

MADURAI KAMARAJ UNIVERSITY

MADURAI- 625 021

(Re-accredited with 'A' Grade by NAAC)

(University with potential for excellence)



**B.B.A. (AVIATION MANAGEMENT)
SYLLABUS AND REGULATIONS**

UNDER

CHOICE BASED CREDIT SYSTEM (CBCS)

(For those who are joining in 2016-2017 and after)

W. J. J.
Chairman - Board of Studies
Business Administration (U.G.)

Objectives

- To equip the students with specific knowledge and skills for junior and middle positions of responsibilities in Airport Management Institutions and Organizations.
- To provide instructions on the lines of professional course by adopting participative methods of learning.
- To assist the graduates in finding employment opportunities in Airport Industry.

Eligibility for Admission

Candidates seeking admission to the B.B.A (Aviation Management) Degree course must have the Higher Secondary Education, (should have studied Commerce and Accountancy in HSC) of the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

- Part I : Language Tamil / Alternate Subject in Tamil
 Part II : English
 Part III :
 1. Core Subjects
 2. Allied Subjects
 3. Electives
 Part IV :
 1. Non Major Electives
 2. Skill Based Subjects
 3. Environmental Studies - Mandatory Subject
 4. Value Education - Mandatory Subject
 Part V :
 Extension Activities

The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average	--15 marks
Seminar / Quiz	--5 marks
Assignment	--5 marks
Total	--25 marks

Pattern of the question paper (External Examination)
(For Part I, Part II, Part III, NME & Skilled Paper in Part IV)

The question paper may have 3 parts.

Duration of the external examination is 3 hours

Part -A

(Multiple Choice Questions)

Ten questions (answer all)

(Two questions from each Unit)

10 x 01 = 10 Marks

Part -B

(Answer is not less than 150 words)

Five questions (*either or *type)

(One question from each Unit)

5 x 07 = 35 Marks

Part -C

(Answer is not less than 400 words)

Three questions out of five

(One question from each Unit)

3 x 10 = 30 Marks

Total

75 Marks

Question paper pattern

(for Part IV – Environmental Studies and Value Education only)

Part -A

(Answer is not less than 150 words)

Five questions (either or type)

(One question from each Unit)

5 x 06 = 30 marks

Part -B

(Answer is not less than 400 words)

Three questions out of Five

(One question from each Unit)

3 x 15 = 45 marks

Total

75 marks

Note: No unit shall be omitted; not more than two question from each unit

Minimum Marks for a Pass

1. 40% of the aggregate (Internal +External Examinations).
2. No separate pass minimum for the Internal Examinations.
3. 27 marks out of 75 is the pass minimum for the External Examinations.

MADURAI KAMARAJ UNIVERSITY, MADURAI – 625 021
B.B.A. (AVIATION MANAGEMENT)
Course Structure under CBCS Pattern

SEMESTER I						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
Part I Tamil / Alternate Subject						
1	Vanikak Kadithangkal (வணிகக் கடிதங்கள்) Paper I	6	3	25	75	100
Part II English						
2	English I Paper I	6	3	25	75	100
Part III Core Subjects						
3	Management Process	5	4	25	75	100
4	Financial Accounting	5	4	25	75	100
Part III Allied Subject						
5	Mathematics for Management I	6	4	25	75	100
Part IV Non Major Electives						
6	Airline and Travel & Tourism Industry – Introduction	2	2	25	75	100
TOTAL		30	20	150	450	600
SEMESTER II						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
Part I Tamil / Alternate Subject						
1	Aluvalaka Melanmai (அலுவலக மேலாண்மை) Paper II	6	3	25	75	100
Part II English						
2	English II Paper II	6	3	25	75	100
Part III Core Subjects						
3	Organisational Behaviour	5	4	25	75	100
4	Economics for Executives	5	4	25	75	100
Part III Allied Subject						
5	Mathematics for Management II	6	4	25	75	100
Part IV Non Major Electives						
6	Travel Agency Business	2	2	25	75	100
TOTAL		30	20	150	450	600

SEMESTER III						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
Part III Core Subjects						
1		5	4	25	75	100
2		5	4	25	75	100
3		5	4	25	75	100
4		5	4	25	75	100
Part III Allied Subject						
5	Summer Project Report	6	5	20	80	100
Part IV Skill Based Subject						
6		2	2	25	75	100
7		2	2	25	75	100
TOTAL		30	25	175	525	700
SEMESTER IV						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
Part III Core Subjects						
1		5	4	25	75	100
2		5	4	25	75	100
3		5	4	25	75	100
4		5	4	25	75	100
Part III Allied Subject						
5		6	4	25	75	100
Part IV Skill Based Subject						
6		2	2	25	75	100
7		2	2	25	75	100
Part V Extension Activities						
8		0	1	25	75	100
TOTAL		30	25	200	600	800
SEMESTER V						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
Part III Core Subjects						
1		5	4	25	75	100
2		5	4	25	75	100
3		5	4	25	75	100
4		5	4	25	75	100
Part III Allied Subject						
5	Field Study Report	6	5	20	80	100
Part IV Skill Based Subject						
6		2	2	25	75	100
Part IV Mandatory Subject						
7	Environmental Studies	2	2	25	75	100
TOTAL		30	25	175	525	700

SEMESTER VI						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1		5	4	25	75	100
2		5	4	25	75	100
3		5	4	25	75	100
4		5	4	25	75	100
	Part III Allied Subject					
5	Project Report	6	5	20	80	100
	Part IV Skill Based Subject					
6		2	2	25	75	100
	Part IV Mandatory Subject					
7	Value Education	2	2	25	75	100
	TOTAL	30	25	175	525	700
	SEMESTER I	30	20	150	450	600
	SEMESTER II	30	20	150	450	600
	SEMESTER III	30	25	175	525	700
	SEMESTER IV	30	25	200	600	800
	SEMESTER V	30	25	175	525	700
	SEMESTER VI	30	25	175	525	700
			140	1025	3075	4100

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Course Structure

SEMESTER I						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil / Alternate Subject					
	Vanikak Kadithangkal (வணிகக் கடிதங்கள்) Paper I	6	3	25	75	100
	Part II English					
	English I Paper I	6	3	25	75	100
	Part III Core Subjects					
	Management Process	5	4	25	75	100
	Financial Accounting	5	4	25	75	100
	Part III Allied Subject					
	Mathematics for Management I	6	5	25	75	100
	Part IV Non Major Electives					
	Airline and Travel & Tourism Industry - Introduction	2	2	25	75	100
	TOTAL	30	21	150	450	600
SEMESTER II						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil / Alternate Subject					
	Aluvalaka Melanmai (அலுவலக மேலாண்மை) Paper II	6	3	25	75	100
	Part II English					
	English II Paper II	6	3	25	75	100
	Part III Core Subjects					
	Organisational Behaviour	5	4	25	75	100
	Economics for Executives	5	4	25	75	100
	Part III Allied Subject					
	Mathematics for Management II	6	5	25	75	100
	Part IV Non Major Electives					
	Travel Agency Business	2	2	25	75	100
	TOTAL	30	21	150	450	600

SEMESTER I
PART I LANGUAGES / ALTERNATE SUBJECT PAPER I

வணிகக் கடிதங்கள்

பகுதி 1	:	வணிகக் கடிதங்கள் - தேவை மற்றும் முக்கியத்துவம் - நோக்கங்கள் - வணிகக் கடிதங்களின் அடிப்படைக் கூறுகள் - வணிகக் கடிதங்கள் பொது அமைப்பு மற்றும் படிவங்கள் - சிறப்புக் கூறுகள் - கடித வகைகள்
பகுதி 2	:	விபாபாரக் கடிதங்கள் - முனைவு கடிதங்கள் மற்றும் விசாரணைகள் விலைப்புள்ளிகள் - ஆணையுறுக்கள் - "ஆணையுறு நிரைவேற்றுதல்" - சரக்கு பெற்றுக்கொண்டதை உறுதி செய்தல்.
பகுதி 3	:	வணிகர் விசாரணை கடிதங்கள் - விபாபார விசாரணை மற்றும் வங்கி விசாரணை - புகார்களும் சரிக்கட்டலும் - நிலுவைத் தொகை நினைவுறுத்தல் - வசூல் செய்தல் - கணக்கை நேர் செய்தல்.
பகுதி 4	:	சுற்றுக் கடிதங்கள் - விற்பனைக் கடிதங்கள் - அரகத்துறை மற்றும் பொதுசேவை அமைப்பு சார்ந்த கடிதங்கள்
பகுதி 5	:	வங்கிக் கடிதங்கள் - காப்பீட்டுக் கடிதங்கள் - வேலை வேண்டி விண்ணப்பக் கடிதம் - பத்திரிக்கை ஆசிரியருக்கு கடிதங்கள்

REFERENCE BOOKS

1. வணிகக் கடிதத் தொடர்பு, பாக்டர் ராதா,
2. வணிகக் கடிதத் தொடர்பு, அன்பழகன்
3. வணிகக் கடிதங்கள், பாக்டர். முருகேசன்

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PART II ENGLISH PAPER I
ENGLISH I

UNIT -I	: Prose: 1. My Greatest Olympic Prize – Jesse Owens. 2. Careless at last – J.B. Priestly. 3. On Magnanimity – C.P. Snow. 4. My Financial Career – Stephen Leacock.
UNIT -II	: Poetry: 1. All the World is a Stage – Shakespeare. 2. Ode to the West wind – Shelley. 3. Ulysses – Tennyson. 4. Punishment in Kindergarten – Kamala Das.
UNIT -III	: Short Story: 1. The Nightingale and the Roses – Oscar Wilde. 2. A Nincompoop – Anton Chockhov. 3. The Last Leaf – O Henry. 4. The Diamond Necklace – Guy de Maupassant.
UNIT -IV	: Grammar: Noun, Pronoun, Verb, Adverbs, Articles & Preposition. Verbs: Transitive & Intransitive, Regular & Irregular.
UNIT -V	: Composition: 1. Letter Writing. 2. Paragraph Writing (Proverb Expansion) 3. Hints Developing.

REFERENCE BOOKS:

1. Modern Thought Waves – An Anthology of Prose, Edited by Dr. P.C. James Daniel, Harrows Publications.
2. Selected College Poems, Ambika Sen Gupta, Orient (Blackswan)
3. Story Time– An Anthology of Short Stories, Edited by V.Syamala, Anu Chithra Publications.
4. English Grammar & Composition – by G.Radhakrishna Pillai, Emerald Publishers.

(The syllabus passed in 2014 CBCS pattern for B.B.A. Degree Course for Part II English Paper I)

MANAGEMENT PROCESS

UNIT -I	: Business - meaning -business and profession, requirements of a successful business-Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.
UNIT -II	: Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.
UNIT -III	: Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.
UNIT -IV	: Organising: Types of organisation – Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.
UNIT -V	: Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. T.Ramasamy, **Principles of Management**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
2. Stoner and Freeman, **Management**, Prentice Hall of India, New Delhi.
3. Gilbert, **Principles of Management**, McGraw Hill, New Delhi.
4. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.
5. Heinz Wehrich and Harold Koonz, **Management- A Global Entrepreneurial Perspective**, McGraw Hill, New Delhi.

FINANCIAL ACCOUNTING

UNIT -I	: Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book -problems - purchase book - sales book - sales return and purchase return books.
UNIT –II	: Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.
UNIT –III	: Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.
UNIT –IV	: Accounting for non-trading institutions-Income &Expenditure Account-Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method,only)
UNIT -V	: Preparation of accounts from incomplete records.

20% of the questions must be theory

80% of the questions must be problems

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
2. Shukla and Grewal : Advanced Accountancy, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
3. Gupta and Radhaswamy : Advanced Accountancy, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
4. S.P.Jain and K.L.Narang, **Financial Accounting**, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
5. Dr.M.A.Arulanandan, Dr.K.S.Raman, **Advanced Accountancy**, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.
6. R.L.Gupta, **Financial Accounting**, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002. Reprint 2013.

MATHEMATICS FOR MANAGEMENT- I

UNIT -I	: Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.
UNIT -II	: Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).
UNIT -III	: Meaning and Definitions of Statistics - Scope and Limitations, Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.
UNIT -IV	: Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.
UNIT -V	: Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

20% of the questions must be theory
80% of the questions must be problems

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods, S.Chand & Co, Ram Nagar, New Delhi – 110002.
2. Gupta, S.P. - Statistical Methods, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
3. Navaneethan. P. - Business Mathematics, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
4. R.S.N. Pillai, Mrs. Bhagavathi – Statistics, Sultan Chand & Sons, 23, Daryaganj, New Delhi – 110002.
5. P.R. Vittal - Business Mathematics and Statistics, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai – 600 017.

INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM INDUSTRY

UNIT -I	:	<input type="checkbox"/> Commercial Aviation-Air Taxi Operations- <input type="checkbox"/> Private Operation- Airport Handling <input type="checkbox"/> Functions of IATA-ICAO - Aims and Objectives. <input type="checkbox"/> IATA Geography and Global indicators
UNIT -II	:	<input type="checkbox"/> Airlines Terminal Management- Airline Operational Management- <input type="checkbox"/> Domestic- International Departure Formalities, <input type="checkbox"/> Security Check- In. Hand Baggage Screening <input type="checkbox"/> Personal Frisking- Boarding the Plane, Ground Announcements <input type="checkbox"/> Handling of Delayed Flight-Disruptive Flights <input type="checkbox"/> Ramp Handling & Ramp Safety- Procedure
UNIT -III	:	<input type="checkbox"/> Travel Documents- Passport - Visa- <input type="checkbox"/> Tim- Currency Regulations-IATA Rate of Exchange <input type="checkbox"/> Banker's Buying Rate- Banker's selling rate-Currency Conversion <input type="checkbox"/> Departure Control System-ATC
UNIT -IV	:	<input type="checkbox"/> Travel Agent Management- Travel Partners <input type="checkbox"/> IATA Approved Travel Agency Appointment and Control <input type="checkbox"/> Bank guarantee.-IATA Billing and Settlement Plan <input type="checkbox"/> Credit Period - Customer Service-Service Provider <input type="checkbox"/> Training and Development of Travel agent-GDS.
UNIT -V	:	<input type="checkbox"/> Tourism Management- <input type="checkbox"/> Domestic and International Tourism. <input type="checkbox"/> Discover India-Government Regulations on Tourism Management. <input type="checkbox"/> Exploring new Destinations-Foreign Currency Earner.

REFERENCE BOOK:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

SEMESTER - II

PART I

LANGUAGES / ALTERNATE SUBJECT PAPER II

அலுவலக மேலாண்மை

பகுதி 1	: அலுவலக மேலாண்மை - நவீன அலுவலகத்தின் அமைப்பு முறைகள் - நவீன அலுவலகத்தின் இலக்கணம், செயல்பாடுகள் மற்றும் முக்கியத்துவம் - மேலாண்மை மற்றும் அமைப்பு. அலுவலக முறை மற்றும் அன்றாட நடவடிக்கைகள் - பணிபோக்கு ஒப்படைப்பு செயல்முறைகள் - அதிகாரத்தை பரவலாக்குதல் - அலுவலக வளமை வகைகள் - வளமைகளைத் தயாரித்தல் - பயன்படுத்துதல் மற்றும் மதிப்பிடுதல். அலுவலக இடவசதி - அலுவலக மனைத்துணைப் பொருட்கள் மற்றும் அமைப்புத்திட்டம். பணிக்கேற்ற சூழ்நிலை - பணியை எளிதாக்குதல்.
பகுதி 2	: அலுவலக முறை கடிதப்போக்குவரத்து மற்றும் பதிவேடுகளை பராமரித்தல்: தபால்களைக் கையாளுதல் - அஞ்சல் துறையை அமைத்தல் - மையப்படுத்தப்பட்ட அஞ்சல் பணி - உள்வரும் மற்றும் வெளி தொடர்பு - வாய்மொழி தகவல் தொடர்பு மற்றும் எழுத்து மூலம் தகவல் தொடர்பு பதிவேடுகளை உருவாக்குதல் - எழுத்துப் பணிகள் - அலுவலக அறைகள் - படிவக் கட்டுப்பாடு - வடிவமைப்பு - தொடர்பு எழுது பொருள்.
பகுதி 3	: கோப்பிலிடுதல்: நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் - வகைப்படுத்துதல் மற்றும் வரிசைப்படுத்துதல் - கோப்பீட்டு முறைகள் - மையக் கோப்பீட்டு முறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை - கட்டகராதியின் பல்வேறு வகைகள்.
பகுதி 4	: அலுவலக இயந்திரங்களும் சாதனங்களும்: பல்வேறு சாதனங்களின் தேவைகள் - அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அடிப்படைக் கோட்பாடுகள் - கணிப்பொறி மற்றும் புள்ளி விபரங்களைத் தொகுத்தளிக்கும் இயந்திரம்.
பகுதி 5	: அலுவலக அறிக்கைகள்: அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் - பொது வணிகச் சொற்கள்.

PART II ENGLISH PAPER II
ENGLISH II

UNIT -I	: Prose: 1. When you Dread Failure – A.J.Cronin. 2. On Forgetting – Robert Lyod. 3. On Habits – A.G. Gardiner. 4. Crime & Punishment – R.K. Narayan.
UNIT -II	: Poetry: 1. My Last Duchess – Robert Browning. 2. A Prayer for my Daughter – W.B. Yeats. 3. The journey of the Magi – T.S. Eliot. 4. Night of the Scorpion – Nissim Ezekeiel.
UNIT -III	: One Act Plays: 1. The Miracle Merchant – Saki. 2. The Step mother – Arnold Bennet 3. A Meeting in a Forest – G.B.Shaw. 4. The Bishop's Candlesticks - Norman McKinnel.
UNIT -IV	: Grammar: Tense, Voice, Conjunction, Transportation of sentences.
UNIT -V	: Composition: 1. Note Making & Precise Writing. 2. Writing Soft News & Hard News 3. Drafting Advertisement.

REFERENCE BOOK:

1. Modern Thought Waves – An Anthology of Prose, Edited by Dr. P.C. James Daniel, Harrows Publications.
2. Selected College Poems, Ambika Sen Gupta, Orient (Blackswan)
3. ENACT – By M.N.K. Bose Emerald Publishers.
4. English Grammar & Composition – by G.Radhakrishna Pillai, Emerald Publishers.
5. Essential English Grammar, A Self-study Reference and Practice, Raymond Murphy, Cambridge University Press.

(The syllabus passed in 2014 CBCS pattern for B.B.A. Degree Course for Part II English Paper II)

ORGANISATIONAL BEHAVIOUR

UNIT -I	: Importance and scope of organisational psychology - Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.
UNIT -II	: Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.
UNIT -III	: Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.
UNIT -IV	: Hawthorne Experiment - importance - Group Dynamics - Cohesiveness - Co-operation competition - conflict - Types of Conflict - Resolution of conflict - Sociometry - Group norms - Role - Status - supervision style - Training for supervisions.
UNIT -V	: Leadership - types - theories - Trait, Managerial Grid, Fiedler's contingency - Organisational culture, Organisational change - organisational effectiveness - organisational development - counselling and guidance - Importance of counsellor- types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis, Human Behaviour at Work, McGraw Hill, New Delhi.
2. Ghos, Industrial Psychology, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai - 400 004.
3. Fred Luthans - Organisational Behaviour, McGraw Hill, New Delhi.
4. L.M. PRASAD - Organisational Behaviour, Northern Book Centre, New Delhi.
5. Stephen P. Robins, Organizational Behavior, Pearson Education, New Delhi.
6. Shasi K. Gupta & Rosy Joshi, Organizational Behavior, Kalyani Publishers, Delhi.

ECONOMICS FOR EXECUTIVES

UNIT -I	: Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.
UNIT -II	: Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale - Cost and Revenue Curves - Break - even - point analysis.
UNIT -III	: Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.
UNIT -IV	: Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory - Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.
UNIT -V	: Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai - 600 017.
2. Markar Et Al - Business Economics, Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai - 400 004.
3. Sundaram.K.P & Sundaram.E - Business Economics, Sultan Chand & Sons, 23, Daryaganj, New Delhi - 110002. Reprint 2013.

MATHEMATICS FOR MANAGEMENT- II

UNIT -I	: Introduction to Operations Research - Meaning - Scope - Models - Limitation. Linear Programming - Formulation - Application in Management decision making (Graphical method only)
UNIT -II	: Transportation (Non- degenerate only) - Assignment problems - Simple Problems only
UNIT -III	: Game Theory:- Queuing theory - Graphical Solution - $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem - Replacement of equipment that deteriorates gradually (value of money does not change with time)
UNIT -IV	: CPM - Principles - Construction of Network for projects - Types of Floats - Slack- crash programme.
UNIT -V	: PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

20% of the questions must be theory
80% of the questions must be problems

REFERENCE BOOKS

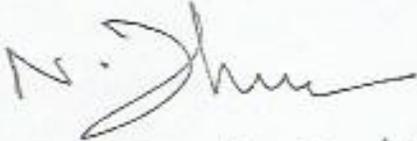
1. Kanti Swarup, Gupta R.K. - Operations Research, Sultan and Company Ltd. New Delhi.
2. P.R. VITTAL - Operations Research, Margham Publications, 24, Rameswaram Road, T.Nagar, Chennai - 600 017.
3. GUPTA S.P. - Statistical Methods, Sultan and Company Ltd. New Delhi.

TRAVEL AGENCY BUSINESS

UNIT -I	: Transport Industry: Introduction to Transport Industry – Road Transport – Rail Transport – Reading of Railway Time Table – Railway Ticket Booking Procedures – Cruise Liners.
UNIT -II	: Air Transport: Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) – Role of Airlines in Tourism.
UNIT -III	: Travel Formalities: Passport – VISA – Medical Certificates – Insurance – Customs – Foreign Exchange.
UNIT -IV	: Travel Agency: Evolution of Travel Agency – Departments and Functions of a Travel Agency.
UNIT -V	: Tours Operations: Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service.

REFERENCE BOOKS:

1. JAGMOHAN NEGI, "Tourist Guide and Tour Operation – Planning and Organising", Kanishka Publishers Pvt. Ltd., Delhi.
2. MANOHAR PURI and GIAN CHAND, "Travel Agency and Tourism", Pragun Publications Pvt. Ltd., New Delhi.


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