



# SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone : 0824-2477456  
(Private University Established by Karnataka Govt. ACT No.42 of 2013. Recognized by UGC,  
New Delhi & Member of Association of Indian Universities, New Delhi)  
Web : [www.srinivasuniversity.ac.in](http://www.srinivasuniversity.ac.in), Email: info@srinivasuniversity.edu.in

**Administrative Office : GHS Road, Mangalore-01, Phone 0824-2425966**

## COLLEGE OF MANAGEMENT & COMMERCE

### BBA (Aviation Management)

**Duration:** 3 years, six semesters. (Admissions open for the batch 2019-20)

**Eligibility:** Pass in 10 + 2 / 12<sup>th</sup> Standard with minimum 40% marks.

Admission needs valid score in SUAT.

**The classes will be held at College of Business Management & Commerce**

**City Campus, Pandeshwar, Mangalore– 575 001. Phone: 0824-2441022, 0824-2422851**

BBA programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 2006 recognized by AICTE, New Delhi and Accredited with 'A' Grade by NAAC.

### About BBA (Aviation Management):

The **Bachelor of Business Administration (BBA)** in Aviation management is an undergraduate programme designed for those who are seeking to prepare themselves for managerial responsibilities. This will help them to develop their ability to recognize and solve problems and to understand the role of business in the ever-changing scenario. BBA in Aviation Management is a three-year graduate programme. A *degree in aviation management* provides individuals with the *education* necessary to oversee the departments of airlines and airports. Students will gain in-depth understanding of the complexities involved in *aviation* economics, finance and regulatory issues.

### Special Features:

- Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- E-Study material will be provided from the college for every subject according to the syllabus.
- Industry oriented syllabus with special focus on experimental learning.
- Mini project in each semester.
- Innovations in examination system with opportunity for personal seeing of evaluated papers.
- 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam.
- Make-up exams in every semester to avoid year loss.
- Placement support and research oriented projects for every student.
- Focus on smart skill development & training on competitive exams.
- Opportunity to visit various domestic, national, and international airports & to work with various airlines.
- Separate Hostel & Transport facility for boys & Girls.
- International Airport visits in Foreign Country

### Career Opportunities:

Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management. They are allowed to pursue the MBA and other relevant post-graduation.

### Programme Structure:

SEMESTER 1					SEMESTER 2				
S. No	Subjects	Hr/ Wk	Cr	Marks	S. No	Subjects	Hr/ Wk	Cr	Marks
1	Business Communication I	4	4	100	1	Business Communication II	4	4	100

2	Micro Economics	4	4	100	2	Macro Economics	4	4	100
3	Introduction to Aviation Management	4	4	100	3	Aviation Resource Management	4	4	100
4	Organizational Behaviour (with Experiential Learning)	4	4	100	4	Marketing Management (Experimental learning)	4	4	100
5	Business Accounting, I	4	4	100	5	Business Accounting II	4	4	100
6	Indian Constitution & Environmental Studies	4	4	100	6	Managerial Mathematics and Statistics	4	4	100
7	Foundation of IT	2	2	50	7	Accounting using Tally	2	2	50
8	Visit to Domestic Airport, Indian Airline Company Analysis, and Corporate Social Responsibility	2	2	50	8	Visit to Domestic Airport, International Airline Company Analysis, and Soft skill training	2	2	50
		28	28	700			28	28	700
<b>SEMESTER 3</b>					<b>SEMESTER 4</b>				
1	Financial Management	4	4	100	1	Operations Research	4	4	100
2	Corporate Accounting	4	4	100	2	Company Law	4	4	100
3	Airline Marketing Management (Experimental learning)	4	4	100	3	Travel and Tourism Management	4	4	100
4	Food and Beverage Management	4	4	100	4	Airline Operations and Scheduling	4	4	100
5	Business Law	4	4	100	5	Air Traffic Control & Management	4	4	100
6	Management Information Systems	4	4	100	6	Supply Chain Management (Experimental learning)	4	4	100
7	Flight Catering	2	2	50	7	Grooming and Front Office Management	2	2	50
8	Visit to Domestic Airport, Airport Business Analysis, and Disaster management	2	2	50	8	Short term project on Air Travel and Ticketing Analysis	2	2	50
		28	28	700			28	28	700
<b>SEMESTER 5</b>					<b>SEMESTER 6 – Internship Project</b>				
1	Cost Accounting	4	4	100	1	Internship in Domestic/International Airport- Dissertation, and Viva-voce	20	20	700
2	Business Research Methods	4	4	100					
3	Cabin Crew Management	4	4	100					
4	Aviation Law	4	4	100					
5	Airline Finance	4	4	100					
6	Entrepreneurship Development (Experimental Learning)	4	4	100					
7	House Keeping Management Training	2	2	50					
8	Visit to International Airport and Business Analysis.	2	2	50					
		28	28	700					

**JOIN ABOVE INNOVATIVE B.B.A (Aviation) PROGRAMME WITH INDUSTRY RELEVANCE AND JOB ORIENTED SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!**

# College of Business Management & Commerce

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation