

No. 241908/2419361
Fax: 0821-2419363/2419301

UNIVERSITY  OF MYSORE
Estd. 1916

e-mail : registrar@uni-mysore.ac.in
www.uni-mysore.ac.in

No: AC10/758/2019-20

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005.
Dated: 10.07.2019.

NOTIFICATION

Sub: Introduction of **BBA-Aviation Management** under specialized studies /specified Studies program - Reg.
Ref: 1. Decision of the Faculty of Commerce Meeting held on 03.04.2019.
2. Decision of the Academic Council meeting held on 07.06.2019.

The Board of Studies in **BBA-Aviation Management** which met on **26.03.2019** has recommended to introduce BBA-Aviation Management in University of Mysore, under specialized/ specified program and approve the regulations and syllabus relating to **BBA-Aviation Management** from the academic year 2019-20.

The Faculty of Commerce and the Academic Council at their Meetings held on 03.04.2019 and 07.06.2019 respectively have also approved the above proposals.

The contents are uploaded in the University Website i.e., www.uni-mysore.ac.in, the concerned may be download it.

DRAFT APPROVED BY THE REGISTRAR.

Lingaraj 10/7/19
DEPUTY REGISTRAR (ACADEMIC),
UNIVERSITY OF MYSORE,
MYSORE.

- To:
1. Registrar (Evaluation), University of Mysore, Mysuru.
 2. The Dean, Faculty of Science Department of Studies in Zoology, Manasagangotri, Mysuru.
 3. The Director, Hindustan First Grade College, No.27, 3rd stage, Industrial suburb, J.P.Nagar, Mysore-570008.
 4. The Director, PMEB, Pareeksha Bhavan, University of Mysore, Mysuru.
 5. The Director, College Development Council, Moulya Bhavan, Manasagangotri, Mysuru.
 6. The Deputy Registrar/ Assistant Registrar/ Superintendent, AB and EB, University of Mysore, Mysuru.
 7. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
 8. Office Copy.

SP(C-2 Table Agenda)/Approved.

UNIVERSITY OF MYSORE



Proposed Regulation for Six Semester Programme of BBA (Aviation Management)

Regulations – 2019

1.0 NAME OF THE PROGRAMME AND DURATION OF THE COURSE: BBA (Aviation Management) (Six Semesters)

NOTE :

1. These regulations are applicable to students taking admission to First semester BBA (Aviation Management) from Academic Year 2019 – 20
2. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

2.0 ELIGIBILITY FOR ADMISSION

A candidate who has passed the two year pre-university examination conducted by the pre-university board of education in the State of Karnataka or any other examination considered equivalent thereto by the University of Mysore, Mysore is eligible for admission to the First Semester of the Programme.

3.0 ADMISSION PROCEDURE

- 3.1 At the time of admission all documents in original in support of the claims made in the application have to be produced.
- 3.2 All decisions taken by the University of Mysore, Mysore with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

4.0 SCHEME OF INSTRUCTIONS:

- 4.1 Every course offered **may** have three components: Lecture (L), Tutorial (T) and Practical (P). Tutorial session consists of participatory discussion / self study / desk work / brief seminar presentations by students and such other novel methods.
- 4.2 One hour of lecture is equal to one credit and two hours of tutorials / practicals is equal to one credit.

5.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be University Examination at the end of each semester for maximum marks of 80 marks for Theory examination and the Continues Assessment will be for 20 marks.
In case of courses less than 3 credits, C3 (Semester End Examination) will be for 40 marks and Continues Assessment is for 10 marks.

All courses of this program except courses that are common to all other graduate programme of the University of Mysore shall be set/valued/reviewed by BoE of BBA (Aviation Management), for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	2*15= 30
Part- B : Answer any three out of five questions.	3*10= 30
Part- C : Answer any four out of six questions.	4*05= <u>20</u>

TOTAL **80**

Evaluation of each course is divided into Continuous Assessment (CA) and C3, (Semester End Examination) with marks allocated as shown in the table.

Scheme of Assessment:

Course Type	C1	C2 (Including ABFR)	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
DSC	10	10	80	3	100
DSE	10	10	80	3	100
SEC	10	10	80	3	100
Project Work	30	30	40	3	100
AECC	10	10	80	3	100

Continues Assessment will be carried out in two stages: One, after eight weeks of instructions designated as C1, C2 is the preparation of Activity Based Field Report. In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks. The end of term examination designated as C3.

Continuous assessment may be through Activity Based Field Report, announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical.

The breakup of marks will be as follows:

a. C1(Covering the first half of the syllabus)	-10 Marks
b. C2(Covering the Second half of the syllabus & ABFR)	-10 Marks
c. C3 (Covering Entire Syllabus)	<u>-80 Marks</u>
Total	=<u>100 Marks</u>

Evaluation of Project Report

Evaluation of Project Report is for 100 marks divided into three components.

a) C1 (Finalization & Preparation of Synopsis)	-30 Marks
b) C2 (Submission of detailed work dairy)	-30 Marks
c) C3 (Final Project Report)	-40 Marks

6.0 ATTENDANCE:

- 6.1 Only those Students, who have at least 75% attendance in a course, shall be permitted to take C3 examination for that course.
- 6.2 A candidate who fails to satisfy the requirement of attendance in a course shall re-join the same course by obtaining prior permission from University.

7.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English. However, a candidate may write examination in Kannada.

8.0 BOARD OF EXAMINERS:

- 8.1 There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- 8.2 There will be single valuation for all the papers.
- 8.3 Question paper pattern will be

- | | |
|---|----------|
| • Part- A: Answer any two out of four questions. | 2*15= 30 |
| • Part- B : Answer any three out of five questions. | 3*10= 30 |
| • Part- C : Answer any four out of six questions. | 4*05= 20 |

Total	80
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9.0 PASSING CRITERIA:

- 9.1 A student is considered to have passed the course, only on securing a minimum of 40% from C1, C2 and C3 put together.
- 9.2 A student can take C3 exam irrespective of the marks secured in C1 and C2 of a particular course.
- 9.3 In case a student secures less than 30% in C3 or absents for C3, the student is said to have not completed the course. The student shall complete the course by re-appearing only for C3 component of that course when University conducts the examination. The student carries the marks already awarded in C1 and C2.
- 9.4 On successful completion of UG program, a final grade card consisting of grades of all courses successfully completed by the student will be issued by the University.

10.0 ANY OTHER ISSUE NOT ENVISAGED ABOVE SHALL BE RESOLVED BY THE VICE CHANCELLOR IN CONSULTATION WITH THE APPROPRIATE BODIES OF THE UNIVERSITY WHICH SHALL BE FINAL AND BINDING.

11.0 WHEREVER THE REGULATION IS SILENT, THE PROVISIONS OF UNIVERSITY REGULATIONS SHALL BE APPLICABLE.

BBA (Aviation) Programme:

Sem	Core		Elective			Foundation (Ability Enhancement Courses)			Total Credits
	DSC		DSE	GE		SEC		AEEC	
	Course	Credits	Course	Course	Credits	Course	Credits	Course	
I	DSC-1	5	--	--	--	--	--	ಕನ್ನಡ/MIL -1	3
	DSC-2	4	--	--	--	--	--	Eng - 1 Environmental Studies / Constitution of India	3
	DSC-3	4	--	--	--	--	--	ಕನ್ನಡ/MIL - 2	3
II	DSC-4	4	--	--	--	--	--	Eng - 2 Constitution of India / Environmental Studies	3
	DSC-5	4	--	--	--	--	--	ಕನ್ನಡ/MIL - 3	3
	DSC-6	5	--	--	--	--	--	Eng-3 Disaster management	2
III	DSC-7	4	--	--	--	--	--	ಕನ್ನಡ/MIL - 4	3
	DSC-8	5	--	--	--	--	--	Eng-4	3
	DSC-9	5	--	--	--	--	--		2
IV	DSC-10	5	--	--	--	--	--		
	DSC-11	4	--	--	--	--	--		
	DSC-12	4	--	--	--	--	--		
V	DSC-13	5							
	DSC-14	4	DSE-1						
	DSC-15	5	DSE-2			SEC-1	4		
VI	DSC-16	5							
	DSC-17	4	DSE-3						
	DSC-18	5	DSE-4			SEC-2	4		
Total	DSC-19	5							
		86			20		8		32
									146

DSC = Discipline Specific Course
DSE = Discipline Specific Elective
GE = Generic Elective

SEC = Skill Enhancement Courses
AEEC = Ability Enhancement Compulsory Courses

BBA (AVIATION MANAGEMENT) COURSE STRUCTURE

DETAILS OF BBA (AVIATION MANAGEMENT) SUBJECTS AND SYLLABUS:

Sl.No.	Course Code	Subject	Credits	L:T:P
I SEMESTER				
1	AECC	Kannada/MIL – 1	3	2:1:0
2	AECC	English – 1	3	2:1:0
3	DSC – 1	Financial Accounting -I	5	4:1:0
4	DSC – 2	Principles of Management	4	3:1:0
5	DSC – 3	Introduction to Aviation Industry	4	3:1:0
6	AECC	Environmental Studies	3	2:1:0
TOTAL			22	28
II SEMESTER				
1	AECC	Kannada/MIL – 2	3	2:1:0
2	AECC	English – 2	3	2:1:0
3	DSC – 4	Airline Customer Service	4	3:1:0
4	DSC – 5	Global Business Environment	4	3:1:0
5	DSC – 6	Financial Accounting – II	5	4:1:0
6	AECC	Constitution of India	3	2:1:0
TOTAL			22	28
III SEMESTER				
1	AECC	Kannada/MIL – 3	3	2:1:0
2	AECC	English – 3	3	1:2:0
3	DSC – 7	Fundamentals of Computer Application	4	2:0:2
4	DSC – 8	Cost Accounting	5	4:1:0
5	DSC – 9	Airport Operations	5	4:1:0
6	AECC	Disaster Management	2	2:0:0
TOTAL			22	29

IV SEMESTER				
1	AECC	Kannada/MIL – 4	3	2:1:0
2	AECC	English- 4	3	1:2:0
3	DSC – 10	Management Accounting	5	4:1:0
4	DSC – 11	Principles of Marketing	4	3:1:0
5	DSC – 12	Human Resource Management	4	3:1:0
6	DSC – 13	Introduction to Cargo Management	5	4:1:0
TOTAL			24	31
V SEMESTER				
1	DSC – 14	Project Management	4	3:1:0
2	DSC – 15	Quantitative Aptitude	5	4:1:0
3	DSC – 16	Tax Management-I	5	4:1:0
4	DSE – 1	Any one from Group A (CG/ED)	5	4:1:0
5	DSE – 2	Any one from Group B (AMM/AS&SM/)	5	4:1:0
6	SEC-1	Project work	4	0:0:4
TOTAL			28	29
VI SEMESTER				
1	DSC – 17	Air Ticketing and Fare Construction	4	3:1:0
2	DSC – 18	International Law	4	3:1:0
3	DSC – 19	Tax Management – II	5	4:1:0
4	DSE – 3	Any one from Group C(CSR/BE & V)	5	4:1:0
5	DSE – 4	Any one from Group D (AA&SP/ AL&M)	5	4:1:0
6	SEC – 2	Internship	5	0:0:5
TOTAL			28	28

DSE – 1Group A Courses:

1. Corporate Governance
2. Entrepreneurship Development

DSE – 2Group B Courses:

1. Airline Marketing Management
2. Airport Safety & Security Management

DSE – 3Group C Courses:

1. Corporate Social Responsibility
2. Business Ethics & Values

DSE – 4Group D Courses:

1. Airline Advertising & Sales Promotion
2. Aviation Law & Management

I SEMESTER
DSC – 1 FINANCIAL ACCOUNTING-I

L: T: P 4:1:0

6 Hours Per Week

Unit 1 : Meaning of Accounting - Accounting Principles - Concepts and Conventions- Accounting Standards - Meaning - objectives - Indian Accounting Standards - IFRS. Systems of Book- Keeping - Rules of double - entry -preparation of Journal and Ledger.

Unit 2: Subsidiary Books - Purchase, Purchase Returns, Sales, Sales Returns, Cash Book, Petty Cash Book, Journal proper, Bills Receivable and Bills Payable Book (Format and Theory only). Problems on Three Column Cash Book.

Unit 3: Preparation of Trial Balance- Preparation of Final Accounts of Sole - Trading Concern, Trading Account, Profit and Loss Account and Balance Sheet.

Unit 4: Depreciation - Meaning, Causes, Methods of Depreciation. Problems on Straight - line method, Written down value method and Sinking fund method.

Unit 5: Consignment- Meaning- Differences between Sales and Consignment - Proforma Invoice - Account Sales- Problems on consignment (at cost and Invoice price)- Normal loss and Abnormal loss.

Unit 6: Bills of Exchange- meaning, Features- parties to Bill of Exchange- Noting and Protest - Discounting - Endorsement - Renewals of Bills - Dishonor of Bills, Simple problems on Trade Bills.

BOOKS FOR REFERENCE:

- | | |
|----------------------------------|--------------------------------|
| 1. Financial Accounting | B S Raman |
| 2. Financial Accounting - I & II | G h Mahadevaswamy & B H Suresh |
| 3. Advanced accounting | M C Shukla and T S Grewal |
| 4. Financial Accounting | S P jain and Narang K L |
| 5. Advanced Accounting | P C TULSIAN |

I SEMESTER
DSC – 2 PRINCIPLES OF MANAGEMENT

L: T: P 3:1:0

5 Hours Per Week

Unit 1: Introduction to Management: Meaning and Definition - Nature - Management Process - Management Functions - Levels of Management and Skills - Importance - Management Thinkers: F W Taylor - Henry Fayol - Elton Mayo - Peter F. Druker and Prahalad.

Unit 2: Planning & Decision Making : Meaning & Definition of Planning - Planning Process Purposes of Planning - Features and Importance Benefits of Planning - Types of Plans - Short Range & Long Range Plans - Strategic and Operational Plans, Policies & Procedures, Budgets and Projects - Decision Making : Meaning - Decision Making Process - Individual Vs Group Decision Making - Advantages & Disadvantages of Group Decision Making

Unit 3: Organising & Staffing : Meaning & Definition of organization - Nature - Principles of Organisation - Formal & Informal Organisations - Functional Organisation- Unity of Command, Span of Control - Delegation of Authority & Responsibility - Advantages of Delegation, Barriers to Delegation - Centralisation and De centralisation. Staffing : Meaning, Process, Importance, Functions, Factors affecting Staffing and Advantages of Staffing.

Unit 4 : Directing & Communication- Meaning and Definition of Direction - Nature of Direction - Importance of Direction - Orders and Instructions - Supervision: Essentials of Effective Supervision. Meaning and Definition of Communication - Nature, Objectives and Importance of Communication - Forms of Communication: Oral, Written and Body Language. Types of Communication : Upward, Downward, Horizontal, Vertical, Diagonal- Formal & Informal Communication- Barriers to Communication- Measures to Overcome Barriers to Communication

Unit 5: Motivation & Leadership: Meaning & Definition of Motivation - Nature and Importance of Motivation - Theories of Motivation : Maslow's Hierarchy of Needs Theory, -Herzberg's Theory - Theory X, Y and Z - Meaning & Definition of Leadership - Functions of Leadership - Leadership Traits - Leadership Styles

Unit 6: Controlling: Meaning & Definition of Controlling- Control Process - Types of Control : Feed forward, Concurrent and Feedback Controls -MBO - MBE - Control Techniques: PERT - CPM - JIT, Budgetary Control - Auditing : Internal and external Auditing

BOOKS FOR REFERENCE:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York. 52
2. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
3. Prasad L.M. Principles of Management, Sultan Chand & Sons, New Delhi.
4. Koontz and O'Donnel. Principles of Management, Tata McGraw-Hill Publishing, Co. Ltd. New Delhi.
5. Koonts and Heinz Weihrich, Essentials of Management, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
6. Bhooshan Y.K. Business Organization and Management, Sultan Chand & Sons New Delhi.
7. Peter F. Drukar, Practice of Management, Allied Management Tasks , Harper Collins Publishers
8. T.N. Chabbra Principles of Management

I SEMESTER
DSC – 3 INTRODUCTION TO AVIATION INDUSTRY

L: T: P 3:1:0

5 Hours Per Week

UNIT 1: Introduction:

Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators

UNIT 2: Characteristics:

Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics

UNIT 3: Organisational Structure:

Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture

UNIT 4: Airports and its services:

Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft

UNIT 5: Safety and security:

Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry

BOOKS FOR REFERENCE:

1. AEROSPACE: The Journey of Flight, 2nd Edition

**II SEMESTER
DSC – 4 AIRLINE CUSTOMER SERVICE**

L: T: P 3:1:0

5 Hours Per Week

Unit 1: Introduction:

Airline industry changes Customer service in the age of the customer, airline customer service

Unit 2: Communication Skills:

Customer service and communication, the importance of listening in customer service, verbal and non-verbal communication

Unit 3: Techniques:

Meet the customer, non face-to-face communication in customer service, Social media—new ways of reaching out to customer

Unit 4: Culture:

Know yourself first Social styles and customer service, cross-cultural awareness in customer service.

Unit 5: Stress Management:

Understanding stress and pressure, managing irregular working hours

II SEMESTER

DSC – 5 GLOBAL BUSINESS ENVIRONMENT

L: T: P 3:1:0

5 Hours Per Week

Unit 1: Global business environment- LPG-International trade theories-International economy-International political environment- Positioning Indian brand in global arena

Unit 2: Global Institutions- WTO-IMF-World Bank- Functions- Roles, TRIPS-TRIMS- Trade blocs-SAARC-ASEAN-NAFTA-EU.

Unit 3: Global Trade & Commerce- FDI-FII-Global monetary system, Balance of payments- Balance of trade-Fiscal policy and monetary policy with respect to global business.

Unit 4 : Indian Companies Entering Global Markets- Global Strategy- Marketing Strategy-Global HR strategy- MNC's entering India - Strategies, Mode of entry, India's Demographic dividend

Unit 5: Global business foundation Skills- BPM industry and awareness-, Common BPM services provided by India- Current challenges, Business & corporate etiquettes-B2B, B2C, Corporate Lifestyle-Basic understanding of corporate culture of western countries- culture shock -Cultural diversity-Customer Satisfaction VS customer delight.

BOOKS FOR REFERENCE

1. International business Sumati Verma
2. International business environment Francis cherunilam
3. International business environment Dr.S.Sankaran
4. International business , Text and cases Sundaram & Black
5. www.icsi.edu
6. www.egrnathalaya.nic.in
7. <https://campusconnect.infosys.com/genesis/login.aspx>

II SEMESTER
DSC – 6 FINANCIAL ACCOUNTING – II

L: T: P 4:1:0

6 Hours Per Week

Unit 1: Joint-Venture: Meaning, objectives, Methods of preparing Accounts with separate books and without separate books. Differences between Consignment and Joint Venture.

Unit2: Branch Accounts: Meaning, objectives and Types-Dependent Branches - Problems on Debtors system only at Cost and Invoice price.

Unit 3: Hire purchase: Meaning, Features, Sale v/s Hire purchase - problems on Hire purchase (Excluding Repossession).

Unit 4: Installment system: Meaning, Differences between and Installment purchase - problems on Installment system.

Unit 5: Partnership Accounts- Fixed Capital system v/s Fluctuating Capital system. Accounting treatment on Admission, Retirement and Death of a partner. Treatment of goodwill, Sacrificing Ratio and Gain Ratio. Problems on Admission, Retirement and Death of a partner.

Unit 6 : Dissolution of partnership firm, preparation of Account (Excluding Garner v/s Murry case).

BOOKS FOR REFERENCE:

- | | |
|-------------------------|-----------------------------|
| 1. Financial Accounting | B S Raman |
| 2. Advanced accounting | MRL GUPTHA & Radha swamy |
| 3. Advanced accounting | M C Shukla and T S Grewal S |
| 4. Financial Accounting | Jain and Narang K L |
| 5. Advanced accounting | P TULSIAN |

III SEMESTER

DSC – 7 FUNDAMENTALS OF COMPUTER APPLICATION

L: T: P 2:0:2

6 Hours Per Week

Unit 1: Introduction to Computer – Uses of Computers in Business – Overview of Technology and organisation – Computer Hardware Types, Parts and their functions – software : System Software Application Software.

Unit 2: Office productivity Tools Word Processing – Electronics Spreadsheets - Business Project Management and Presentation Tools.

Unit 3: Data Processing – Techniques of data processing: Online, Batch mode real time Processing Software tools and applicability to organisation setup.

Unit 4: Database Structure – Types and Comparison – Data access control software – Methods and structure of Data Base Management – Data storage and retrieval current and most frequently used Reporting systems, Management Systems and Languages.

Unit 5: Telecommunications and Networking – Network Design LAN / WAN / SAN – Networking structure needed for a Business Organisation – Data Transmission methods – Internet Email, Chatting and video conferencing Web browsers, Search engines.

III SEMESTER

DSC – 8 COST ACCOUNTING

L: T: P 4:1:0

6 Hours Per Week

Unit 1 - Cost Accounting:- Introduction, meaning, definitions of cost, Costing and Cost Accounting, objectives, advantages and disadvantages of Cost Accounting. Comparison between Cost Accounting and Financial Accounting, Elements of Cost, classification of Cost, Cost unit, Cost centre, statement of Cost, preparation of Cost sheet including Estimations, Quotation and Tender.

Unit 2 - Materials: Meaning, nature, classifications and codification. Purchase procedure, functions of store keeper. Inventory control-meaning, techniques-problems on stock levels, pricing the issue of materials-methods, problems on FIFO AND LIFO only.

Unit 3 Labour: Meaning, methods of time keeping and time booking, methods of remunerations to labour overtime and idle time and their treatment problems on time wage, piece wage, Halsey and Rowan plan.

Unit 4-Overheads: Meaning, Overhead accounting process-classifications, codifications, allocation, apportionment, re-apportionment and absorption of Overheads, Problems on primary and secondary distribution (Repeated Distribution method only). Machine Hour Rate - Meaning and problems.

Unit 5-Methods of Costing: Introduction, different methods of costing and applications Contract Costing-problems, Process Costing-problems on Process losses only.

Unit 6 -Operating Costing: Introduction, Format of operating Cost Sheet-problems on Operating Costing- Transport undertakings only

BOOKS FOR REFERENCE:

1. Cost Accounting- S P Jain and K L Narang
2. Cost Accounting R S.N. Pillai and V Bagavathi
3. Cost Accounting M Ravi Kishore
4. Cost Accounting Shukla M.C. and Grewal T.S.

III SEMESTER DSC – 9 AIRPORT OPERATIONS

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: Green Field Airport, Airport Terminal, Passenger Terminal, Airport Charges, Air certification, Airport facilities for passenger. Hub & Spoke system noise Management.

UNIT 2: Passenger service and principles of handling, Passenger handling procedure passport, P.O.E. Clearance, Police Clearance – Departure, Arrivals, Transit / Connection, over flow and denied boarding, Embarkation & Disembarkation procedures, No show, go show cancellation, After delays.

UNIT 3: Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, Excess baggage charges, Baggage tracing – type of mishandled baggage Systems for tracing mishandled baggage, Found & unclaimed baggage, property irregularity report.

UNIT 4: Air Navigation service, Airspace and Air traffic, Service, Navigational aids and communication.

UNIT 5: Emergency Procedures in Airport, Types of Emergency, Fully Emergency, Hi – Jack – Bomb threat – Aircraft accident - Airport securities safety Measures.

REFERENCE BOOKS:

1. The Airport Business – Dogains R.
2. Airport Operations – Ashford, Station & More. Cleared for takeoff behind the scene of Air Travel – Barlay.
3. Airport Operations – Norman J Ashford, Atlantic Publishers

IV SEMESTER DSC - 10 MANAGEMENT ACCOUNTING

L: T: P 4:1:0

6 Hours Per Week

Unit 1-Management Accounting: Meaning and Definitions, Nature, Scope and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting.

Unit 2 - Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, margin of safety. Make or buy decisions, graphical analysis.

Unit 3- Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making.

Unit 4- Analysis of Financial Statements: Meaning, tools of financial statements-(Common size, comparative, Trend analysis, Ratio analysis). Profitability Ratio- G/P, N/P, Operating Ratio, EPS, Turnover Ratio, Debtors Turnover ratio, Creditors Turnover ratio, Stocks Turnover ratio, working Capital Turnover ratio, Fixed Assets turnover ratio. Financial ratio- Current ratio, Liquid ratio, Debt-equity ratio, Proprietary ratio, (problems on above ratio only).

Unit 5- Budgetary control: Definitions- Budget, Budgetary control, objectives, Basic concepts, key factors. Types of Budgets, problems on Flexible Budget, Cash Budget and Sales Budget.

Unit 6- Standard Costing: Meaning, Definition, Difference between standard costing and budgetary control, Advantages and limitations, Variance analysis. Simple problems on material and labour variances.

BOOKS FOR REFERENCE:

1. Management Accounting- Sharma and Gupta
2. Management Accounting -S.N. Maheshwari
3. Management Accounting –Saxena
4. Management Accounting- Goyal and Manmohan
5. Management Accounting -Pillai and Bhagavathi

IV SEMESTER
DSC – 11 PRINCIPLES OF MARKETING

L: T: P 3:1:0

5 Hours Per Week

Unit 1: Marketing concepts, Marketing Mix, -Product, Price, Place and Promotion, Social Marketing.

Unit 2: Product Strategy- Product Planning and Product development of New Product, Product Life cycle, Product Line and Mix, Product modification and elimination, Branding and Packing decisions.

Unit 3: Consumer Behaviour and the impact of behavioural science on Marketing creations, Factors influencing the consumer Behaviour.

Unit 4: Pricing Policies and strategies, types of pricing, factors affecting pricing decisions Promotion, types of sales Promotion, Channels of distribution.

Unit 5: Social responsibility of Marketing, Marketing Ethics, Consumerism, Environmentalism.

BOOKS FOR REFERENCE:

- | | |
|-------------------------|--------------------|
| 1. Marketing Management | Philip Kotler |
| 2. Marketing Management | William J. Stanton |
| 3. Marketing Management | S A Sherlekar |

IV SEMESTER
DSC – 12 HUMAN RESOURCE MANAGEMENT

L: T: P 3:1:0

5 Hours Per Week

Unit 1: Meaning and Definition; Differences between Personnel Management and HRM; objectives; scope; functions; Evolution and Development of HRM- trade union movement era; social responsibility era; Human relations Era; Behavioural Science Era; systems approach era contingency approach era. HRM in India- an overview.

Unit 2: Human Resource Planning: Definition, Man-power Planning vis-à-vis HR planning, objectives of HRP; Need for and Importance of HRP- Human Resource Planning process; Human Resource information system, Barriers to HRP.

Unit 3 : Job-analysis and design; Job analysis- job description- job specification, job evaluation- uses of job analysis, process of Job Analysis- methods of data collection, concept of Job Design, factors affecting job design; Techniques of job Analysis-work simplification, job rotation, Job enrichment, Job Enlargement-ways to enrich job.

Unit 4 : Recruitment- Meaning and definition; factors affecting recruitment-internal and external sources of recruitment-internal and external sources- evaluation of internal and external sources; recruitment process; Recruitment practices in India –an overview- Methods of Recruitment-direct, indirect and third party method.

Unit 5 : Selection : Meaning and definition, differences between recruitment and Selection, Need for scientific selection, Selection process- preliminary interview, application blanks, Selection tests, Types of tests- ability tests, Aptitude tests, Achievement tests, Intelligence tests, Personality tests- interviews objectives, Types, Final selection, Induction, meaning objectives, Phases of induction.

BOOKS FOR REFERENCE:

1. Aswathappa, K. (2017). Human Resource Management, 8th Edition. McGraw Hill.
2. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P.M. (2015). Fundamentals of Human Resource Management, 3rd Edition. India Edition, McGraw Hill. 2

IV SEMESTER
DSC – 13 INTRODUCTION TO CARGO MANAGEMENT

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: INTRODUCTION:

Operations at cargo agencies, airlines, and freight forwarders

UNIT 2: RATING PRINCIPLES:

Air cargo acceptance basic rating principle

UNIT 3: BILL:

Air waybill completion

UNIT 4: TERMINOLOGY:

Industry terminology and abbreviations

UNIT 5: CARGO MANUALS:

IATA geography, TACT, OAG, and other cargo manuals

BOOKS FOR REFERENCE:

1. IATA Book on Airline Cargo Management.

**V SEMESTER
DSC – 14 PROJECT MANAGEMENT**

L: T: P 3:1:0

5 Hours Per Week

Unit 01 - Introduction:

Impact of HR, MIS, Finance and Production, generation and screening of project ideas

Unit 02 - Feasibility Study of Project:

Market Analysis, Technical Analysis and Financial Analysis

Unit 03 - Project Cash Flows:

Incremental Principle, Long Term Funds Principle and Exclusion of Financing Costs Principle Project Appraisal Criteria: NPV (Net Present Value), IRR (Internal Rate of Return) and Pay Back Period (PBP)

Unit 04 - Network Techniques for Project Management:

Development of project Work, PERT and CPM Model and Network Cost System

Unit 05 : Project Review and Administration Aspects

BOOKS FOR REFERENCES:

1. Chandra, P., Project Planning: Analysis, Implementation and Review
2. Desai, V., Project Management

V SEMESTER
DSC – 15 QUANTITATIVE APTITUDE

L: T: P 4:1:0

6 Hours Per Week

UNIT 1-Set theory: meaning-types and operations on sets; application of venn diagram to represent problems on sets.

UNIT 2- Progression: Meaning of sequence, progression; types of progressions; arithmetic progression and geometric progression-general terms and sum of 'n' term of Arithmetic progression and Geometric progression-Application problems on Arithmetic progression and geometric progression.

UNIT 3-Permutations and combinations: fundamental principles of counting, Factorial(n), permutation-linear and circular permutation; Combination-Application problems using permutation and combination formula.

UNIT 4: Simple interest and compound interest-Bills discounting- Meaning-concepts; Bankers discount, true discount, bankers' gain and present worth of bill.

UNIT 5: Matrices and determinants: meaning and types of matrices, matrix operation - addition, subtraction and multiplication . Determinants of a matrix and its evaluation; solutions of linear equations by using cramer's rule.

BOOKS FOR REFERENCES:

1. Dr. B H Suresh and Mahadevaswamy G H, Quantitative Techniques, Nithya Publications, Mysore.
2. P.R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
3. V.K.Kapoor, Introductory to Business Mathematics, S. CHAND, New Delhi, 2009.
4. Sancheti and Kapoor, Business Mathematics, Sultanchand and Sons New Delhi 42.
5. G.KRangnath and T.V. Narsimhrao, Basic Mathematics Volume II.
6. N.K. Nag Business Mathematics Kalyani Publishers New Delhi.
7. Zameeruddin Business Mathematics. Vikas Publishing House, New Delhi.

V SEMESTER
DSC – 16 TAX MANAGEMENT - I

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: Brief History of Income Tax Act, Finance Act, Scheme of Income Tax, Basic Concepts-Income, Assessee, person, Assessment year, Previous Year, Gross Total Income, Total Income, Marginal rate of Tax—Agricultural Income-Residential Status of individual, Incidence of Tax (including problems)-Incomes which do not form part of Total Income U/S 10.

UNIT 2: Heads of Income: Income from Salary -features of salary income-allowancesperquisites-provident fund-computation of Taxable salary income –Retirement benefits-Gratuity, Commutation of Pension, Leave encashment- problems

UNIT 3: Income from House Property: basis of charge-deemed ownership-exemptionsdetermination of annual value-Deductions u/s 24-computation of income from house property.

UNIT 4: Capital Gain:Capital Asset, Transfer, cost of acquisition, cost of improvement, indexation, types of Capital gain-exemptions for individual assessee u/s 54-54GB-problmes

UNIT 5: Profits and gains of Business and profession (Individual Assesseees)-Expenses expressly allowable and inadmissible, General Deductions/expenditures u/s 37, lossesdeemed profits-method of accounting-computation of taxable income from business. Computation of Income from profession in cases Advocates, Doctors, Chartered Accountant.

UNIT 6 : Income from other sources (including problems), Set off and carry forward of losses (theory only), Assessment of Individual-Application of Deductions u/s 80C-80U.

BOOKS FOR REFERENCE:

1. Direct Taxation- T.N.Manoharan
2. Direct Taxation- Girish Ahuja, & Ravi Gupta
3. Direct Taxation- Dr. Vinod.K.Singania
4. Income Tax law and practice-Gaur & Narang
5. Income Tax Law- Dinakar Pagare
6. Income Tax Law & Accounts- Bhagavati Prasad
7. Income Tax Law and Accounts – H.C. Mehrothra

V SEMESTER
DSE – 1GROUP A: CORPORATE GOVERNANCE

L: T: P 4:1:0

6 Hours Per Week

Module 1: Concept of Corporate Governance: Its importance, Principles of corporate governance, OECD Principles of corporate governance, Theories of corporate governance-Agency theory and stewardship theory, Models of corporate governance around the world, Need for good corporate governance, present scenario and case studies.

Module 2: Corporate Governance and Role of committees in India: Need and Importance of Committee Reports, Emergence of corporate governance, corporate governance committees- Cadbury Committee on corporate governance, 1992, Sarbanes-Oxley Act, 2002, Kumar Mangalam Birla Committee, 1999, Naresh Chandra Committee Report, 2002, Narayana Murthy committee Report, 2003, Dr. J. J. Irani Committee Report on Company Law, 2005, - case studies.

Module 3: Business Ethics: Concept and Importance, Nature and importance of Business ethics, Principles of Business ethics, Arguments for and against business ethics, benefits of corporate ethics, techniques to improve ethical conduct of business, Ethics in functional areas of business-marketing, HRM, Accounting and auditing, Finance, etc, ethics and Science and technology, philosophy and culture-managing ethics and legal compliance-case analysis.

Module 4: Corporate Social Responsibility: Corporate crimes-company and society relations, corporate social challenges-corporate accountability-business and ecology-case analysis.

BOOKS FOR REFERENCE:

1. Business ethics by L.P. Hartman, Tata Mc Grawhill.
2. Business ethics by W.H. Shaw- (Thomson)
3. Corporate management and Accountability by L.C. Gupta (Mc Millan Institute for FM and Research, Chennai-1974)
4. Strategic Management by Hill, Ireland and Horkisson (Thomson).
5. Business and society by Keith Davis (Mc Graw Hill)

V SEMESTER
DSE – 1 GROUP A: ENTREPRENEURSHIP DEVELOPMENT

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development, women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.

UNIT 2: Entrepreneurship development program(EDP), meaning, objective, importance, institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC,RUDSET, Industrial estate-Meaning and importance.

UNIT 3: Financing of small business in India, institutional and non-institutional assistanceSFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing)-recent industrial policy(2011), PM MUDRA YOJANA- meaning, objectives, procedures for obtaining loan under MUDRA.

UNIT 4: Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature, project formulation, project report-meaning, importance, general format of project report, project appraisal, financial, technical, marketing, social feasibility study, obtaining license, clearance certificate, registration procedure.

UNIT 5: Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and society, self-employment-recent trends in the areas of self-employment-event management-meaning and areas of business in event management (partyorganizing, catering, wedding plan and corporate event plan) tourism-meaning, tourism products, E-marketing as self-employment opportunity.

BOOKS FOR REFERENCE:

1. Entrepreneurship and Small Business Management- C B Gupthaand S S Khanka
2. Entrepreneurship Development – C B Gupthaand Srinivasan
3. Entrepreneurship development development –Shankaraiah
4. Entrepreneurship Development-S S Khanka
5. Management of small scale business and entrepreneurship- Vasantha Desai

V SEMESTER
DSE – 02 GROUP B: AIRLINE MARKETING MANAGEMENT

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: INTRODUCTION TO AIRLINE MARKETING - Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management

UNIT 2: AIRLINE MARKET AND PERFORMANCE - Customer Definition, Apparent & True Needs, Customer in Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTEL Analysis, Building Customer Satisfaction

UNIT 3: PRODUCT ANALYSIS IN AIRLINE MARKETING - Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy

UNIT 4: MARKET RESEARCH - Types, process, tools and techniques, application of marketing research, advertising techniques, brand preferences, customer satisfaction, customer perception, distribution, relationship marketing, competitor analysis, preparation of marketing research report

UNIT 5: IMPACT OF INFORMATION TECHNOLOGY ON MARKETING DECISIONS: Online marketing, web based marketing programmes, emerging trends and challenges to airline marketers, sample case studies

BOOKS FOR REFERENCE:

1. Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition, 2007.
2. Philip Kotler: Marketing management (Millennium edition), Prentice Hall of India P (ltd), New Delhi 2001.
3. Boyd Walker, Marketing Management, McGraw Hill, 2002
4. Keith Flether, Marketing Management and Information Technology Prentice Hall, 2001.
5. <http://perpustakaan.sttkd.ac.id/ebook/uploads/Airline%20marketing%20and%20management.pdf>
6. <http://mail.dai-global-developments.com/6syd9zz4azim/09-isaac-bernhard-3/read-9781409401476-airline-marketing-and-management-hardback.pdf>
7. <https://www.sciencedirect.com/journal/journal-of-air-transport-management>
8. <https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles>
9. <https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf>

V SEMESTER
DSE – 02 GROUP B: AIRPORT SAFETY AND SECURITY MANAGEMENT

L: T: P 4:1:0

6 Hours Per Week

Unit 1: Airport Security–I: Introduction, security planning, responsibility and organisation, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

Unit 2: Airport Security–II: Airport security programme, Airport security authority, Airport civil aviation security committee, preventative measures, security v/s facilitation training and awareness, testing inspection and audit. Bureau of Civil Aviation Security (BCAS).

Unit 3: Physical Security for the Aviation Environment: Introduction Intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing security lighting, window security.

Unit 4: Airport Aircraft Emergencies: Types of emergencies, level of protection required, water supply and emergency access roads communication and alarm requirements. Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

Unit 5: Airport Emergencies Response and Noise Control: Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation, functions of Aerodrome committee.

VI SEMESTER

DSC – 17AIR TICKETING AND FARE CONSTRUCTION

L: T: P 3:1:0

5 Hours Per Week

Unit 1: AIR TRANSPORT: Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.

Unit 2: AIRFARES & TICKETING – I: Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents

Unit 3: AIRFARES & TICKETING – II: Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares

Unit 4: TOUR PROGRAMMES: Terms and abbreviations, Types of Tours, How and why tours are produced, Item included in a tour brochure, Booking Conditions, Reservation Procedures

Unit 5: TRAVEL FORMALITIES: The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence

BOOKS FOR REFERENCES:

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.
5. <http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx>
6. <https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849>

VI SEMESTER DSC – 18 INTERNATIONAL LAW

L: T: P 3:1:0

5 Hours Per Week

Unit 01 : Introduction – Evolution of international Law- Sources, Treaties, Customs, General Principles of Law, Judicial decisions and opinion of the publicists- other sources of law, law making through international organization- codification and progressive development – Role of International Law Commission.

Unit 02 : Relationship between international law and municipal law – Application of international law in the municipal sphere- Application in the national sphere- Customary laws and treaties with special reference to India- Influence of international law on in the World Court and other tribunals.

Unit 03: Jurisdiction of State- Nationality, its acquisition, loss and proof- Double nationality and statelessness- Criminal jurisdiction – Basis of criminal jurisdiction – International Criminal law and International Criminal Tribunals- Aliens- Acquired rights of aliens- Sovereign immunity – Immunity of States- Immunity of State Organs and Property - State Responsibility – General Principles- Immutability- Responsibility for injuries to aliens- Procedural enforcement of claims, espousal and nationality of claims, and exhaustion of local remedies.

Unit 04: International Environmental Law- Introduction – Development of international environmental law- General Principles – Regulation of trans boundary air pollution- Protection of ozone layer- Global warming and climate change- International rivers and lakes- Protection of wildlife and terrestrial resources – Conservation of Biological Diversity and its Convention.

BOOKS FOR REFERENCE:

1. Oppenheim – International Law Vol. I – Law of peace
2. O’connel – International Law Vols. I & II
3. Brierly – The Law of Nations
4. Sorensen – A Manual of Public International Law
5. Brownlie – Principles of International Law
6. Harries, D.J – Cases and Materials on International Law
7. Green T.H. – International Law through Cases.
8. HungM.Kindred (ed) – International Law

VI SEMESTER
DSC – 19TAX MANAGEMENT – II

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: Introduction to GST- Indirect tax Structure in India, Issues in Indirect Tax, Rationale for Transition to GST. GST-Meaning, Definition of GST, Types of GST, Features of GST, Benefits of GST, Problems on Introduction to GST.

UNIT 2: Levy and Collection of Tax: Introduction Supply- meaning and scope of supply, treatment of mixed and composite supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, list of transactions for supply of goods and services and list of transactions for non-supply of goods and services, Reverse charge mechanism

UNIT 3: Time of supply-Introduction, time of supply-forward charge, Reverse charge, residuary, special charges Time of supply of service- forward charge, reverse charge, Vouchers, Residuary, Special charges. Problems on determination of time of supply

UNIT 4: Value of taxable supply-conditions, inclusions, Consideration not wholly in money, Supply between two related persons, Supply through agent, cost based value, Residual valuation, specific supplies, Service of pure agent. Problems on determination of value of supply.

UNIT 5: Input tax credit- meaning, conditions for taking credit, ineligible input tax credit, availability of credit in special circumstances, Input tax credit and change in constitution of registered person, Taking input tax credit in respect of inputs and capital goods sent for job work, Manner of Distribution of Credit by Input Service Distributor (ISD)

UNIT 6: Registration under GST-Persons liable for registration, compulsory registration, Procedure for Registration, Rejection of application for registration, cancellation of Registration, Returns-Furnishing details of outward supplies and inward supplies, a brief introduction to GST forms-1 to 8, Steps for filing forms, Levy of late fee.

BOOKS FOR REFERENCES:

1. Students Guide To GST & Customs Law Vinod K Singhanian
2. Compendium on Goods and service Tax – Dr. Manju S
3. www.cbec.gov.in/
4. www.icsi.edu.in
5. www.icaai.org

VI SEMESTER

DSE – 3 GROUP C: CORPORATE SOCIAL RESPONSIBILITY

L: T: P 4:1:0

6 Hours Per Week

UNIT 01: Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT 02: International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

UNIT 03: CSR-Legislation in India & the world. Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

UNIT 04: The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.

UNIT 05: Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit & Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.

BOOKS FOR REFERENCE:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique
7. Growth, Sustainability, and India's Economic Reforms – Srinivasan
8. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad
9. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
10. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
11. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar. University of Delhi.
12. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
13. Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi.

VI SEMESTER
DSE – 3GROUP C: BUSINESS ETHICS & VALUES

L: T: P 4:1:0

6 Hours Per Week

Unit 1: Nature of Business Ethics – Introduction – Meaning- Religion and Ethics – Morals and Ethics – Ethics in Management – Ethics in Business – Importance of Ethics in Business.

Unit 2: Value Systems – Introduction – Values – Moral Standards – Source of Ethics – Nature and objectives of Ethics – A Holistic view of values and Ethics – Categorization of values – Moral values.

Unit 3: Values for Indian Managers – Need for business Ethics – Universal criteria –Indian value system and Business Ethics- Ethical problems faced by the managers – Impact of ethics on managerial performance – Value Driven stakeholder management.

Unit 4: Professional Ethics for Functional Managers – Comparative Ethical behavior of Managers – Code of Ethics – Competitiveness and Ethics – Organizational Size and Ethics – Cost of Ethics.

Unit 5: Modern business Ethics and Dilemmas – Right in theory, Does Ethics work in business? – Legal vis- a -vis Ethical –Corporate social responsibility and Ethics - Corporate Governance and Ethics

BOOKS FOR REFERENCE:

1. Business Ethics, Ravindranath V. Badi & Narayanas V. Badi Vrinda Publications.
2. The Ethics of Management. Larue Tone Hosmer and Richard D Irwin Inc.
3. Business Ethics: W H Shaw

VI SEMESTER
DSE – 04 GROUP D: AIRLINE ADVERTISING & SALES PROMOTION

L: T: P 4:1:0

6 Hours Per Week

UNIT 1: INTRODUCTION TO ADVERTISEMENT: Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - advertisement campaign

UNIT 2: ADVERTISEMENT MEDIA: Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling.

UNIT 3: DESIGN AND EXECUTION OF ADVERTISEMENTS: Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio. T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements.

UNIT 4: AIRLINE ADVERTISING: Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies.

UNIT 5: SALES PROMOTION CAMPAIGN: Sales promotion - designing of sales promotion campaign - out sourcing sales promotion strategies (worldwide) - Integrated promotion - online sales promotions.

BOOKS FOR REFERENCE:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H. Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 2017
4. Julian Cummings, "Sales Promotion", Kogan Page, London 2008.
5. E.Betch and Michael, Advertising and Promotion, MC. Graw Hill, 2014.
6. <https://www.questia.com/library/economics-and-siness/business/management/operations-research>
7. <https://dialnet.unirioja.es/descarga/articulo/5014738.pdf>
8. <https://targetstudy.com/courses/mba-aviation-management.html>
9. <https://www.durhamtech.edu/academics/coursedescriptions/courseoutlines/MKT220.pdf>

VI SEMESTER
DSE – 04 GROUP D: AVIATION LAW & MANAGEMENT

L: T: P 4:1:0

6 Hours Per Week

Unit 1: Aviation organizations – International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, CANSO).

Unit 2: Role & functions of civil Aviation Authorities CAA organization, International relations, Indian cenario - Ministry of Civil aviation, Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness, Airport Economic Regulatory Authority (AERA)

Unit 3: The Chicago convention, 1944 freedom and sovereignty, scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation, liability of carrier under warsaw system. Warsaw convention, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Montreal convention 1999.

Unit 4: National convention – Civil Aviation Requirement (CARs) section I to II (brief introduction) Aircraft (security) rules, 2011, 2003 carriage of dangerous goods, aircraft (investigation of accidents and incidents), rules 2012

Unit 5:ICAO International conventions: Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970, Montreal convention 1971, Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010.

REFERENCE BOOKS:

1. Aviation law – Philip H
2. Tourisom : The International Business – Mill R C
3. Airline Management – Page S J

ANNEXURE

NOTIFICATION OF CBCS - CAGP SYSTEM REGULATION

VIDE NOTIFICATION NO

ಸಂಖ್ಯೆ: ಎಸಿ2(ಎಸ್)/525/2009-10

DATED: 31st May, 2018

Source: http://uni-mysore.ac.in/sites/default/files/content/modified_cbc_s_ug_regulations_templates_guidelines-02.pdf

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸ್ಥಾಪನೆ : 1916

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ,
ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು-570005
ದಿನಾಂಕ: 31.05.2018

ಸಂಖ್ಯೆ: ಎಸಿ2(ಎಸ್)/525/2009-10

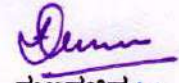
ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2018-19ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕ ಕೋರ್ಸ್‌ಗಳಿಗೆ CBCS-CAGP ಪದ್ಧತಿಯನ್ನು ಅಳವಡಿಸಿರುವ ಬಗ್ಗೆ.

- ಉಲ್ಲೇಖ: 1. ದಿನಾಂಕ 21-09-2017 ಮತ್ತು ದಿನಾಂಕ 07-02-2018 ರಂದು ನಡೆದ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ತೀರ್ಮಾನ.
2. ದಿನಾಂಕ 22-05-2018ರಂದು ನಡೆದ ವಿವಿಧ ಶೈಕ್ಷಣಿಕ ತೀರ್ಮಾನಗಳನ್ನು 2018-19ನೇ ಸಾಲಿಗೆ ಅನುಷ್ಠಾನಗೊಳಿಸಲು ನಡೆದ ಎಲ್ಲಾ ಡೀನರುಗಳ ಸಭೆಯ ತೀರ್ಮಾನ.

ಉಲ್ಲೇಖ(1)ರ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ತೀರ್ಮಾನದನ್ವಯ, 2018-19ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಲ್ಲಿ ಎಲ್ಲಾ ಸ್ನಾತಕ ವಿಷಯಗಳಿಗೆ CBCS-CAGP ಪದ್ಧತಿಯನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳಬೇಕೆಂದು ತೀರ್ಮಾನವಾಗಿದ್ದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಎಲ್ಲಾ ಸ್ನಾತಕ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳಿಗೆ ಸಿ.ಬಿ.ಸಿ.ಎಸ್. ರೀತ್ಯಾ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಸಿದ್ಧಪಡಿಸಿಕೊಳ್ಳುವಂತೆ ತಿಳಿಸಲಾಗಿತ್ತು. ಈ ಪ್ರಕಾರವಾಗಿ ಸಿದ್ಧಪಡಿಸಲಾಗಿದ್ದ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಆಯಾ ನಿಕಾಯಗಳ ಸಭೆಗಳಿಗೆ ಮಂಡಿಸಿ, ಅನುಮೋದನೆ ಪಡೆಯಲಾಗಿದೆ.

ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ಮೇರೆಗೆ, ವಿದ್ಯಾ ವಿಷಯಕ ಪರಿಷತ್ ಮತ್ತು ಸಿಂಡಿಕೇಟ್ ಸಭೆಯ ಅನುಮೋದನೆಯನ್ನು ಕಾಯ್ದಿರಿಸಿ, 2018-19ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ CBCS-CAGP ಪದ್ಧತಿಯನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸಿದೆ. CBCS-CAGP UG Regulations ನ ಕರಡು ಪ್ರತಿಯನ್ನು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ವೆಬ್‌ಸೈಟ್ ನಲ್ಲಿ ಪ್ರಕಟಿಸಲಾಗಿದೆ. ಸಂಬಂಧಪಟ್ಟ ಕಾಲೇಜಿನವರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ವೆಬ್ ಸೈಟ್ www.uni-mysore.ac.in ನಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.


ಕುಲಸಚಿವ
A B

ಗೆ:

1. ಸ್ನಾತಕ ವಿಷಯಗಳನ್ನು ಬೋಧಿಸುತ್ತಿರುವ ಎಲ್ಲಾ ಘಟಕ/ಸ್ವಾಯತ್ತ/ಸಂಯೋಜಿತ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ.
2. ಕುಲಸಚಿವರು(ಪರಿಶಿಷ್ಟಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಎಲ್ಲಾ ನಿಕಾಯದ ಡೀನರುಗಳಿಗೆ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
4. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ, ಮೌಲ್ಯ ಭವನ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
5. ಕೋ-ಆರ್ಟಿನೇಟರ್, ಡೈರೆಕ್ಟರ್ ಆಫ್ ಔಟ್‌ರೀಚ್ ಅಂಡ್ ಆನ್‌ಲೈನ್ ಪ್ರೋಗ್ರಾಂ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
6. ಉಪ ಕುಲಸಚಿವರು/ಸಹಾಯಕ ಕುಲಸಚಿವರು/ಅಧೀಕ್ಷಕರು, ಶೈಕ್ಷಣಿಕ ವಿಭಾಗ, ಆಡಳಿತ ಶಾಖೆ, ಮೈವಿವಿ, ಮೈಸೂರು.
7. ಉಪ ಕುಲಸಚಿವರು/ಸಹಾಯಕ ಕುಲಸಚಿವರು/ಅಧೀಕ್ಷಕರು(ಪರಿಶಿಷ್ಟಾಂಗ), ಮೈ.ವಿ.ವಿ., ಮೈಸೂರು.
8. ಮಾನ್ಯ ಕುಲಪತಿ/ಕುಲಸಚಿವ/ಕುಲಸಚಿವ(ಪರಿಶಿಷ್ಟಾಂಗ)ರವರ ಆಪ್ತ ಸಹಾಯಕರು, ಮೈ.ವಿ.ವಿ., ಮೈಸೂರು.
9. ಕಛೇರಿ ಪ್ರತಿ.

UNIVERSITY OF MYSORE
Regulations for
**Draft Choice Based Credit System (CBCS) and
Continuous Assessment and Grading Pattern (CAGP)**
for Undergraduate Programs 2018–19.

Preamble

University Grants Commission (UGC) has stressed on speedy and substantive academic and administrative reforms in higher education for promotion of quality and excellence. The Action Plan proposed by UGC outlines the need to consider and adopt Semester System, Choice Based Credit System (CBCS), and Flexibility in Curriculum Development and Examination Reforms in terms of adopting Continuous Evaluation Pattern by reducing the weightage on the semester end examination so that students enjoy a learning environment with a lower stress. Further, UGC expects that institutions of higher learning draw a roadmap in a time bound manner to accomplish the above.

1. Title and Commencement

These Regulations shall be called the regulations for Choice Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP) for Undergraduate (UG) Programs of the University of Mysore, Mysuru. These Regulations shall come into force from the academic year 2018–2019.

2. Undergraduate Programs Offered

2.1 Faculty of Arts


- 1) Bachelor of Arts (B.A.) – 6 Semesters
- 2) Bachelor of Social Work (B.S.W.) – 6 Semesters
- 3) Bachelor of Arts (Fine Arts) – 6 Semesters
- 4) Bachelor of Visual Arts (B.V.A.) – 8 Semesters

2.2 Faculty of Science

- 1) Bachelor of Science (B.Sc.) – 6 Semesters
- 2) Bachelor of Science (Family and Community Science) – 6 Semesters
- 3) Bachelor of Computer Application (B.C.A.) – 6 Semesters

2.3 Faculty of Commerce and Business Administration

- 1) Bachelor of Commerce (B.Com.) – 6 Semesters
- 2) Bachelor of Business Administration (B.B.A.) – 6 Semesters
- 3) Bachelor of Business Administration (Tourism and Travel) – 6 Semesters
- 4) Bachelor of Business Administration (Tourism and Hospitality) – 6 Semesters


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3. Semesters and Program Structure

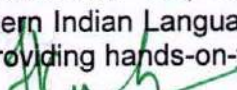
- 3.1 All the UG degree programs shall be of either six semesters or eight semesters duration unless specified otherwise.
- 3.2 An academic year consists of two semesters: Odd Semester and Even Semester.
- 3.3 A semester normally extends over a period of 16 weeks (6 day week) with 90 working days.

3.4 Program structure

- a) Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion / selfstudy/desk work/ brief seminar presentations by students and such other novel methods.
- b) The credit pattern for a course (L:T:P) shall be decided by the respective Board of Studies (BoS).
- c) Credit means the unit by which the course work is measured. One hour session of Lecture per week for 16 weeks amounts to 1 credit. Two hour session of Tutorial or Practicals per week for 16 weeks amounts to 1 credit per semester. For the purpose of workload of a teacher, one hour of lecture session, one hour of tutorial session and two hours of practical session are all equal to one hour of workload. The total duration of a semester is 20 weeks inclusive of semester end examination.
- d) A course of 3 to 6 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks. For any other approved course, the evaluation method shall be decided by the respective BoS.
- e) A Project Work/Dissertation of 6 credits shall be evaluated for 100 marks.

4. Definitions

- 4.1 Discipline Specific Course (DSC) is a core course, which should compulsorily be studied by a student as a core requirement of the program.
- 4.2 Elective Course is a course which can be chosen from a pool of courses. It may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/ subject/domain or nurtures the student's proficiency/skill.
- a) Discipline Specific Elective (DSE) is a course offered under the main discipline/subject of study or a Project/Dissertation.
- b) Project/Dissertation is an elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work. A student has to study such a course on his/her own with advisory support of a faculty member.
- c) Generic Elective (GE) is an elective course chosen from an unrelated discipline/subject with an intention to seek exposure beyond discipline/subject.
- d) Ability Enhancement Courses (AEC) may be of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). AECC courses are mandatory courses based upon the content that leads to knowledge enhancement viz., Environmental Science, Indian Constitution and English/ Modern Indian Languages (MIL) / Communication skills. SEC courses are aimed at providing hands-on-training, competencies, skills, etc.


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Note:

A candidate shall study any TWO of the languages viz., English, Kannada, Hindi, Sanskrit, Urdu, Telugu, Malayalam, Persian, Arabic French, German, Russian.

- Out of the two languages selected, one of the languages shall be an Indian Language. However, in case of foreign nationals, the requirement of an Indian language may be waived by the University.
- Indian Language means any one of the languages mentioned in VIII Schedule of the Constitution.
- The University may permit private study of a language by a student, if there is no provision for instruction in that subject in a college and allow him/her to appear for the examination in the subject without insisting on attendance. Such candidate will not be subjected to any IA marks. However, for eventual calculation 80 marks is equated to 100 marks.
- Deaf and Dumb, Spastic, Mentally Retarded and Learning deficiency students shall offer any one language.
- Change of language will not be permitted during the period of the program.

4.3 Fee means the fee prescribed by the University for the UG programs from time to time.

4.4 Grade is a score assigned to the percentage of the marks awarded in a course.

4.5 Grade Point (GP) of a course refers to the product of credits and the Grade earned by the student in that course.

4.6 Grade Point Average (GPA) refers to the performance of the student in a given semester. GPA is the ratio of the total grade points earned by the student in all the courses to the total number of credits assigned to the courses in a semester.

4.7 Subject Grade Point Average (SGPA) refers to the ratio of the total credit points earned by the student in all the courses of all the semesters of a single subject to the total number of credits assigned to the courses of all the semesters of that subject.

4.8 Cumulative Grade Point Average (CGPA) is the ratio of the total credit points earned by the student in all the courses of all the semesters to the total number of credits assigned to the courses of all the semesters.

5. Subject Combinations

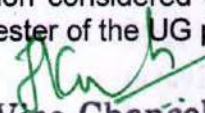
A list of all the approved subject combinations under different UG programs is given in **Annexure-1**.

In addition, any other combination of subjects under any program may be included after the approval of the University.

6. Eligibility for Admission

6.1 B.A., B.A. (Fine Arts), B.Sc., B.Com., B.B.A., B.S.W., B.Sc. (F.C.Sc.), **B.B.A. (Tourism and Travel), B.B.A. (Tourism and Hospitality)**

A candidate who has passed the two year Pre-University examination conducted by the Pre-university Board of Education, Government of Karnataka or any other examination considered equivalent by the University is eligible for admission to the first Semester of the UG program.


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For B.Sc. program only those students who have completed PUC or its equivalent examination with science subjects are eligible.

- a) A Candidate who has passed 3 years Diploma in Commercial or Secretarial Practice conducted by Department of Technical Education, Government of Karnataka is eligible for admission to 3rd Semester B.Com./B.B.A. directly. However, such a candidate has to pass the languages and other compulsory Papers viz., Constitution of India and Environment Studies of first two semesters.
- b) A Candidate who has passed 2 years Diploma in Business Administration conducted by Department of Technical Education, Government of Karnataka is eligible for admission to 5th Semester B.B.A. / B.Com. degree course subject to the condition that the candidate has to pass papers in languages and all compulsory papers of first Four Semesters B.B.A. / B.Com.
- c) A Candidate who has passed Diploma in Para Medical Course (Health Inspector Course)+2 are eligible to joint 1st Semester B.Sc.
- d) Students who have passed any Job Oriented Course (JOC, 10+2) / I.T.I. (10+2) / Diploma in Computer Applications for the Visually Impaired Course (JSS Polytechnic for the Differently Abled Institution) are eligible to join 1st Semester B.A. /B.Com. / B.B.A.
- e) Students who have passed JOC in Sericulture are eligible to join 1st Semester B.Sc. with Sericulture as one of the optionals.
- f) Students who have passed the following JOC (10+2) are eligible to join 1st Semester degree program as detailed hereunder:

JOC Course	Course
1. Computer Technique	B.Sc. (Computer Science)
2. Maintenance Repair of Electrical Domestic Appliances	B.Sc. (Electronics)
3. Electronic Technology	B.Sc. (Electronics)
4. Mechanical Servicing (Two Wheeler)	B.Sc.
5. Accounting and Auditing	B.Com. / B.B.A.
6. Accounting and Costing	B.Com. / B.B.A.
7. Accounting and Taxation	B.Com. / B.B.A.
8. Banking	B.Com. / B.B.A.
9. Office Management	B.Com. / B.B.A.
10. Stenography	B.Com.
11. Co-operation	B.Com. / B.B.A.
12. Library and Information Science	B.Lib. Sc.
13. Marketing and Salesmanship	B.A. / B.B.A.
14. Material Management Technology	B.B.A.


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6.2 B.C.A.

A candidate should have passed

- a) +2 or P.U.C., OR
- b) An equivalent course with Mathematics/Computer Science/Business Mathematics/Accountancy, OR
- c) 3 years Diploma after SSLC/10th Class with Computer Science Engineering / Information Science Engineering or equivalent.

6.3 B.V.A.

A candidate who has passed the two year Pre-University examination conducted by the Pre-university Board of Education, Government of Karnataka or any other examination considered equivalent by the University is eligible for admission to the 1st Semester of the BVA program.

7. Medium of Instruction

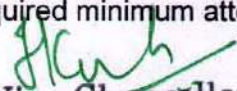
The Medium of Instruction shall be English/Kannada as decided by the concerned Board of Studies (BoS). However a student can write the examination either in English or Kannada.


8. Scheme of the Program

- 8.1 The minimum duration for completion of a UG Program is six / eight semesters. However, as per the double the duration norm of the University, the maximum period permitted is twelve / sixteen semesters counting from the first semester.
- 8.2 A student has to earn 146 credits for the successful completion of a Six semester UG program and 180 credits for the successful completion of a Eight semester UG program. The distribution of credits for different courses is given in **Annexure-2**.
- 8.3 Only such students who successfully complete 146 or 180 credits in six or eight semesters respectively, without break, shall be considered for declaration of ranks and/or medals.

9. Course Registration

- 9.1 Every student is assumed to have registered for all DSC courses offered in that semester.
- 9.2 A student is permitted to choose any of the DSE courses offered by the department during that semester.
- 9.3 A student is permitted to choose any of the GE courses offered in the college during that semester.
- 9.4 A student has to register for any MIL along with English language in the first four semesters.
- 9.5 A student has to register for Environmental Studies and Indian Constitution in the first two semesters.
- 9.6 After registration, a student can opt out of an elective course registered to earlier, and opt for another elective course giving valid reasons before the prescribed date for withdrawal of courses. This is subject to the condition that the student will be able to fulfill the required minimum attendance in the newly registered course.


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Withdrawal from a course will not be permitted for those who undergo late registration. Cancellation of a course (AECC/SEC/DSE/GE) may be permitted before the conduct of C1 examination.

10. Attendance

- 10.1 Only those students who have at least 75% attendance in a course, shall be permitted to take C3 examination for that course.
- 10.2 The Head of the Department shall notify the list of all students who have less than 75% attendance in each course by the beginning of the 8th and 16th week. A copy of the same should be sent to the Registrar (Evaluation) of the University. Registrations of such students for those courses shall be treated as cancelled. If the course is a core course, the student should re-register for the course when it is offered next.

11. Transfer within University and from Other University

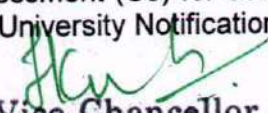
- 11.1 Transfer to a different institution within the University is permitted only at the beginning of the academic year.
- 11.2 A Candidate seeking transfer to a different institution within University of Mysore should have completed all the courses/papers of the previous semesters.
- 11.3 A Candidate from any other university can join a program of this University only at the beginning of the academic year.
- 11.4 A Candidate from other university seeking admission by transfer in University of Mysore should have completed all the courses/papers of the previous semesters.


12. Continuous Assessment

Assessment and evaluation processes happen in a continuous mode. However, for reporting purposes, a semester is divided into three discrete components identified as C1, C2, and C3.

The performance of a student in a course will be assessed as explained below:

- 12.1 The outline for continuous assessment activities for C1 and C2 will be proposed by the respective BoS. This will be based on test/assignment/tutorial/viva voce/seminar/any other.
- 12.2 The first component, C1, of assessment is for 10%. During the first half of the semester, the first 50% of the syllabus should be completed. This should be completed by the 8th week of the semester.
- 12.3 The second component, C2, of assessment is for 10%. C2 will be based on the remaining 50% of the syllabus. C2 will be completed during the 15th week of the semester.
- 12.4 A student cannot repeat C1 and C2.
- 12.5 During the 18–20th week of the semester, a semester-end examination shall be conducted by the University for each course. This forms the final component of assessment (C3) for 80%. The student has to apply for the C3 examination as per the University Notification.


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12.6 The BoS will decide the scheme of valuation for C3 component of the Practicals.

12.7 Project shall be evaluated as per the scheme recommended by the relevant Board of Studies. C1 and C2 components of the project shall be evaluated by the Project Supervisor for 30 marks each. C3 component of the project shall be evaluated jointly by the Project Supervisor and one External Examiner for 40 marks.

13. Evaluation for C1 and C2

13.1 Students will be evaluated for each course by the teacher(s) handling that course.

13.2 After the evaluation, the results have to be announced. The course teacher has to obtain signatures of the students registered for the course in a register maintained specifically for the purpose, indicating that they have no objection to the marks awarded within 5 days from the date of announcement of the marks.

13.3 In case a student is not satisfied with the assessment, the student can make an appeal to the Grievance Cell within 5 days from the date of announcement of the results. Otherwise it is presumed that the student has no objection to the marks awarded.

13.4 The student can appeal to the Grievance Cell by paying the prescribed fee as fixed by the University. The Grievance Cell is empowered to take corrective measures. The concerned course teacher has to provide all the relevant documents to the Grievance Cell. The decision taken by the Grievance Cell is final.

14. Examination and Evaluation for C3

14.1 Question paper setting

a) The question paper pattern for C3 component of each course shall be prepared by the respective Boards of Studies.

b) Each subject shall have a Board of Examiners which shall prepare, scrutinize, and approve the question papers for all the courses of that subject.

14.2 Valuation

a) Before the valuation the answer scripts shall be coded.

b) There shall be centralized, single valuation of the C3 theory answer scripts.

c) C3 component of the Practicals will be conducted with two examiners of whom, at least, one is an external examiner.

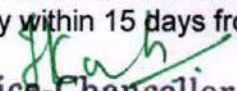
Any examiner on the approved panel of examiners of the University not belonging to the parent college is an external examiner.

d) Project shall be evaluated as per the scheme recommended by the relevant Board of Studies. C1 and C2 components of the project shall be evaluated by the project supervisor for 30 marks each. C3 component of the project shall be evaluated jointly by the project supervisor and one external examiner for 40 marks.

14.3 Awarding the grades should be completed latest by 26th week of the semester.

15. Photocopy, Retotalling, and Revaluation

15.1 A student can avail the following services by paying the prescribed fees to the University within 15 days from the date of announcement of the results:


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- Photocopy of the answer script (C3).
- Viewing and Retotalling.
- Revaluation.

15.2 There shall be no provision for only seeing the answer script of C3.

15.3 The Retotalling shall provide for checking whether all the answers have been valued, and the totaling is correct.

In case any answer or part thereof has not been valued, that part may be referred to another valuer, and marks so awarded shall be added to the total.

In case there is a mistake in totaling or carryover of marks from the inside sheets to the facing sheet, the Registrar (Evaluation) shall have it corrected with the approval of the Vice-Chancellor.

15.4 The result of Retotalling shall be announced within five working days from the date of applying for the same.

15.5 The result of the revaluation shall be announced within twenty working days from the last date for the receipt of the application.

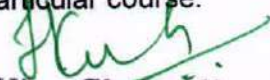
15.6 Revaluation shall be carried out by an examiner from the University who has not valued that particular script.

- If the difference between the original marks and the revaluation marks does not exceed 15 percent of the maximum marks prescribed for that theory paper, the average of the two will be the final award of marks.
- If the difference between the original marks and the revalued marks is more than 15 percent of the maximum prescribed for that theory paper, such scripts shall be valued by an external examiner outside the University. The average of the nearest two shall be the final award of marks.
- In case one or more answers are not valued by the original examiner, then the marks awarded by the subsequent examiner as far as these answers are concerned shall be taken as they are, without averaging with the marks of other answers.
- In cases where there is a difference between the original marks, first revaluation marks or/and the second revaluation marks clearly indicating that a particular examiner has been erratic in his/her valuation, then such cases shall be referred to the *Malpractice and Lapses Inquiry Committee* to establish whether or not any punitive measures need to be taken.
- If there is a complaint of unfair valuation of answer scripts for a group of students, the Vice-Chancellor may, after a preliminary inquiry, order for revaluation of the concerned group of or entire set of students in the paper concerned. After such revaluation, a random sample of 10% of the answer scripts, subject to a minimum of ten, shall be referred for review.

16. Passing Criteria

16.1 A student is considered to have passed the course, only on securing a minimum of 40% from C1, C2 and C3 put together.

16.2 A student can take C3 exam irrespective of the marks scored in C1 and C2 of a particular course.


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16.3 In case a student secures less than 30% in C3 or absents for C3, the student is said to have not completed the course. The student shall complete the course by re-appearing only for C3 component of that course when University conducts the examination. The student carries the marks already awarded in C1 and C2.

16.4 On successful completion of UG program, a final grade card consisting of grades of all courses successfully completed by the student will be issued by the University.

17. Makeup Examination

17.1 For students who could not attend C1 or C2 due to medical reasons/ extraordinary circumstances / participation in Sports/NCC/NSS/any other extracurricular activities (approved by the College), C1 and C2 exams will have to be conducted for them separately before the 15th week of the semester.

17.2 Makeup examination (only for C3) shall be conducted by the University within 15 days from the date of notification of results. This shall be only for those students who do not fulfill the passing criteria specified earlier.

17.3 Makeup examination (only for C3) shall be conducted only for 5th and 6th semesters (6 semester UG program) or 7th and 8th semesters (8 semester UG program).

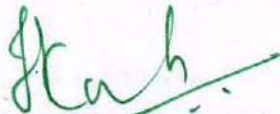
18. Percentage, and Grading

18.1 If P is the percentage of the marks secured by a candidate in a course (C1+C2+C3) which is rounded to nearest integer, the grade, G earned by the student in that course will be as given below.

Percentage (P)	Grade (G)	Percentage (P)	Grade (G)
40-49	5.0	75-79	8.0
50-59	6.0	80-84	8.5
60-64	6.5	85-89	9.0
65-69	7.0	90-94	9.5
70-74	7.5	95-100	10.0

18.2 The overall percentage in a subject is $10 \times \text{SGPA}$.

18.3 The overall percentage in a program is $10 \times \text{CGPA}$.


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19. Class Declaration

The final Qualitative Index to be awarded to the student is based on CGPA. It is given as:

CGPA	Qualitative index
$5 \leq \text{CGPA} < 6$	Second Class
$6 \leq \text{CGPA} < 8$	First Class
$8 \leq \text{CGPA} \leq 10$	Distinction

20. Nodal Officer, Subject Coordinator and Student Advisor

- 20.1 Every college shall nominate a Faculty Member as **CBCS Nodal Officer** who will act as a liaison with the University and facilitate the implementation of the program.
- 20.2 Head of the Department shall be the **Subject Coordinator**. He is responsible for the Student Advisor's work and student support services.
- 20.3 Every student will have a member of faculty of the Department as **Student Advisor**. All teachers of the department shall function as Student Advisors and will have more or less equal number of students. The Student Advisor will advise the students in choosing elective courses and offer them all possible assistance.

21. Grievance Cell

For every UG program there will be one grievance cell. The composition of the grievance cell is as follows:


- Principal (or his/her representative).
- Heads of the Departments.
- One senior faculty member from each Department.


22. Conduct

Every student is required to observe discipline and decorum both inside and outside the campus in accordance with the instructions of the respective colleges and also as per the instructions issued by the University of Mysore / Government of Karnataka / UGC from time to time regarding Student Conduct Rules.

23. Others

Any issue not specifically mentioned in these regulations shall be decided by the Vice-Chancellor in consultation with the appropriate bodies of the University.


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Implementation Guidelines for CBCS-CAGP for Under Graduate Programs

Credit count for Students:

The successful completion of a course of credit pattern L:T:P by a student makes him / her eligible to get L + T + P number of credits.

For example: L:T:P = 2:1:1 = 4 credits

L:T:P = 3:1:0 = 4 credits

L:T:P = 2:1:2 = 5 credits

Conduction of Lecture / Tutorial / Practical Sessions by a teacher:

Lecture session: It is a conventional lecturing session. It may have all students enrolled for a course attending together for the lecture to be delivered by the teacher.

Tutorial session and practical session: It is a session where a teacher initiates students to participate actively in learning to have experiences of learning.

Example: Students can be asked to give their learning experiences on a course and also to get involved in problem solving, Problem practicing, Poem writing, Demonstrating orally, acting in a drama, etc.,.

For effective learning, it is advised to make batches of students for tutorial and practical classes. It is recommended to have batches of 20 students in case of non practical courses and 15 students in case of practical courses in ideal situations. However, this can be upto 30 and 20 respectively depending on the availability of infrastructures at an institution.

Calculation of workload for a teacher:

- 1 hour of lecture session per week is 1 hour workload per week.
- 1 hour of Tutorial session per week is 1 hour workload per week.
- 2 hours of a practical session per week is 1 hour workload per week.

Example: If a teacher conducts a tutorial session of 2 hours in a week then it is counted to be 2 hours workload per week for that teacher.


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Annexure-2
Course Credit Structure

BA Programme:

Sem	Core		Electives				Ability Enhancement Courses				Total credits
	DSC		DSE		GE		SEC		AECC		
	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Course	Credits	
I	DSC-1A DSC-2A DSC-3A	6 6 6	--	--	--	--	--	--	ಕನ್ನಡ/MIL -1 Eng - 1 Environmental Studies / Constitution of India	3 3 3	27
II	DSC-1B DSC-2B DSC-3B	6 6 6	--	--	--	--	--	--	ಕನ್ನಡ/MIL - 2 Eng - 2 Constitution of India / Environmental Studies	3 3 3	27
III	DSC-1C DSC-2C DSC-3C	6 6 6	--	--	--	--	SEC-1 (Communicative Skills)	2	ಕನ್ನಡ/MIL - 3 Eng - 3	3 3	26
IV	DSC-1D DSC-2D DSC-3D	6 6 6	--	--	--	--	SEC-2 (Computer Applications)	2	ಕನ್ನಡ/MIL - 4 Eng - 4	3 3	26
V	--	--	DSE-1A DSE-2A DSE-3A	6 6 6	GE-1	2	--	--	--	--	20
VI	--	--	DSE-1B DSE-2B DSE-3B	6 6 6	GE-2	2	--	--	--	--	20
Total		72		36		04		04		30	146

DSC = Discipline Specific Course SEC = Skill Enhancement Courses
DSE = Discipline Specific Elective AECC = Ability Enhancement Compulsory Courses
GE = Generic Elective

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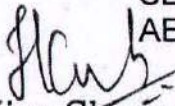
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B Sc Programme:

Semester	Core		Electives		Ability Enhancement Courses				Total Credits
	DSC		DSE		SEC		Course	Credits	
	Course	Credits	Course	Credits	Course	Credits			
I	DSC-1 A DSC-2 A DSC-3 A	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL -1 Eng - 1 Environmental Studies/ Constitution of India	3 3 3	27
II	DSC-1 B DSC-2 B DSC-3 B	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL - 2 Eng - 2 Constitution of India / Environmental Studies	3 3 3	27
III	DSC-1 C DSC-2 C DSC-3 C	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL - 3 Eng - 3	3 3	24
IV	DSC-1 D DSC-2 D DSC-3 D	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL - 4 Eng - 4	3 3	24
V	--	--	DSE-1 A DSE-2 A DSE-3 A	6 6 6	SEC-1 SEC-2	2 2	--	--	22
VI	--	--	DSE-1 B DSE-2 B DSE-3 B	6 6 6	SEC-3 SEC-4	2 2	--	--	22
Total		72		36		08		30	146

DSC = Discipline Specific Course
DSE = Discipline Specific Elective
GE = Generic Elective

SEC = Skill Enhancement Courses
AECC = Ability Enhancement Compulsory Courses


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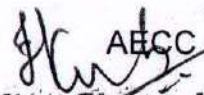
BCA Programme:


Semester	DSC		DSE		SEC		AECC		Total credits
	Course	Credits	Course	Credits	Course	Credits	Course	Credits	
	I	DSC-1 DSC-2 DSC-3	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL -1 Eng - 1 Environmental Studies/ Constitution of India	
II	DSC-4 DSC-5 DSC-6	6 6 6	--	--	--	--	ಕನ್ನಡ/MIL - 2 Eng - 2 Constitution of India / Environmental Studies	3 3 3	27
III	DSC-7 DSC-8 DSC-9	6 6 6	--	--			ಕನ್ನಡ/MIL - 3 Eng - 3	3 3	24
IV	DSC-10 DSC-11 DSC-12	6 6 6	--	--			ಕನ್ನಡ/MIL - 4 Eng - 4	3 3	24
V	--	--	DSE-1 DSE-2 DSE-3	6 6 6	SEC-1 SEC-2	2 2	--	--	22
VI	--	--	DSE-4 DSE-5 DSE-6 (Major Project)	6 6 6	SEC-3 SEC-4	2 2	--	--	22
Total		72		36		08		30	146

DSC = Discipline Specific Course
DSE = Discipline Specific Elective
GE = Generic Elective

SEC = Skill Enhancement Courses

AECC = Ability Enhancement Compulsory Courses


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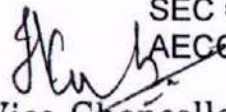

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B.Com Programme:

Sem	Core		Electives				Ability Enhancement Courses				Total Credits
	DSC		DSE		GE		SEC		AECC		
	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Course	Credits	
I	DSC-1 DSC-2 DSC-3	4 6 4	-- --	-- --	-- --	-- --	-- --	-- --	ಕನ್ನಡ/MIL -1 Eng - 1 Environmental Studies/ Constitution of India	3 3 3	23
II	DSC-4 DSC-5 DSC-6	4 6 4	-- --	-- --	-- --	-- --	-- --	-- --	ಕನ್ನಡ/MIL - 2 Eng - 2 Constitution of India / Environmental Studies	3 3 3	23
III	DSC-7 DSC-8	6 4	-- --	-- --	-- --	-- --	SEC-1	4	ಕನ್ನಡ/MIL - 3 Eng - 3 Disaster management	3 3 2	22
IV	DSC-9 DSC-10 DSC - 11	6 4 4	-- --	-- --	-- --	-- --	SEC-2	4	ಕನ್ನಡ/MIL - 4 Eng - 4	3 3	24
V	DSC - 12 DSC - 13	4 4	DSE-1 DSE-2 DSE-3	5 5 5	-- --	-- --	SEC - 3	4	--	--	27
VI	DSC - 14 DSC - 15	4 4	DSE- 4 DSE- 5 DSE-6	5 5 5	-- --	-- --	SEC - 4	4	--	--	27
Total		68		30				16		32	146

DSC = Discipline Specific Course
DSE = Discipline Specific Elective
GE = Generic Elective

SEC = Skill Enhancement Courses
AECC = Ability Enhancement Compulsory Courses


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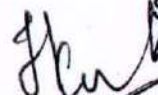

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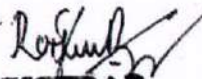
BBA Programme:

Sem	Core		Elective				Foundation (Ability Enhancement Courses)				Total Credits
	DSC		DSE	GE		SEC		AECC			
	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Course	Credits	
I	DSC-1 DSC-2 DSC-3	5 4 4	--	--	--	--	--	--	ಕನ್ನಡ/MIL -1 Eng - 1 Environmental Studies / Constitution of India	3 3 3	22
II	DSC-4 DSC-5 DSC -6	4 4 5	--	--	--	--	--	--	ಕನ್ನಡ/MIL - 2 Eng - 2 Constitution of India / Environmental Studies	3 3 3	22
III	DSC-7 DSC-8 DSC - 9	4 5 5	--	--	--	--	--	--	ಕನ್ನಡ/MIL - 3 Eng-3 Disaster management	3 3 2	22
IV	DSC-10 DSC-11 DSC-12 DSC-13	5 4 4 5	--	--	--	--	--	--	ಕನ್ನಡ/MIL - 4 Eng-4	3 3	24
V	DSC-14 DSC-15 DSC-16	4 5 5	DSE-1 DSE-2	5 5	--	--	SEC-1	4	--	--	28
VI	DSC-17 DSC-18 DSC-19	4 5 5	DSE-3 DSE-4	5 5	--	--	SEC-2	4	--	--	28
Total		86		20	--	--		8	--	32	146

DSC = Discipline Specific Course
DSE = Discipline Specific Elective
GE = Generic Elective

SEC = Skill Enhancement Courses
AECC = Ability Enhancement Compulsory Courses


Vice-Chancellor
University of Mysore
Mysuru-570 005


REGISTRAR
University of Mysore
Mysore

30th March, 2019

To

The Registrar (Evaluation)
University of Mysore,
Mysuru – 570 005

Sir,

Subject: Panel of examiners for the year 2019-20.

With reference to the above subject, I am herewith enclosing the proposed panel of examiners of BBA (Aviation Management) course for the year 2019- 20. Kindly acknowledge the same.

Yours Sincerely

Dr. Sujatha Krishnamurthy

Prof. D Anand
Chairman
BoS BBA Aviation Management (UG)

BOARD OF EXAMINERS PROPOSED FOR BBA (AVIATION MANAGEMENT)
COURSE
FOR THE YEAR 2019- 20

INTERNAL:

SL. No	Name & Address
1	Dr Sujatha Krishnamurthy, Principal, Hindustan First Grade College, Mysore – 570 008
2	Prof D Anand; DoS in Business Administration, MGM, Mysore – 570 005
3	Mr Eshwar V, Asst Professor of Commerce, Hindustan First Grade College, Mysore – 570 008
4	Capt Basu Raju, Oriental Flight Academy, Mysore – 570 008
5	Mr Chethan H, Vice – Principal, Hindustan First Grade College, Mysore – 570 008

EXTERNAL:

SL. No	Name & Address
1	Mr Milton Gerald Huggins, Deputy Director, Oriental Flight Academy, Chennai – 600 016
2	Dr Arachana Raja, Asst Professor, Hindustan Institute of Technology and Science, Chennai – 603 103
3	Dr. Mohan Kumar T P, Asst Professor, Govt First Grade College, H D Kote

Dr. Sujatha Krishnamurthy

Prof. D Anand
Chairman
B.B.A. (Aviation Management) (UG)

30th March, 2019

The Deputy Registrar
Syndicate Section
University of Mysore
Mysuru – 570 005

Sir,

Subject: Proceedings of the meeting of the BoS

Ref: Notification of Constitution of BoS in Aviation Management (UG) vide notification No: UA2/20(2)/2013 – 2014, dated 21st January, 2019

*** *** ***

With reference to the above subject, I am herewith enclosing the proceedings of the meeting of BoS in Aviation Management (UG) held on Tuesday, 26th March, 2019 along with the soft copy. Kindly acknowledge the same

Yours Sincerely

Dr. Sujatha Krishnamurthy

Prof. D. Anand
Chairman
BoS Aviation Management (UG)

**Proceedings of the meeting of Board of Studies (UG) in BBA (Aviation Management)
(Held on Tuesday, 26th March, 2019)**

Members Present:

- | | |
|------------------------------|--------------|
| 1. Prof. D. Anand | Chairman BoS |
| 2. Mr. Milton Gerald Huggins | Member |
| 3. Dr. Sujatha Krishnamurthy | Member |
| 4. Capt. Basuraj | Member |
| 5. Prof. B. Nagaraju | Member |

The Chairman welcomed all the members. The agenda was presented before the board and the following resolutions are made after a detailed discussion.

1. With regard to admissions and lateral entry, the students who have passed PUC / 12th Std exams or any equivalent exams will be eligible to seek admissions for the course. Detail discussion was made with respect to the lateral entry and after lot of deliberations, The Chairperson and the members, took a view that lateral entry is not a feasible for BBA (Aviation management), as the students who take lateral entry has to clear all the mandatory subjects prescribed by UOM along with the Aviation subjects of I and II semester, which covers almost 75% of the curriculum of the I and II semesters.
2. Members suggested that the Panel of examiners and the board of examiners and the same is proposed.
3. The board approved the panel of examiners for the year 2019 – 20.

Prof. D. Anand
Chairman
BoS BBA Aviation Management (UG)

Mr. Milton Gerald Huggins
Member

Dr. Sujatha Krishnamurthy
Member

Capt. Basuraj
Member

Prof. B Nagaraju
Member

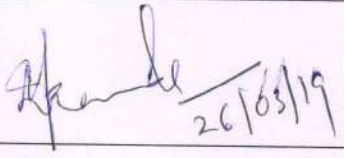
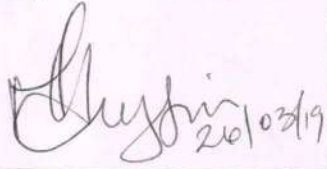

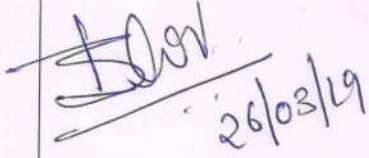
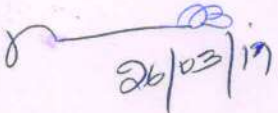
HINDUSTAN FIRST GRADE COLLEGE

(Affiliated to University of Mysore)

J.P. NAGAR, MYSURU - 08

BBA Aviation Management BOS MEETING - 26th March, 2019

BOS Member List

Sl. No.	Name	Designation	Signature
1	Prof. D Anand DOS in Business Administration Manasagangothri, Mysuru	Chairman	 26/03/19
2.	Mr. Milton Gerald Huggins Deputy Director, OFAA # 40, GST Road, St. Thomas Mount Chennai - 600016	Member	 26/03/19
3.	Dr. Sujatha Krishnamurthy Principal Hindustan First Grade College # 27/F, 3 rd Stage, Rajarajeshwari Temple Road, J.P. Nagar, Mysuru - 08	Member	 26/3/2019.
4.	Capt. Basuraj Chief Ground Instructor # 27/F, 3 rd Stage, Rajarajeshwari Temple Road, J.P. Nagar, Mysuru - 08	Member	 26/03/19
5.	Dr. Archana Raja Assistant Professor Hindustan Institute of Technology & Science, Chennai - 603 103	Member	
6.	Prof. B. Nagaraju DoS in Commerce Manasagangothri, Mysuru	Member	 26/03/19