



ST. FRANCIS COLLEGE

Koramangala

Affiliated to Bengaluru City University

DEPARTMENT OF MANAGEMENT

B.B.A (AVIATION MANAGEMENT)-NEP

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1: To provide knowledge and requisite skills in the area of aviation industry to give a holistic understanding of a system

PEO 2: To provide practical exposure to the students to gain competencies and while attaining an understanding of an industry and to nurture the spirit to pave a career path in aviation industry

PEO 3: To inculcate leadership skills needed for implementing and coordinating activities and managing change to explore the opportunities in the field of aviation

PROGRAMME OUTCOMES (POs)

PO 1: Develop Skills and Knowledge in line with contemporary Aviation industry requirement

PO 2: Work effectively on multidisciplinary and diverse teams

PO 3: Maintain emotional balance in order to handle and control one's own emotions as well as others emotions.

PO 4: Ability to change negative situations in to positive situation during work as well as during various situations.

PO 5: Maintain grooming standards as per contemporary Aviation industry requirement

PO 6: Solve business problems in an ethical and rational manner



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PO 7: Develop and implement functional and general management skills to make strategic decisions in the contemporary era

PO 8: Build and demonstrate leadership, teamwork, social skills and communicate effectively in different contexts

PO 9: Develop professional quality and innovative ideas in business

PO 10: Self-building to suit various careers related to Aviation and management

PO 11: Gain knowledge about various departments in Aviation industry such as Airport Services, Security, Customer Services, Engineering, Flight operations, In flight services, Flight dispatch, Catering etc.

PO 12: Develop and enhance multi-tasking capability to succeed in various domains such as Airport services, Security, Cargo, Airport management, Ramp management

PROGRAMME SPECIFIC OUTCOMES (PSOs):

PSO 1: Students will be able to nurture their abilities to integrate and develop the technical knowledge in the field of aviation and demonstrate standards in handling passengers and aircraft and develop ability to ensure smooth aircraft operations without compromising safety and security

PSO 1: Aviation graduates will be able to excel in their chosen career by experiential learning, critical and analytical thinking to promote and develop the knowledge of contemporary developments in aviation industries.

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DEPARTMENT OF MANAGEMENT
B.B.A (AVIATION MANAGEMENT)-NEP
COURSE OUTCOMES (COs)

I SEM BBA AVIATION MANAGEMENT

BBA AVIATION 1.1 MANAGEMENT PRINCIPLES & PRACTICE

CO 1: The ability to understand concepts of business management, principles and function of management.

CO 2: The ability to explain the process of planning and decision making.

CO 3: The ability to create organization structures based on authority, task and responsibilities.

CO 4: The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.

CO 5: The ability to understand the requirements of a good control system and control techniques.

BBA AVIATION 1.2 FUNDAMENTALS OF ACCOUNTING

CO 1: Understand the framework of accounting as well accounting standards.

CO 2: The Ability to pass journal entries and prepare ledger accounts

CO 3: The Ability to prepare various subsidiary books

CO 4: The Ability to prepare trial balance and final accounts of proprietary concern.

CO 5: Construct final accounts through application of accounting software tally.



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BBA AVIATION 1.3 INTRODUCTION TO AVIATION INDUSTRY

CO 1: To understand about the basic airline, General Abbreviations, City Names, Codes, Airport Names etc

CO 2: To Analyse the Airport Layout, Structure and different areas of airport.

CO 3: To understand Airline Regulatory Bodies, roles and responsibilities of various regulatory authorities.

CO 4: Able to understand Aircraft Types/ Understanding the security, navigation and traffic control

CO 5: To Analyse about the Airside Safety, Security and Airline Crew Training of the airline.

SEC: DIGITAL FLUENCY

CO 1: Understand the digital platforms, for better learning and development.

CO 2: Evaluate and interpret information in the digital world.

CO 3: Build essential skills such as design thinking, effective communication and better decision making.

CO 4: Develop holistically by learning essential skills such as effective communication, problem solving, design thinking, and teamwork.

OEC: DEVELOPMENT STUDIES

CO 1: Graduates will be able to excel in higher studies and/or to succeed in profession.

CO 2: Graduates will get a solid foundation of fundamentals required to solve socioeconomic problems and also to pursue higher studies.

CO 3: Graduates will demonstrate knowledge to appreciate the dimensions of contemporary development issues, to generate sensitivity to problems concerning ethics and human values, to develop orientation towards effective communication and critical analysis, and to appreciate the interrelationships



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among disciplines as they relate to everyday realities.

CO 4: Graduates will cultivate professional and ethical attitude, effective Communication skills, teamwork skills, multidisciplinary approach, and to facilitate an advanced understanding and appreciation of the principles, methodologies, value systems, and thought processes employed in human inquiries.

II SEM BBA AVIATION MANAGEMENT

BBA AVIATION 2.1 FINANCIAL ACCOUNTING AND REPORTING

CO 1: Ability to understand and apply the knowledge to prepare final accounts of partnership firms and joint stock companies

CO 2: Understand the process of public issue of shares and

accounting **CO 3:** Evaluate the vertical and horizontal

analysis of financial statements **CO 4:** Ability to understand

and analyze the company's annual reports

BBA AVIATION 2.2 HUMAN RESOURCE MANAGEMENT

CO 1: Ability to describe the role and responsibility of Human resources management functions on business

CO 2: Ability to understand the HRP, Recruitment and Selection process

CO 3: Ability to evaluate the training, Compensation and performance appraisal process

CO 4: Ability to demonstrate employee engagement and psychological contract



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BBA AVIATION 2.3 AVIATION SAFETY SECURITY MANAGEMENT

CO 1: To Analyze the various safety aspects

at airport **CO 2:** To understand the concept of

security management **CO 3:** To understand

the threats involved in aviation

CO4: To enhance decision making skills in combating Terrorism and Hijacking.

AECC: ENVIRONMENTAL STUDIES

CO 1: To gain a fundamental understanding of the interactions between living and non-living things in the environment.

CO 2: To understand the various environmental challenges faced by society.

CO 3: To recognize the importance of biodiversity in maintaining healthy ecosystems.

CO 4: Ability to correlate the concept of sustainable development and the need for balancing economic, social, and environmental concerns in decision-making.

OEC : SPOKEN ENGLISH FOR CORPORATE JOBS

CO 1: Effective Communication Skills

CO 2: Professional Presentation Skills

CO 3: Interview and Networking Proficiency



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III SEM BBA AVIATION MANAGEMENT

BBA AVIATION 3.1 SERVICES MARKETING FOR AVIATION

CO 1: Understanding the principles of services marketing, outlined in service marketing components and classification.

CO 2: Enabling the importance of service marketing system buyer behavior and market segmentation.

CO 3: Analyzing sectoral perspective to enhance different service sector marketing knowledge.

CO 4: Understanding the Aviation services to frame the marketing strategies.

BBA AVIATION 3.2 BASICS OF PASSENGER & RAMP HANDLING

CO 1: To Understanding about the computer reservation system and departure

CO 2: To Understanding the importance of passenger baggage and check in procedure

CO 3: To Understanding the concept of RAMP functions.

CO 4: To understand the Airside Safety, Security RAMP operations.

BBA AVIATION 3.3 SOFT SKILLS FOR AVIATION

CO 1: To increase a learner's computer knowledge and unique soft skills so as to develop attributes that enhance an individual's interactions, earning power and job performance.

CO 2: To inculcate potential skills in the learners to prepare them to deal with the external world in a collaborative manner, communicate effectively, take initiative, solve problems, and demonstrate a positive work ethic so as to hold a good impression and positive impact



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SEC: FINANCIAL EDUCATION & INVESTMENT AWARENESS

CO 1: To understand the basic concepts of finance, identify and classify simple compound interest and also describe the valuation of security.

CO 2: To remember the facts and basic essential concepts of investment avenues and to discuss stock market concepts

CO 3: Gain insights on mutual funds, the pros and cons and major fund houses in India.

AECC: CONSTITUTION OF INDIA

CO 1: Understanding the philosophy of the constitution and its structure

CO 2: Measuring the powers and functions of various powerful people of government

CO 3: To understand and appreciate the role of constitution in democracy

IV SEM BBA AVIATION MANAGEMENT

**BBA AVIATION 4.1 PRODUCTION AND
OPERATIONS MANAGEMENT**

CO 1: To analyze the basics of production management and the responsible factors.

CO 2: To apply the various types of production processes, the essentialities of a product such as its selection, various procedures, and its stocking

CO 3: To facilitate the various activities relating to scheduling and measuring of production and how control can be obtained on both product and quality.

**BBA AVIATION 4.2 AVIATION LAW AND AIRCRAFT
RULES AND REGULATIONS**

CO 1: Ability to remember the legal framework of Aviation.

CO 2: To understand and remember the Rules and Regulations



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connected with Air Transportation

CO 3: To understand International Regulations as well as all the relevant State Acts passed in this respect.

BBA AVIATION 4.3 EVENT MANAGEMENT

CO 1: Understand the process of organizing an event and understand the importance of a checklist in organizing an event.

CO 2: To Analyze and Familiarize with organizing corporate events and learn to promote the events.

CO 3: Evaluate and obtain a sense of responsibility for the multidisciplinary nature of event management.

SEC: ARTIFICIAL INTELLIGENCE

CO 1: Understand the various characteristics of problem solving agents and apply problem solving through search for AI applications.

CO 2: Appreciate the concepts of knowledge representation using Propositional logic and Predicate calculus and apply them for inference/reasoning.

CO 3: Obtain insights about Planning and handling uncertainty through probabilistic reasoning and fuzzy systems.

CO 4: Understand basics of computer vision and Natural Language Processing and understand their relevance in AI applications.

CO 5: Obtain insights about machine learning, neural networks, deep learning networks and their significance

AECC: ECONOMICS OF HUMAN DEVELOPMENT

CO 1: Differentiate between Human Resource Development (HRD), Human



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Development(HD) and HRM

CO 2: Understand the concepts of Human Security, describe dimensions of humandevelopment.

CO 3: Appreciate various practices and policies of human development, HDI and Indi

V SEM BBA AVIATION MANAGEMENT

BBA AVIATION 5.1 LOGISTICS & AIR CARGO MANAGEMENT

CO 1: Understand the basic concept of logistics activities

CO 2: Learn the key factors which are responsible for logistics

CO 3: Evaluate the key issues in supply chain management

CO 4: Gain the insights on air cargo operations in airline industry

CO 5: Explain the emerging trends in cargo operations

BBA AVIATION 5.2 INCOME TAX – I

CO 1: Comprehend the procedure for computation of Total Income and tax liability of an individual. b) Understand the provisions for determining the residential status of an Individual.

CO 2: Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.

CO 3: Compute the income house property for different categories of house property.

CO 4: Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.



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BBA AVIATION 5.3 PASSENGER SERVICE MANAGEMENT

- CO 1:** Acquire knowledge importance of customer handling at airport
- CO 2:** Understand the concepts of check-in and boarding procedures
- CO 3:** Describe the importance of air travel documents for an international passenger acceptance
- CO 4:** Classify the types of dangerous goods for air travel
- CO 5:** Study the importance of grooming and soft skills for an airline employee

BBA AVIATION 5.4 CUSTOMER RELATIONSHIP MANAGEMENT IN AVIATION INDUSTRY

- CO1:** Understand the principles and strategies for effectively managing customer interactions
- CO2:** Learn about the new trends in customer service and also to know the advantages of two-way communication
- CO3:** Describe the importance of customer contact techniques and cross-cultural importance
- CO4:** To acquire knowledge on dealing with various customer complaints
- CO5:** Manage stress and pressure at the workplace.

BBA AVIATION 5.5 ENTREPRENEURSHIP DEVELOPMENT

- CO 1:** Learn about the foundation of Entrepreneurship Development and its various dimensions
- CO 2:** Understand the various nuances of formation, role of SSIs and other related aspects like challenges faced by SSIs
- CO 3:** Understand various steps involved in starting a small business venture and to explore marketing methods & new trends in entrepreneurship
- CO 4:** Explore entrepreneurial skills and management function of a company



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with special reference to the SME sector.

CO5: Familiarise with various financial and non-financial assistance and incentives offered to SSIs

SEC: DIGITAL MARKETING

CO 1: Gain knowledge on Digital Marketing, Email marketing and Content marketing

CO 2: Understand Search Engine Optimization tools and

techniques **CO 3:** Gain skills on creation of Google AdWords&

Google AdSense **CO 4:** Gain knowledge on Social Media

Marketing and Web Analytics **CO 5:** Gain knowledge on

YouTube Advertising & Conversions

OEC: EMPLOYABILITY SKILLS

CO 1: Solve the problems on quantitative aptitude, logical reasoning and analytical ability.

CO 2: Exhibit the communication and leadership skills.

CO 3: Face interviews and write resumes

CO 4: Conduct self SWOC analysis and set his career goals.

VI SEM BBA AVIATION MANAGEMENT

BBA AVIATION 6.1 CREW RESOURCE MANAGEMENT

CO 1: Understand the basic concept of crew resource management

CO 2: the objectives of CRM training

CO 3: Get the overview of human error during flight operations and its managerial skills



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CO 4: Describe the duties and responsibilities of cockpit and cabin crew

CO 5: Learn the various skills required for a safe flight operation

BBA AVIATION 6.2 INCOME TAX II

CO 1: Understand the procedure for computation of income from business and other Profession.

CO 2: Ability to compute capital gains.

CO 3: Compute the income from other sources.

CO 4: Demonstrate the computation of total income of an Individual.

CO 5: Comprehend the assessment procedure and to know the power of income tax authorities.

BBA AVIATION 6.3 INTERNATIONAL BUSINESS

CO 1: Understand the concept of International Business.

CO 2: Differentiate the Internal and External International Business

Environment. **CO 3:** Understand the difference MNC and TNC

CO 4: Understand the role of International Organisations in

International Business. **CO 5:** Understand International Operations Management.

BBA AVIATION 6.4 AIRPORT INFRASTRUCTURE & OPERATIONS

CO 1: Understand and explain the types of airports and its various components

CO 2: Know the functions of various airport organizations and associations



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CO 3: Study the importance of different airport surveys done before the airport Construction

CO 4: Gain knowledge about the airport facilities and components of airside and landside **CO 5:** Analyze the various communication systems used for the safe operation of flights

BBA AVIATION 6.5 QUALITY MANAGEMENT

CO 1: Understand the importance of quality in organisations

CO 2: Comprehend the different quality management systems and tools

CO 3: Understand the importance of quality control in supply chains

CO 4: Evaluate the vendor quality and supplier certifications

CO 5: Have an overall understanding of the quality movement

BBA AVIATION 6.6 ENTERPRISE RESOURCE PLANNING

CO 1: Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.

CO 2: Integrate and automate the business processes and share information enterprise-wide.

CO 3: Explore the significance of ERP to provide a solution for better project management.

CO 4: Enable the students to understand the various process involved in implementing ERP in a variety of business environment

CO 5: Understand the issues involved in design and implementation of ERP systems

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