

#### **MANONMANIAM SUNDARANAR UNIVERSITY** DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION TIRUNELVELI – 627012, TAMIL NADU.

## SYLLABUS AND SCHEME OF EXAMINATION

(For the Candidates Admitted From the Calendar Year Jan 2010 – Dec 2010)

### M.B.A. Airport Management

Course Code: HTG10 Distance Education Programme, Annual Pattern

© Manonmaniam Sundaranar University

# M.B.A. Airport Management

## Regulations

Course Code	HTG10
Name of the Course	M.B.A. Airport Management
Duration of the Course	Two Years (Non-semester)
Eligibility for Admission to the I Year of the	Graduate in Any Discipline (Except B.Lit.) or any other examination accepted as equivalent thereto by the
Course Eligibility for Admission to II Year under the Lateral Entry Scheme	Manonmaniam Sundaranar University, Tirunelveli. Candidates who have completed (passed) Minimum One Year Diploma in Business Administration / Post-Graduate Diploma in Business Administration (or equivalent) in regular college / distance education of a recognised university / institute will be admitted in the II Year on verification of the original certificates obtained from the institution / university last studied
Eligibility for Admission to II Year under the Re-admissionCandidates who have completed I Year (passed or failed) of N (General) in regular college / distance education of a recognise university / institute and those discontinued their studies will be admitted in the II Year on verification of the original certificates obtained from the institution / university last studied	
Eligibility for Admission to II Year under the Additional Degree Scheme	Post-Graduate in Any Discipline
Course of Study	The course of study for M.B.A. Airport Management shall consist of only the Core Subjects.
Medium of Instruction	The medium of instruction and examination for all the papers shall be in ENGLISH ONLY.
Conduct of Theory and Practical ClassesTheory classes shall be conducted at the Distance Education Centres as per the guidelines of the DDCE, Manonmaniam Sundaranar University.	
Instructional Hours for both Theory and Practical Papers Instructional Hours for Theory Papers shall be decided by the Distance Education Study Centres in consultation with the Di Manonmaniam Sundaranar University.	
II Year Project	As prescribed by the DDCE, Manonmaniam Sundaranar University, Tirunelveli at Companies / Industries / Business Establishments associated with the Distance Education Study Centres.

Examinations	Examination for all the subjects will be conducted at the end of each year. Date of commencement of examinations shall be 15 <sup>th</sup> May for Academic Year Batch and 15 <sup>th</sup> December for Calendar Year Batch. NOTE: Candidates who have joined the II Year under the Lateral Entry / Re-admission / Additional Degree Scheme have to appear for examinations of the previous year (I Year) papers compulsorily.		
Duration of	Theory	3 hours / paper	
Examination	Project Viva Voce	As stipulated by the Manonmaniam Sundaranar University	
Passing Minimum	she obtai shall be o she pass b) A candid shall be r and obtai	ate shall be declared to have passed in a paper, if he / ns not less than 50% of marks in that paper. He / she declared to have passed the whole examination, if he / ed all the papers. ate failing to secure the minimum marks prescribed required to re-appear for the examination in that paper in not less than the minimum marks required for he paper.	
Classification of Successful Candidates	<ul> <li>passing the paper.</li> <li>a) A candidate who passes all the papers in the first attempt within a period of two years securing 75% of total marks or above the aggregate marks shall be declared to have passed the examination in FIRST CLASS with DISTINCTION.</li> <li>b) Successful candidates passing the examinations securing not less than 60% of total marks shall be declared to have passed in FIRST CLASS.</li> <li>c) All other successful candidates shall be declared to have</li> </ul>		
Conferment of the Degree	passed the examinations in SECOND CLASS. No candidate shall be eligible for conferment of the degree unless the candidate has undergone the prescribed course of study for a stipulated period of time and has passed the examinations as have been prescribed.		

# M.B.A. Airport Management Syllabus

Year I					
SI.	Paper Code	Banar Nama		rks	
No.	Faper Coue	Paper Name	Min	Max	
1	HMA11	Management Process and Behaviour	50	100	
2	HMA12	Managerial Economics	50	100	
3	HMA13	Accounting for Managers	Accounting for Managers 50		
4	HMA14	Business Environment 50 1		100	
5	HMA15	Business Law 50 1		100	
6	HMA16	Managerial Communication	50	100	
7	HMA17	Computer Applications in Management 50		100	
8	HMA18	Research Methodology501		100	
	Total 800				

I Year Syllabus is Common for All MBA Courses

	Year II					
SI.	Paper Code	Bonor Nomo		Bapar Nama Mai		rks
No.	Paper Code	Paper Name	Min	Max		
1	HMA21	Human Resource Management	50	100		
2	HMA22	Air Transport Management	50	100		
3	HMA23	Airport Economics	Airport Economics 50 10			
4	HMA24	Airport Planning and Design 50 1		100		
5	HMA25	Aviation Law 50 10		100		
6	HMA26	Airline Marketing and Management 50 1		100		
7	HMA27	Entrepreneurship Development 50 10		100		
8	HMA28	IMA28 Project Report and Viva Voce 50 1		100		
	Total 800			800		

Pape	r Code: HMA21	Human Resource Management
Unit No.	Торіс	Contents
1	Nature and scope human resource management	Concept and Nature, Human Resource Management as a profession, objectives and importance, functions and scope of Human Resource Management.
		Organization of personnel department, Qualities of Personnel Manager role of Personnel Manager, Status of Personnel Manager.
		Characteristics of Hospitality Industry for a Human Resource Manager, HRD as responsibility of all managers
2	Procurement of Human Resources	Human Resource Planning – Concept and objectives, importance, process of Human Resource Planning, problems and guidelines for Human Resource Planning.
		Job Analysis and Job Design – Concept of job analysis, process of job analysis, job description and job specification, concept of job design, approaches and methods of job design.
		Recruitment and Selection – Meaning and process of recruitment, recruitment policy and organization, sources and techniques of recruitment, meaning and process of selection.
3	Training and Development	Concept and need of training, importance and objectives of training
		Identifying training needs, designing a training programmes
		Methods of training, evaluating training effectiveness, retraining.
4	Job Evaluation	Concept, process and objectives of job evaluation, advantages and limitations, essentials of successful job evaluation, methods of job evaluation.
		Wage and Salary Administration.
		Objectives and principles, essentials of sound wage structure, factors affecting wages, methods of wage payment, and wage policy in India, executive compensation.
5 Peformance Concept and objectives, uses and proc Appraisal performance appraisal		Concept and objectives, uses and process, problems in performance appraisal
		Essentials of effective appraisal system, methods and techniques of appraisal, appraisal of managers, appraisal, interview, appraisal of potential.

SI. No.	Title of the Book	Author	Publisher
1	Human Resource Management	Gary Dessler	Prentice Hall (2007)
2	Personnel/Human Resource Management	David A. DeCenzo & Stephen P.Robbins	PHI/Pearson
3	Human Resource Management: Text and cases	VSP Rao	Excel Books, New Delhi - 2000
4	Human Resources Management	Gurpreet Randhawa	Atlantic Publishing, India (2008)
5	Human Resource Management	S.K. Bhatia	Deep & Deep Publications, India (2006)
6	Human Resource Management	Biswajeet Pattanayak	Prentice-Hall of India Pvt.Ltd; (2005)

Pape	r Code: HMA22	Air Transport Management
Unit No.	Торіс	Contents
1	Overview of Aviation	Means and Modes of Transport, Definition & Scope. Role of Transport in the economic development of country. Air Transport. Advantages & Limitation of Air Transport. The Aerospace industry. The Air Transportation Industry Organization and structure of civil aviation industry, Concepts and Types of Aviation, History of Civil Aviation Industry, Aviation Technology Transformation, Scope of Aviation
2	Aviation Management Structure	Aviation Operational Management, Open Skies Policies, New Economic Model for Airline Business Infrastructure Management, Airport Planning Management Overview of Airline Industry, International and Domestic Air Traffic, Air Traffic Control
3	Airport Infrastructure	Airport Capacity Management, Terminal Management, Apron Management Size of Airport Infrastructure, Airports and their Economics in National Economic Growth and Development. Indian Scenario, Global Emerging Trends of Airport Infrastructure Industry, Global Study on Airport Performance, Modern Aviation Infrastructure Business Trend Airspace Management, Airports and Airspace
		Trend, Airspace Management, Airports and Airspace Congestion Issues, Regulatory Management.
4	Air Transportation: Regulators and Associations	International Civil Aviation Organization (ICOA) International Air Transport Association (IATA) World Trade Organization World Tourism Organization Federal Aviation Administration (FAA) Civil Aviation Authority (CAA) Director General of Civil Aviation (DGCA)
5	Liberalization and Privatization in Air Transport	<ul> <li>Trade Agreements, Major Factors that Converge Private Sector Initiatives</li> <li>Modern Airline Trends, Liberalization in Air Transport, Potential Paths to Further Liberalization</li> <li>Privatization in Indian Civil Aviation Industry, Deregulation in Indian Air Pocket, Airport Privatization, Forms of Airport Privatization, Airport Privatization in India</li> <li>Road Map for the Civil Aviation Sector</li> </ul>

SI. No.	Title of the Book	Author	Publisher
1	Trends in Indian Transport Systems	D. Panduranga Rao	Inter-India Publications
2	Air Transportation: A Management Perspective	J. G. Wensveen	Ashgate Publishing, Ltd.
3	Fundamentals of Air Transport Management	P.S. Senguttuvan	Excel Books
4	Introduction to Air Transport Economics	Bijan Vasigh, Thomas Tacker, and Ken Fleming	Ashgate
5	Introduction to Civil Aviation	Nawal K. Taneja	Lexington Books in Lexington, Mass .

Pape	r Code: HMA23	Airport Economics
Unit No.	Торіс	Contents
1	Principles of Economics	Fundamentals of economics, The economic way of thinking, The economics of Government.
		Financial condition of the airline industry, Factors affecting world air traffic growth.
		Economics of Aviation Infrastructure in India, Economics of Airport Optimization, Economics of Congestions & Delays, Airport Slot Mechanism, ICAO Air Transport Policy
2	Airport Pricing Strategy	Airport Pricing Strategy, Objectives, Principles Airport Costs, Structure & Control of Airport Charges
		Airport Cost Structure, ICAO Policies on Airport & Air Navigational Services, Prices Determination, Aero / Non Aero Business, ICAO's Policies on Charges for Air Navigator Services.
		Airport Performance Systems, Importance User, Airport Performance Measures, Units of Airport Measurement, Quality of Airport Services, Ground Access System Capacity.
3	Market Demand Analysis	Basics of demand, demand schedule, demand curve, demand function, determinants and characteristics of demand for air transportation
		Source of demand, elasticity of demand, supply of airline services, factors and characteristics of supply for airline services.
		Cost and Production Analysis: Cost classifications, Cost functions, Economics of scale, scope and density
		Airline industry cost structure, Airline break-even analysis, Operating leverage, Airline Operating Leverage.
4	International Economics and Aviation	International economics and trade, The logic of production possibility, absolute advantage, comparative advantage and free trade.
		Trade protections and trade barriers
		Foreign currency and exchange rates
		Market Structure and monopolistic markets
		Hybrid Market Structure and the Aviation Industry
		Aviation forecasting and regression analysis
		Pricing policy and Revenue Management
5	Economics of	History of Aviation Safety and Security
	Aviation Safety and Security	Incentives for aviation safety
		Causes of aviation accidents
		Classification of accidents by phase of flight, by region
		Basic economics of safety. Safety prevention.

SI. No.	Title of the Book	Author	Publisher
1	Introduction to Air Transport Economics: From Theory to Applications	Bijan Vasigh, Tom Tacker, Thomas Tacker, Ken Fleming	Ashgate Publishing, Ltd.,
2	Principles of Airport Economics	P.S. Senguttuvan	Excel Books
3	Airport Economics Manual		International Civil Aviation Organization

Pape	r Code: HMA24	Airport Planning and Design
Unit No.	Торіс	Contents
1	Airports and	Introduction to Airports and Airport Systems
	Airport Systems	Organization and Administration
		A Historical and Legislative Perspective
2	The Components	The Airfield
	of the Airport	Airspace and Air Traffic Control
		Airport Terminals and Ground Access
3	Airport	Airport Operations Management
	Operations and Financial	Airport Security
	Management	Airport Financial Managment
4	Airport Public	The economic, political and social role of airports
	Administration and Planning	Airport planning
		Airport capacity and delay
5	Airport Design	Geometric Design of the Airfield
		Structural Design of Airport Pavements
		Airport Lighting, Marking, and Signage
		Airport Drainage
		Planning and Design of Terminal Area

SI. No.	Title of the Book	Author	Publisher
1	Planning and Design of Airports	Robert Horenjeff	McGraw Hill Book Co
2	Airport Planning & Management	Wells, Alexander T	McGraw-Hill
3	Airport Engineering	G. Glushkov, V.Babkov,	Mir Publuishers, Moscow
4	Airport Planning and Design	Khanna, Arora and Jain	Nem Chand and Bros
5	Drainage of Airfield pavements	Harry.R.Cedergern	John Wiley and Sons
6	Airport Planning and Design	Virender Kumar and Satish Chandra	Galotia Publication Press
7	Airport Engineering	Rangwala	Charotar Publishing House

Раре	Paper Code: HMA25 Aviation Law			
Unit No.	Торіс	Contents		
1	Introduction to Air Law	Origin of Air Law, Reasons for studying Air Law Autonomy of Air Law, Sources of Air Law. Law of Treaties		
		Introduction to Aircraft Rules 1937, Basic Definitions and Interpretation		
		Indian Aircraft Rules		
2	Air Corporation Act	Air Corporations Act 1953. Air Corporations Act and Ordinance 1994 for transfer of undertakings and repeal		
		Aviation Labour Law		
3	Airports Authority Act	International Airports Authority Act, 1971. National Airports Authority Act, 1985. Airports Authority Act, 1994.		
		Carriage by Air Act, 1972.		
		Anti Hijacking Act, 1982		
4	International	Fundamentals and origins of International Law.		
	Aviation Law	Public International Aviation Law.		
		The Chicago Convention. The International Air Services Transit Agreement. The International Air Transport Agreement.		
		The Warsaw Convention. The Hague Protocol. The Suppression of Unlawful Acts Against Safety of Civil Aviation Act.		
5	Insurance	Insurance and risk evaluation		
		Aviation Hull Insurance		
		Carrier's Liability Insurance		
		Flying Personal Insurance		
		Hijacking		

SI. No.	Title of the Book	Author	Publisher
1	An introduction to air law	Isabella Henrietta Philepina Diederiks- Verschoor	Kluwer Law International, 2006
2	Fundamentals of Aviation Law	Raymond C. Speciale	McGraw-Hill Professional
3	Aircraft Manual (India) Vol I	SBH	Sterling Book House
4	Aircraft Manual (India) Vol II	SBH	Sterling Book House

Paper Code: HMA26		Airline Marketing and Management		
Unit No.	Торіс	Contents		
1	Introduction to Airline Marketing	Introduction to Marketing, The Marketing Mix, The Marketing Environment, The Marketing Management Cycle		
		Stages in the Application of Marketing Principles to Airline Management		
		The Market for Air Transport Services		
		The Marketing Environment		
2	Airline Business and Marketing	Porter's "Five Forces" and their Application to the Airline Industry		
	Strategies	Strategic Families		
		"Focus" Strategies		
3	Product Analysis in Airline Marketing	The Theory of Product Analysis and its Application to the Airline Industry		
		Fleet and Schedules-Related Product Features		
		Customer Service-Related Product Features		
		Controlling Product Quality The Air Freight Product		
		Pricing and Revenue Management		
		Distributing the Product		
4	Brands Management in	"Brands" and "Commodities", Brand-Building in the Airline Industry, Brand Strategies		
	Airline Marketing	Relationship Marketing, Components of a Relationship Marketing Strategy		
		Frequent Flyer Programmes		
5	Airline Selling, Advertising and Promotional Policies	The Anatomy of a Sale		
		Sales Planning		
		Marketing Communication Techniques		
		Airline Advertising		
		Selling in the Air Freight Market		
		The Future of Airline Marketing		

SI. No.	Title of the Book	Author	Publisher
1	Airline Marketing and Management	Shaw Stephen	Ashgate Publishing
2	General Aviation Marketing and Management	Alexander T. Wells, Bruce D. Chadbourne	Krieger Pub.
3	Principle of Marketing	Kotler, Philip and Armstrong Philip	Prentice-Hall India

Paper Code: HMA27		Entrepreneurship Development		
Unit No.	Торіс	Contents		
1	Introduction to	Definition, Concept and Need for entrepreneurship.		
	Entrepreneurship	Types of entrepreneurs: Spontaneous, Motivated and Induced.		
		Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship		
		Qualities of a good entrepreneur		
		Problems of entrepreneurs.		
2	Entrepreneurial	Entrepreneurial Values and attitudes.		
	Assets	Entrepreneurial Qualities.		
		Role demands and Requirements of Entrepreneurs		
		Barriers to entrepreneurship.		
3	Entrepreneurial	Definition and Meaning of Achievement Motivation.		
	Motivation	Need for Achievement Motivation		
		Motivating Factors: Internal and External		
4	Entrepreneurial	Creativity and Idea Generation		
	Ideas	Searching and selecting Entrepreneurial Ideas.		
		Dynamics of project Identification.		
		Matching Project and enterprise.		
		Gather Information on what works, How to succeed and mistakes to avoid		
5	Project Proposal	Proposal format and content - steps in its preparation, feasibility, testing,		
		SWOT analysis.		

SI. No.	Title of the Book	Author	Publisher	
1	Entrepreneurs: Talent, Temperament, Technique	Bolton, B. and Thompson, J	Replika Press Private Ltd, Delhi, (2001)	
2	Entrepreneurship Development, New Venture Creation	Taneja, S. and Gupta, S.L	Galgotia Publishing Company, New Delhi, (1992)	
3	Entrepreneurship	David H. Moll	Prentice Hall of India, New Delhi, 1999	
4	Entrepreneurship Development in India	Gupta C.B, and Srinivasan N.P	Sultan Chand and Sons, New Delhi	
5	Entrepreneurship: Starting, Developing and Managing a New Enterprise	Hisrich, R.D. and Peters, M.P	Richard, D. USA, Irwin, INC.	
6	Entrepreneurial Development	Desai, V.	Himalaya Publishing House. Mumbai.	
7	Project Management and Entrepreneurship	Vasant Desai	Himalaya Publishing House, New Delhi, (2000).	

Paper Code: HMA28	Project Report and Viva	a Voce		
Objectives	Application of theoretical and practical knowledge gained through the curriculum in real time environment.			
Procedure	During the second year, the student has to do a case study or carry out a research under the supervision of a Guide.			
	t has to prepare a Project Report and iversity evaluation with the approval of			
	<ul> <li>The Project Report should consist of the following:</li> <li>Introduction</li> <li>Review of Literature</li> <li>Objective of the Case Study / Research</li> <li>Research Methodology</li> <li>Data Analysis, Results and Interpretation</li> <li>Conclusion and Recommendation</li> <li>Bibliography</li> </ul>			
Evaluation	aluation Examiners, one external, appointed by the universi- another one internal, appointed by the Distance Edu Study Centre shall evaluate the Project Report and marks.			Education
	Student has to appear before the examiners for viva voce. The viva voce will have questions from the curriculum as well s from the Project Report.			
	Distribution of Marke	Maximum		Minsingures
	Distribution of Marks	External	Internal	Minimum
	Project Report	40	40	50
	Viva Voce	10	10	50
	Total 100			