



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)

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Blog: <https://srinivasuniversitybbaaviation.blogspot.com>

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COLLEGE OF AVIATION STUDIES

BBA (AVIATION, TRAVEL AND TOURISM MANAGEMENT)

Duration: 3 years, six semesters. (Admissions open for the batch 2020-21)

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

Admission needs valid score in SUAT.

The classes will be held at College of Aviation Studies, in City Campus, Pandeshwara, and Mukka Campus, Surathkal, Mangalore, 574146.

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

About BBA (Aviation, Travel And Tourism Management):

The **Bachelor of Business Administration (BBA)** in Aviation, Travel and Tourism 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, Travel and Tourism Management is a three-year graduate Programme. A *degree* in Aviation, Travel and Tourism Management provides individuals with the *education* necessary to oversee the departments of airlines, airports, Indian and International Travel and Tourism. Students will gain in-depth understanding of the complexities involved in *Aviation* and *Tourism* 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, Sea ports, Travel and Tourism Agencies and to work with them.
- Separate Hostel & Transport facility for boys & Girls.
- International Airport visits in Foreign Country.
- Training Programmes.
- Bharatanatyam and Event Management Classes.
- Online Class Support based on requirements and situation.

Career Opportunities:

Security Handling, Air Cargo Management, Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management, Tourist Guide, Travel and Tourism entrepreneur, Tourism development etc. They are allowed to pursue the MBA and other relevant post-graduation.

Programme Structure:

SEMESTER 1			SEMESTER 2		
Sl. No	Subjects	Marks	Sl. No	Subjects	Marks
1.	Business Communication I	100	1.	Business Communication II	100
2.	Micro Economics	100	2.	Macro Economics	100
3.	Introduction to Aviation Management	100	3.	Aviation Resource Management	100
4.	Organizational Behaviour (with Experiential Learning)	100	4.	Marketing Management (Experimental learning)	100
5.	Business Accounting, I	100	5.	Business Accounting II	100
6.	Indian Constitution & Environmental Studies	100	6.	Managerial Mathematics and Statistics	100
7.	Employability Skill Enhancement Programme I	50	7.	Employability Skill Enhancement Programme II	50
8.	Visit to Domestic Airport and Sea Port, Indian Airline Company Analysis/ Analysis of Indian tourism Products, and Corporate Social Responsibility	50	8.	Visit to Domestic Airport and Sea Port, International Airline Company Analysis/ Analysis of International Tourism Products, and Soft skill training	50
		700			700
SEMESTER 3			SEMESTER 4		
1.	Financial Management	100	1.	Operations Research	100
2.	Corporate Accounting	100	2.	Company Law	100
3.	Airport Ground Handling Management (Experimental learning)	100	3.	Travel and Tourism Management	100
4.	Food and Beverage Management	100	4.	Aviation Safety and Security Management	100
5.	Business Law	100	5.	Air Ticketing Management	100
6.	Management Information Systems	100	6.	Supply Chain Management (Experimental learning)	100
7.	Employability Skill Enhancement Programme III	50	7.	Employability Skill Enhancement Programme IV	50
8.	Visit to Domestic Airport and Sea Port, Airport/ Travelling Agencies Business Analysis, and Flight and Ship Cruise Catering	50	8.	Short term project on Air Travel and Ticketing Analysis /Field Trip Report Writing and Grooming and Front office Management	50
		700			700
SEMESTER 5			SEMESTER 6		
1.	Cost Accounting	100	1	Business Analytics and Intelligence (Experimental learning)	100
2.	Business Research Methods	100	2	Customer relationship management	100
3.	Cabin Crew Management	100	3	International Tourism (Planning and Policy)	100
4.	Aviation Law	100	4	Project Work	400
5.	Air Operations and Emergency Handling	100	OR		
6.	Entrepreneurship Development (Experimental Learning)	100			
7.	Employability Skill Enhancement Programme V	50			
8.	Visit to International Airport and Airport/ travel and Tourism Business Analysis and House Keeping Management	50	1	Internship in Aviation/ Travel and Tourism Industry, Dissertation and Viva-voce	700
		700			700

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

COLLEGE OF AVIATION STUDIES

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation

