period of **One year** under Semester pattern

### **4. Standard of Passing and Award of Division:**

- a. Students shall have a minimum of 40% of total marks of the University examinations in each subject. The overall passing minimum is 40% both in external and aggregate of Continuous Internal Assessment and external in each subject.
- b. The minimum marks for passing in each theory / Lab course shall be 40% of the marks prescribed for the paper / lab.
- c. A candidate who secures 40% or more marks but less than 50% of the aggregate marks prescribed for three years taken together, shall be awarded **THIRD CLASS**.
- d. A candidate who secures 50% or more marks but less than 60% of the aggregate marks prescribed for three years taken together, shall be awarded **SECOND CLASS**.
- e. A candidate who secures 60% or more of the aggregate marks prescribed for three years taken together, shall be awarded **FIRST CLASS**.
- f. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

### **5. Continuous internal Assessment:**

- a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
- b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
- c. One Internal Tests of 2 hours duration may be conducted during the semester for each course / subject and the best marks may be considered and one Model Examination will be conducted at the end of the semester prior to University examination. Students may be asked to submit at least five assignments in each subject. They should also participate in Seminars conducted for each subject and marks allocated accordingly.
- d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
- e. The continuous internal assessment marks are to be submitted to the University at the end of every year.

- f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
- g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

#### 6. Attendance:

Students must have earned 75% of attendance in each course to appear for the examination.

Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee.

Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

#### 7. Examination:

Candidates must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **Universities may send representatives as the observer during examinations.** University Examination will be held at the end of each semester for a duration of 3 hours for each subject. Certificates will be issued as per the AU regulations. **Hall tickets will be issued to the 1<sup>st</sup> year candidates and upon submission of the list of enrolled students along with the prescribed course fee subsequent 2<sup>nd</sup> and 3<sup>rd</sup> year hall tickets will be issued.**

#### 8. Miscellaneous

- a. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- b. Each student is issued with an identity card by the University to identify his / her admission to the course
- c. Students are provided library and internet facilities for development of their studies.
- d. Students are to maintain the record of practicals conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- e. Students who successfully complete the course within the stipulated period will be awarded the degree by the University.
- f. The Internship / Project (any other viva-voce) where an external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

### 9. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must be intimated to the University. Course fees should be only by Demand draft / NEFT and AU has the right to revise the fees accordingly.

## Diploma in Airline & Airport Management

Semester	Course Code	Courses	Title	T/P	Credits	Hrs/Week	Int. Marks	Ext. Marks	Total Marks	
I	84311	CC I	Airline and Airport Management	T	4	5	25	75	100	
	84312	CC II	Global Distribution System (GDS) Lab –Practical	P	5	10	25	75	100	
	84313	CC III	Air Cargo Management	T	4	5	25	75	100	
	84314	CC IV	Computer Applications - Practical	P	5	10	25	75	100	
<b>Total</b>						<b>18</b>	<b>30</b>	<b>100</b>	<b>300</b>	<b>400</b>
II	84321	CC V	Customer Relationship Development	T	4	5	25	75	100	
	84322	CC VI	Personality Development Practices	P	5	10	25	75	100	
	84323	CC VII	Tourism Business Management	T	4	5	25	75	100	
	84324		Project	PR	5	10	25	75	100	
<b>Total</b>						<b>18</b>	<b>30</b>	<b>100</b>	<b>300</b>	<b>400</b>
<b>Grand Total</b>						<b>36</b>	<b>60</b>	<b>200</b>	<b>600</b>	<b>800</b>

**YEAR – I**  
**SEMESTER - I**  
**CORE COURSE – THEORY – I**

<b>Subject Code</b> 84311	<b>AIRLINE AND AIRPORT MANAGEMENT</b>	<b>L T P C</b> <b>5 0 0 4</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To earn the knowledge about management ethics &amp; procedures followed in the airports.</li> <li>➤ To learn about the Aviation authorities controlling the air transportation along with Airport structures and operations</li> <li>➤ To get the knowledge about passenger handling in airport</li> <li>➤ To understand about the air travel management</li> </ul>		
<b>UNIT- 1</b>	<b>Introduction:</b> Introduction to the Aviation Industry – Means and Mode of Transportation – Definition – Scope & Role of Transportation – History of Aviation – Major players in Airline Industry – Market potential on Indian Airline Industry – SWOT analysis of Aviation industry – Advantages & Limitations of Air transport	
<b>UNIT- 2</b>	<b>Aviation authorities:</b> Conventions – Bi-Lateral agreement – Open sky policy - Freedom of Air – History of civil aviation industry – History of Indian civil aviation industry – Overview of Airline industry – IATA – ICAO – DGCA – FAA – MoCA – AAI – CISF – BCAS	
<b>UNIT- 3</b>	<b>Airport Structures &amp; Operations:</b> Airport – Types of Airport – Airport Customers and its types – Airport Costs – Airport Revenue – Air traffic services – Runway – Types of Runway – Declared Distances – Airport Signs, Markings & Lightings – Ramp Services – Fuelling – Ground Support Equipment’s – Aircraft Load Planning – Weight & Balance – Safety Regulation – Airport Emergency Response Plan – Bird Hazard Control – Aviation Noise – Noise Management – Foreign Object Damage	
<b>UNIT- 4</b>	<b>Airport Customer Handling:</b> Airport Check in Procedures – Travel Documents – Boarding Pass – Baggage Tag – Special Service arrangements – Meet and Assist – Boarding Gate – Coordinating with Ground staffs – Handling flight delays and Cancellations – Transit Passenger Handling – Handling of Unaccompanied minors and Disabled Passengers – Handling of Stretcher Passengers and Human Remains – Handling of CIP and VIP passengers	
<b>UNIT- 5</b>	<b>Air Travel Management:</b> IATA TC areas – Time zone calculations – Major destinations for tours – Travel Documents – Itinerary preparation – Tour Operators - Travel Agents and their role - Hotel Industry - Tourist Attractions: Global and Indian -	
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	To gain insight into the historical development of aviation and understand the Indian aviation landscape in a new light.	<b>K1</b>
<b>CO2</b>	To grasp the significance of international aviation governance through authorities like ICAO & IATA.	<b>K2</b>
<b>CO3</b>	To unravel about Airport, types of airport, airport management	<b>K2</b>

	and operations.	
<b>CO4</b>	To interpret about Travel and Tourism Sector with Aviation Industry and to learn about the roles and responsibilities of Travel Agents.	<b>K3</b>
<b>CO5</b>	To learn about the various responsibilities in Airport customer handling.	<b>K3</b>
<b>TEXT BOOKS:</b>		
Basic Airport Management, Dr. Arjun Singh (author), June 2022 (edition), Zorba Books		
Airline and Airport Operations, Edissa Uwayo (author), January 2016 (edition), Notion Press		
<b>REFERENCE BOOKS:</b>		
Airline Airport and Tourism Management, Dr. Sumeet Suseelan (author), August 2019 (edition), Notion Press		
Airport Management, C. Daniel Prather (author), October 2015 (edition), Aviation Supplies & Academics Inc		
Customer Relationship Management, Francis & Stan Maklan Buttle (authors), January 2019 (edition), T&F India		
Business and Corporate Aviation Management, John J. Sheehan (author), May 2013 (edition), Mc Graw-Hill Professional		

#### Mapping Course Outcomes Vs Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	3	1	1	2	2	2	2	1	1	1	1	1
<b>CO2</b>	3	1	1	2	2	2	2	1	1	1	1	1
<b>CO3</b>	2	1	1	3	2	2	3	1	1	1	1	1
<b>CO4</b>	1	2	3	-	1	-	1	2	2	2	2	2
<b>CO5</b>	-	2	3	-	1	-	1	2	2	2	2	2
<b>W.AV</b>	1.8	1.4	1.8	1.4	1.6	1.2	1.8	1.4	1.4	1.4	1.4	1.4

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

#### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	2	2	1	1	1
<b>CO2</b>	2	2	1	1	1
<b>CO3</b>	2	2	1	1	1
<b>CO4</b>	1	-	2	1	1
<b>CO5</b>	-	-	2	1	1
<b>W.AV</b>	1.4	1.2	1.4	1	1

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

**YEAR – I**  
**SEMESTER - I**  
**CORE COURSE – PRACTICAL – I**

<b>Subject Code</b> 84312	<b>GLOBAL DISTRIBUTION SYSTEM (GDS) LAB</b>	<b>L T P C</b> <b>0 0 10 5</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To understand about the GDS terms and definitions</li> <li>➤ To learn about the fundamentals of air ticketing</li> <li>➤ To grasp the significance of fares and taxes while doing air ticketing</li> <li>➤ Implementation of AMADEUS software for ticketing</li> </ul>		
<b>UNIT- 1</b>	<b>Definitions:</b> Ticketing Definitions & Terms - GDS [Global Distribution System] – Glossary – Fare Calculation – Computerized travel agency systems, Air Travel Terminology	
<b>UNIT- 2</b>	<b>Ticketing:</b> Introduction to Ticketing - Types of software in Ticketing - Manual Ticketing – Arrangements of the Tariff Manuals – Different times – IATA Terms and Definitions in Ticketing – Ticketing indicators – Ticketing of Published fares – Currency codes – Travel Geography – IATA TC areas	
<b>UNIT- 3</b>	<b>Taxes:</b> Terms of Taxes in Ticketing – Calculation of Taxes – Different types of taxes – Types of Trips and Journeys – Transit terms	
<b>UNIT- 4</b>	<b>Fares:</b> Special Fares – Reservation – Modification – Cancellation – Discounts – BSP [Billing and Settlement Plan] – Stock control	
<b>UNIT- 5</b>	<b>GDS: Amadeus:</b> Sign on – Sign off – Encoding and Decoding – Working with Timetable, Schedule and Availability display – Elements to create PNR – PNR retrieval, Update and Modification – SSR – APIS – Queues – Fares and Pricing – Currency Conversion – Steps to issue the tickets – Billing Settlement Plan	
<b>LIST OF EXPERIMENTS</b>		
<ol style="list-style-type: none"> <li>1. Practice in Sign on – Sign off, the Software Logon Pad</li> <li>2. Practice in Encoding and Decoding the City, Airport, Country and Currency</li> <li>3. Practice in Working with Airline Timetable</li> <li>4. Practice in Schedule and Availability display of the airlines</li> <li>5. Practice in Elements to create PNR – PNR retrieval</li> <li>6. Practice in Update and Modification of the PNR</li> <li>7. Practice in SSR – APIS and Queues</li> <li>8. Practice in Fares and Pricing to a booking</li> <li>9. Practice in Currency Conversion</li> <li>10. Practice in Steps to issue the tickets</li> <li>11. Practice in Billing and Settlement Plan (BSP) of IATA</li> </ol>		
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	To aware about the basic knowledge and travel terminologies in GDS training.	<b>CO1</b>
<b>CO2</b>	To understand about the ticketing knowledge and its procedure	<b>CO2</b>
<b>CO3</b>	To get knowledge about the calculations of taxes in air fare construction	<b>CO3</b>
<b>CO4</b>	To grasp information in ticket modifications and cancellations especially to deal with BSP (Billing Settlement Plan) of IATA	<b>CO4</b>

<b>CO5</b>	To get train about the AMADEUS software ticketing knowledge practically	<b>CO5</b>
<b>TEXT BOOKS:</b>		
Fundamentals of Air Transport Management, P.S. Senguttuvan (author), March 2016 (edition), Excel Books Amadeus Air Ticketing Training Manual Amadeus quick reference guide Link:		
<b>REFERENCE BOOKS:</b>		
Cheap Airline Tickets, Vaclav Papousek (author), November 2015 (edition), Vaclav Papousek Air Transportation: A Management Perspective, John Wensveen (author), May 2015 (edition), Routledge The Future of Pricing: How Airline Ticket Pricing has Inspired a Revolution, E. Boyed (author), November 2007 (edition), Palgrave Macmillan Air Fares & Ticketing, Dr. Parul Mathur (author), 2020 (edition), Dr. Babashaeed Ambedkar Open University. Ticketing Hand Book, IATA (author), 39 <sup>th</sup> edition		
<b>WEBSITE LINK:</b>		
<a href="https://amadeus.com/documents/en/pdfs/quick-ref-guide.pdf">https://amadeus.com/documents/en/pdfs/quick-ref-guide.pdf</a> <a href="https://www.academia.edu/9378579/AMADEUS_SYSTEM_TICKETING_MANUAL">https://www.academia.edu/9378579/AMADEUS_SYSTEM_TICKETING_MANUAL</a> <a href="https://baou.edu.in/assets/pdf/BBAATR_202_slm.pdf">https://baou.edu.in/assets/pdf/BBAATR_202_slm.pdf</a> <a href="https://www.travelready.org/PDF%20Files/IATA%20-%20Ticketing%20Handbook.pdf">https://www.travelready.org/PDF%20Files/IATA%20-%20Ticketing%20Handbook.pdf</a>		

#### Mapping Course Outcomes Vs Programme Outcomes

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	1	2	3	-	1	1	2	2	2	1	-	2
<b>CO2</b>	1	2	3	-	1	1	2	2	2	1	-	2
<b>CO3</b>	1	2	3	-	1	1	2	2	2	1	-	2
<b>CO4</b>	1	2	3	-	1	1	2	2	2	1	-	2
<b>CO5</b>	1	2	3	-	1	1	2	2	2	1	-	2
<b>W.AV</b>	1	2	3	-	1	1	2	2	2	1	-	2

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	-	2	2	2
CO2	1	-	2	2	2
CO3	1	-	2	2	2
CO4	1	-	2	2	2
CO5	1	-	2	2	2
W.AV	1	-	2	2	2

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

**YEAR – I  
SEMESTER - I  
CORE COURSE – II**

<b>Subject Code</b> 84313	<b>AIR CARGO MANAGEMENT</b>	<b>L T P C</b> <b>5 0 0 4</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To study about the history and basic information about cargo management</li> <li>➤ To earn knowledge about Documents handling in Air Cargo,</li> <li>➤ To study about the various Organisations involved in Air cargo</li> <li>➤ To learn about the Dangerous Goods Regulations</li> </ul>		
<b>UNIT- 1</b>	<b>Cargo Management</b> Cargo History – Concepts and common terms used in Cargo handling – Rules of Cargo. Cargo Rating – Familiarization of cargo Tariff – Rounding of the weights / Dimensions / Currencies – weight rating – specific commodity rates – general cargo rates - valuation cargos.	
<b>UNIT- 2</b>	<b>Introduction to Air Cargo</b> Air Cargo Terminology – Principles of Air cargo – Acceptance of special cargo – Perishable cargo – Life saving drugs – Human Remains – Restrictions in acceptance of cargo – Identification of cargo.	
<b>UNIT- 3</b>	<b>Documents in Air cargo</b> Understanding freight documentation (AWB, Cargo Manifest, NOTOC) – Airway Bill – Function and completion of the airway bills – Labeling & Marking of Packages – Export & Import Documentation – cargo liability – Customs rules and applications	
<b>UNIT- 4</b>	<b>Cargo Handling</b> Handling cargo – Cargo capacity of Air – Cargo needing special attention – Handling of equipment’s at airport: Loading and Unloading – Air Freight exports and imports	
<b>UNIT- 5</b>	<b>Dangerous Goods Regulation</b> Handling Dangerous Goods Regulations – Classes of DGR – Package Marking and Labeling – Documentation – DG list of the ICAO	
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	To understand the role of air transportation in logistics and learn its significance, regulations, and influences in the industry.	<b>CO1</b>
<b>CO2</b>	To develop and learn the intricacies of determining freight rates for air cargo and its competition in air logistics.	<b>CO2</b>
<b>CO3</b>	To explore various service levels in air cargos, handling, and limitations and to learn about its devices, mail and documentation needed for processing.	<b>CO3</b>
<b>CO4</b>	To learn about regulatory compliance, industrial resources and how the roles of freight forwarders vary between international and domestic standards.	<b>CO4</b>
<b>CO5</b>	To learn about intermediaries in air cargo and the different warehousing agents related to air cargo and learning about the	<b>CO5</b>

	dangerous goods regulations.	
<b>TEXT BOOKS:</b>		
Air Cargo Management : Air Freight and the Global Supply Chain, Michael Sales and Sebastiaan Scholte (authors), 2023 (edition), Routledge		
Air Cargo Management, R. Thangamani (author), 2021 (edition), Bavatharani Publications		
<b>REFERENCE:</b>		
Dynamic Capacity Control in Air Cargo Revenue Management, Rainer Hoffmann (author), 2013 (edition), KIT scientific Publishing		
Risk Management in the Air Cargo Industry: Revenue Management, Capacity Options and Financial Intermediation – Paul Hertwig, Diplomica Verlag Publishing, 2010.		
Logistics & Air Cargo Management, Shri. N.V. Suresh, Dr. Deepa Rajesh, Dr.V. Suganya (author), January 2021 (edition), Iterative International Publisher IIP.		
Dangerous Good Regulations (DGR), IATA (author), January 2016 (edition), International Air Transport Association (IATA)		

### Mapping Course Outcomes Vs Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	-	2	2	1	1	1	1	1	1	1
CO2	1	1	1	2	-	1	1	1	1	1	1	1
CO3	1	1	2	2	1	2	1	1	1	1	1	1
CO4	1	1	-	1	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1	1	1	1	1
W.AV	1.2	1	0.8	1.6	1	1.2	1	1	1	1	1	1

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	1	1
CO2	1	1	1	1	1
CO3	2	1	1	1	2
CO4	1	1	1	1	1
CO5	1	1	1	1	1
W.AV	1.4	1	1	1	1.2

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

**YEAR – I**  
**SEMESTER - I**  
**CORE COURSE – PRACTICAL – II**

<b>Subject Code</b> 84314	<b>COMPUTER APPLICATIONS</b>	<b>L T P C</b> <b>0 0 10 5</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To get knowledge about the Introduction to computer</li> <li>➤ To understand about the Computer hardware and software concepts and components</li> <li>➤ To learn about Microsoft Packages</li> <li>➤ To study about the basic Artificial Intelligence</li> </ul>		
<b>UNIT- 1</b>	<b>Computer Introduction:</b> Computer Introduction – Characteristics – history, generations, classifications, application of computer, hardware and software, operate systems, computer languages. Disk Operating System file, directory, changing the directory – creating a new directory – copying files – deleting files – changing filename – date and time – print.	
<b>UNIT- 2</b>	<b>MS Word:</b> Introduction to word - Editing a document – move and copy text and help system – formatting text & paragraph – finding & replacing text and spell checking – using tabs– enhancing documents – columns tables & other features – wizards using mail merge.	
<b>UNIT- 3</b>	<b>MS Excel:</b> Introduction of worksheet & excel, getting started with excel – editing cells and using commands and functions – moving and copying, inserting and deleting rows & columns – getting help and formatting a worksheet, printing the worksheet, creating charts.	
<b>UNIT- 4</b>	<b>MS Power Point:</b> Power Point basics editing text adding subordinate points - deleting slides - working in outline view - using design templates – adding graphs – adding organization charts – running an electronic slide show – adding special effects	
<b>UNIT- 5</b>	<b>Basics of Artificial Intelligence:</b> Foundation of AI – History of AI intelligent agents: Agents and Environments – Concept of rationality – The nature of environments – Structure of Agents – Problem solving agents – AI problems – Problem solving agents – Problem formulation	
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	The student will understand the basic working of computers and hardware and softwares.	<b>CO1</b>
<b>CO2</b>	Students will come to know working with MS word.	<b>CO2</b>
<b>CO3</b>	To impart the knowledge of working with MS Excel.	<b>CO3</b>
<b>CO4</b>	Students will come to know working with MS Power point.	<b>CO4</b>
<b>CO5</b>	They will come to know the basic concept of Artificial Intelligence.	<b>CO5</b>
<b>TEXT BOOKS:</b>		
Introduction to Computers, Peter Norton (author), January 2018 (edition), Chaukhamba Auriyantaliya		
Microsoft Office 2010, Bittu Kumar (author), January 2013 (edition), V&S publishers		

**REFERENCE:**

Basic Computer Course, Soumya Ranjan Behera (author), January 2019 (edition), Vasan Publications

Basic Computer Course Book, Vikram Kumar Sharma (author), May 2022 (edition), Notion Press

Artificial Intelligence: A Modern Approach, Russell & Norvig (authors), May 2022 (edition), Pearson Education

Artificial Intelligence for All: Transforming Every Aspect of Our Life, Utpal Chakraborty (author), February 2020 (edition), BPB Publications.

**WEBSITE LINK:**

<https://www.uc.edu/content/dam/uc/ce/docs/OLLI/Page%20Content/ARTIFICIAL%20INTELLIGENCEr.pdf>

**Mapping Course Outcomes Vs Programme Outcomes**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	2	2	1	-	1	3	2	2	2	2
CO2	-	3	2	2	1	-	1	3	2	2	2	2
CO3	-	3	2	2	1	-	1	3	2	2	2	2
CO4	-	3	2	2	1	-	1	3	2	2	2	2
CO5	-	3	2	2	1	-	1	3	2	2	2	2
W.AV	-	3	2	2	1	-	1	3	2	2	2	2

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

**Mapping Course Outcomes Vs Programme Specific Outcomes**

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	2	3	1	2
CO2	-	2	3	1	2
CO3	-	2	3	1	2
CO4	-	2	3	1	2
CO5	-	2	3	1	2
W.AV	-	2	3	1	2

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

**YEAR – I**  
**SEMESTER - II**  
**CORE COURSE – THEORY – III**

<b>Subject Code</b> <b>84321</b>	<b>CUSTOMER RELATIONSHIP DEVELOPMENT</b>	<b>L T P C</b> <b>5 0 0 4</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To understand about the basic concepts of Customer Relationship</li> <li>➤ To grasp the significance of Marketing in Customer Relationship Development</li> <li>➤ To get knowledge about the sales in Customer Relationship Development</li> <li>➤ To learn about Analytical and Implementation of CRM</li> </ul>		
<b>UNIT- 1</b>	<b>Customer Relationship concepts:</b> Acquiring customers – Customer loyalty and optimizing customer relationships – CRM defined – Success factors – The three levels of Service – Sales Profiling – Service Level Agreements (SLAs) – Creating and managing effective SLAs.	
<b>UNIT- 2</b>	<b>Customer Relationship Development in Marketing:</b> One-to-one Relationship Marketing – Cross Selling & Up Selling – Customer Retention – Behaviour Prediction – Event based marketing – CRM and Customer Service – The Call Centre – Customer Satisfaction Measurement.	
<b>UNIT- 3</b>	<b>Customer Relationship Management in Sales:</b> Sales Force Automation – Sales Process, Activity, Contact – Lead and Knowledge Management – E-Commerce and Customer Relationships on the Internet – Enterprise Resource Planning (ERP) – Supplier Relationship Management (SRM) – Partner Relationship Management (PRM).	
<b>UNIT- 4</b>	<b>Analytical Customer Relationship Management :</b> Managing and sharing customer data – Ethics and legalities of data use – Data Warehousing and Data Mining concepts – Data analysis – Market Basket Analysis (MBA)	
<b>UNIT- 5</b>	<b>Customer Relationship Management Implementation:</b> Defining success factors – Preparing a business plan requirement, justification and processes – Choosing CRM tools – Defining functionalities – Home-grown versus out-sourced approaches – Managing customer relationships – Development and delivery	
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	Students will understand about the customer relationship marketing, basis of building relationship, types of relationship marketing and Customer life cycle.	<b>CO1</b>
<b>CO2</b>	To understand the concepts of CRM and relationship marketing, importance of customer divisibility in CRM.	<b>CO2</b>
<b>CO3</b>	To impart the knowledge about sales force automation, contact management, enterprise marketing management and customer relationship management in India.	<b>CO3</b>
<b>CO4</b>	To understand the concept of Warehousing and Data Mining, Market Basket Analysis (MBA).	<b>CO4</b>
<b>CO5</b>	To enhance the knowledge of preparing a business plan, Managing customer relationships, development and delivery.	<b>CO5</b>

<b>TEXT BOOKS:</b>		
Customer Relationship Management, NH Mullick (author), June 2016 (edition), Oxford University Press		
<b>REFERENCE:</b>		
Customer Relationship Management – G. Shainesh & Jagdish N. Sheth (authors), 2016 (edition), Laxmi Publications.		
CRM: Concept, Strategy & Tools – V. Kumar & Werner Reinartz (authors), 2012 (edition), Springer 2 <sup>nd</sup> Edition.		
Customer Relationship Management: Integrating Marketing Strategy and Information Technology, William G. Zikmund, Raymond Mcleod, Faye W. Gilbert (authors), September 2010 (edition), Wiley		
CRM Customer Relationship Management: a conceptual approach, Dr. Ruchi Jain and Dr. Ruchika Jeswal (authors), January 2019 (edition), Galgotia Publishing Company		
<b>WEBSITE LINK:</b>		
<a href="https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf">https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf</a>		

### Mapping Course Outcomes Vs Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	3	-	1	1	1	2	1	2	2	2
CO2	-	3	3	-	1	1	1	2	1	2	2	2
CO3	-	3	3	-	1	1	1	2	1	2	2	2
CO4	-	3	3	-	1	1	1	2	1	2	2	2
CO5	-	3	3	-	1	1	1	2	1	2	2	2
W.AV	-	3	3	-	1	1	1	2	1	2	2	2

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/PS O	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	1	2	1	1
CO2	-	1	2	1	1
CO3	-	1	2	1	2
CO4	-	1	2	1	2
CO5	-	1	2	1	1
W.AV	-	1	2	1	1.4

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

**YEAR – I**  
**SEMESTER - II**  
**CORE COURSE – PRACTICAL – III**

<b>Subject Code</b> <b>84322</b>	<b>PERSONALITY DEVELOPMENT PRACTICES</b>	<b>L T P C</b> <b>0 0 10 5</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To understand about the basic elements of Personality Development</li> <li>➤ To learn about Self Esteem and its importance</li> <li>➤ To study about Attitude and Motivation</li> <li>➤ To know how the importance and implementation of Body Language</li> </ul>		
<b>UNIT- 1</b>	<b>Introduction to Personality Development</b> : Personality defined – Elements of personality – Determinants of personality – SWOT analysis	
<b>UNIT- 2</b>	<b>Self Esteem:</b> Term self-esteem – Symptoms – Advantages – Do's and Don'ts to develop positive self-esteem – Low self – esteem – Symptoms – Personality having low self-esteem – Positive and negative self-esteem – Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours – Lateral thinking.	
<b>UNIT- 3</b>	<b>Attitude &amp; Motivation:</b> Attitude – Concept – Significance – Factors affecting attitudes – Positive attitude – Advantages – Negative attitude – Disadvantages – Ways to develop positive attitude – Differences between personalities having positive and negative attitude – Concept of motivation – Significance – Internal and external motives – Importance of self- motivation – Factors leading to demotivation – Motivation redefined – External & Internal motivation – Difference between motivation and inspiration	
<b>UNIT- 4</b>	<b>Success:</b> Defining Success – Real or imagined obstacles to success – Qualities that make a person successful – Reasons for failure – Interpersonal skills – Dealing with seniors, colleagues, juniors and customers.	
<b>UNIT- 5</b>	<b>Body Language:</b> Understanding body language – positive body language – Different Gestures and its meaning – Causes of stress – Handling stress.	
<b>LIST OF EXPERIMENTS:</b>		
<ol style="list-style-type: none"> <li>1. Practice in Dimensions of Personality</li> <li>2. Practice of Overcoming Hurdles</li> <li>3. Practice of Positive Attitude</li> <li>4. Practice in Self-Motivation</li> <li>5. Practice in Critical Thinking</li> <li>6. Practice in various Body Language</li> <li>7. Practice in Different Gesture of Personality Development</li> <li>8. Practicing in the procedures for Problem Solving</li> <li>9. Practice in Differentiating the aggressive, Submissive and Assertive Behaviours</li> <li>10. Practice in Identifying the Root Cause of Failure</li> </ol>		
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	To understand about the personality development and its elements.	<b>CO1</b>
<b>CO2</b>	To learn about the positive and negative term self-esteem also defining	<b>CO2</b>

	the different behaviours.	
<b>CO3</b>	To grasp knowledge about the factors of attitude and motivation, also to understand about the importance of it in personality development	<b>CO3</b>
<b>CO4</b>	To know about the success and failures	<b>CO4</b>
<b>CO5</b>	To get knowledge about the importance of gestures and body language	<b>CO5</b>
<b>TEXT BOOKS:</b>		
Personality Development, D.P. Sabharwal (author), January 2021 (edition), Fingerprint Publishing		
The Power of A Positive Attitude: Your Road To Success, Roger Fritz (Author), Ph.D. Edited by Arthur R. Pell (Author), September 2019 (edition), Fingerprint Publishing		
<b>REFERENCE:</b>		
The Definitive Book of Body Language, Allan Pease and Barbara (authors), July 2004 (edition), Manjul Publishing House Pvt. Ltd		
The Dictionary of Body Language, Joe Navarro (author), August 2018, (edition), Harper Thorsons		
Tools for Success, William Walker Atkinson (author), December 2019 (edition), Fingerprint Publishing		
The Ulitmate Guide to Success, M.D. Julia Seton (author), June 2019 (edition), Fingerprint Publishing		
<b>WEBSITE LINK:</b>		
<a href="https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf">https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf</a>		

### Mapping Course Outcomes Vs Programme Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	-	3	3	-	1	1	1	2	1	2	2	2
<b>CO2</b>	-	3	3	-	1	1	1	2	1	2	2	2
<b>CO3</b>	-	3	3	-	1	1	1	2	1	2	2	2
<b>CO4</b>	-	3	3	-	1	1	1	2	1	2	2	2
<b>CO5</b>	-	3	3	-	1	1	1	2	1	2	2	2
<b>W.AV</b>	-	3	3	-	1	1	1	2	1	2	2	2

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	-	1	2	-	-
<b>CO2</b>	-	1	2	-	-
<b>CO3</b>	-	1	2	-	-
<b>CO4</b>	-	1	2	-	-
<b>CO5</b>	-	1	2	-	-
<b>W.AV</b>	-	1	2	-	-

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

**YEAR – I**  
**SEMESTER - II**  
**CORE COURSE – THEORY – IV**

<b>Subject Code</b> <b>84323</b>	<b>TOURISM BUSINESS MANAGEMENT</b>	<b>L T P C</b> <b>5 0 0 4</b>
<b>COURSE OBJECTIVES:</b>		
<ul style="list-style-type: none"> <li>➤ To understand about the Basic components of Tourism</li> <li>➤ To know about the organisations driving tourism industry</li> <li>➤ To learn about the travel geography basics and implement the tourism planning</li> <li>➤ To understand about the hospitality industry and how it is associated with tourism sector</li> </ul>		
<b>UNIT- 1</b>	<b>Tourism Industry:</b> Definition – Basic components of Tourism – History of Tourism National – Nature and Components of Tourism – Concepts of Indian tourism – Organization of national tourism - Growth and development of tourism in India – Tourism Organisations – IATA – PATA – WTO – ASTA & UFTAA – TAAI – IATO – Role of Travel agency	
<b>UNIT- 2</b>	<b>Tourism Planning:</b> Tourism planning - Tourism areas & zones identified by the Ministry of Tourism – Sustainable tourism development – Factors influencing tourism policy; National Tourism Policy, Levels of Tourism planning - International, national, regional, state and local – Important feature of five-year tourism plans in India	
<b>UNIT- 3</b>	<b>Travel Geography:</b> Earth’s movement – Latitude – Longitude – TC Areas, Sub Areas and Sub Regions as per IATA – IATA Three Letter City/Airport Codes – Two letter Airline codes – International Date Line – Time Zones – UTC time – Calculation of Local Time – Calculation of Flying Time – Daylight Saving Time – World Geography – Climate & Vegetation of North, South and Central America – Europe – Africa – Asia & Australasia – Impact of weather and climate on tourist destinations.	
<b>UNIT- 4</b>	<b>Hospitality Industry:</b> Characteristics of the Hospitality Industry - Types of hotels and hotel departments - Classification of hotels – Types of accommodation – Front office – Housekeeping – Bar and Restaurant -Ethical and regulatory aspects in a hotel, international hotel regulations – Types of Rooms – Types of Bedding – Meal plans – Check-in Procedure – Hotel Hierarchy – Food Production Department – Food and Beverage department – Factors affecting the price of accommodation – MICE	
<b>UNIT- 5</b>	<b>Travel Agency and Tour Operations Management:</b> History & Growth of Travel Agency Business, Indian Travel Agents & Tour Operators - Functions and Organisational Structures of Travel Agency and Tour Operators - Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies –How to Set up Travel Agency/Tour Operation Business - Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges	
<b>COURSE OUTCOMES:</b>		
On successful completion of this course, the student will be able to;		<b>Knowledge Level</b>
<b>CO1</b>	This course aims to delve into various concept of tourism and its	<b>CO1</b>

	organisations driving the industry.	
<b>CO2</b>	Throughout this course, students will understand about the tourism planning and factors influencing the tourism policy.	<b>CO2</b>
<b>CO3</b>	Students will learn about the complete travel geography which is essential for the tourism business	<b>CO3</b>
<b>CO4</b>	To impart the knowledge about the basics of Hospitality Industry and how it is associated with the Tourism sector	<b>CO4</b>
<b>CO5</b>	To get the information about the roles of travel agency and tour operations.	<b>CO5</b>

**TEXT BOOKS:**

The Tourism in India, Ritik Gupta (author), December 2020 (edition), Notion Press  
 Tourism Operations and Management, Sunetra Roday, Archana Biwal, Vandana Joshi (authors), March 2009 (edition), Oxford University Press

**REFERENCE:**

The Indian Hospitality Industry: Dynamics and Future Trends (Advances in Hospitality and Tourism), Sandeep Munjal, Sudhanshu Bhushan (authors), August 2017 (edition), Apple Academic Press  
 Tourism Management: Travel and Tourism, Chef Satish Kumar Somasundaram (author), February 2023 (edition), Notion Press  
 Tourism: Concept, Theory and Practice, M.R. Dileep (author), February 2020 (edition), Dreamtech Press  
 India The Journey - A Travel Book on India, Subash Kulkarni (author), January 2023 (edition), MRM Publications

**Mapping Course Outcomes Vs Programme Outcomes**

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	-	1	1	-	-	-	-	2	1	1	1	1
<b>CO2</b>	-	1	1	-	-	-	-	2	1	1	1	1
<b>CO3</b>	1	1	1	-	-	1	1	2	1	1	1	1
<b>CO4</b>	-	1	1	-	-	1	1	2	1	1	1	1
<b>CO5</b>	-	1	2	-	-	1	1	2	1	1	1	1
<b>W.AV</b>	0.2	1	1.2	-	-	0.6	0.6	2	1	1	1	1

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	3	1	1
CO2	-	-	3	-	-
CO3	-	-	3	-	-
CO4	-	-	3	-	-
CO5	-	-	3	-	1
W.AV	-	-	3	0.2	0.4

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

**YEAR – I**  
**SEMESTER – II**  
**CORE COURSE – PRACTICAL – IV**

<b>Subject Code</b> 84324	<b>PROJECT WORK</b>	<b>L T P C</b> 0 0 10 5
<p><b>COURSE OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>➤ To develop the ability to solve a specific problem right from its identification and literature review till the successful solution of the same.</li> <li>➤ To train the students in preparing project reports and to face reviews and viva voce examination.</li> <li>➤ To enhance knowledge to prepare a comprehensive project report after completing the work to the satisfaction.</li> <li>➤ To improve the skill to manage the project and submit it for evaluation</li> </ul>		
<p><b>Foster Proficiency in Problem Solving:</b>          Develop the capacity to systematically address specific issues, beginning with problem identification and literature analysis, and culminating in the effective resolution of the problem.</p>		
<p><b>Enhance Project Report Preparation Skills:</b>          Equip students with the skills to create comprehensive project reports and confidently engage in reviews and viva voce examinations.</p>		
<p><b>Course Structure:</b>          Students, organized in groups of 1 to 2, will select a topic endorsed by the department head. Under the guidance of a faculty mentor, they will engage in the project's execution and, upon meeting the supervisor's criteria, compile a comprehensive project report.</p>		
<p><b>Evaluation Process:</b>          Student progress will be appraised through a series of a minimum of three reviews. The review committee will be assembled by the Department Head. The culmination of the project will involve the submission of a project report by the end of the semester.</p>		
<p><b>Final Assessment:</b>          The project work's evaluation will comprise both an oral presentation and an assessment of the project report. This assessment will be conducted jointly by external and internal examiners, who will be nominated by the Department Head</p>		
<p><b>COURSE OUTCOMES:</b>  <b>CO1:</b> Proficient Problem-Solving Skills.  <b>CO2:</b> Effective Project Report Preparation.  <b>CO3:</b> Skilful Engagement in Reviews and Viva Voce Examinations.  <b>CO4:</b> Collaborative Project Execution.  <b>CO5:</b> Project Management and Evaluation.  <b>CO6:</b> Critical Analysis and Synthesis.  <b>CO7:</b> Effective Communication and Presentation.  <b>CO8:</b> Profound Understanding of Evaluation Methods.</p> <p>By achieving these course outcomes, students will be well-prepared to tackle complex problems, manage projects effectively, and communicate their findings confidently in both written and oral formats.</p>		

### Mapping Course Outcomes Vs Programme Outcomes

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO1	1	2	3	3	3	3	3	3	2	2	3	3
CO2	1	2	3	3	3	3	3	3	2	2	3	3
CO3	1	2	3	3	3	3	3	3	2	2	3	3
CO4	1	2	3	3	3	3	3	3	2	2	3	3
CO5	1	2	3	3	3	3	3	3	2	2	3	3
CO6	1	2	3	3	3	3	3	3	2	2	3	3
CO7	1	2	3	3	3	3	3	3	2	2	3	3
CO8	1	2	3	3	3	3	3	3	2	2	3	3
W.AV	1	2	3	3	3	3	3	3	2	2	3	3

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

### Mapping Course Outcomes Vs Programme Specific Outcomes

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	2
CO3	3	3	3	3	2
CO4	3	3	3	3	2
CO5	3	3	3	3	2
CO6	3	3	3	3	2
CO7	3	3	3	3	2
CO8	3	3	3	3	2
W.AV	3	3	3	3	2

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

## Diploma Programme

### **Passing minimum**

- A candidate shall be declared to have passed in each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 40% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- The passing minimum for CIA shall be 40% out of 25 marks (i.e.10 marks) in Theory/ Practical Examinations.
- The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks) for Theory /Practical papers.
- The candidates not obtain 40% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests or by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed in the Dissertation/Project report/Internship report if he/she gets not less than 40% marks in the Internal Assessment and End Semester Examinations and not less than 40% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- A candidate who gets less than 40% in the Dissertation / Internship/ Project Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted report/thesis.