

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.1)

Aviation Industry Management

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Aviation Industry Management DSE- 5.1	4	3	1	-	Pass in Class 12th	-

Learning Objective:

This course will help students to gain knowledge of the fundamental abilities and knowledge required for employment in the aviation business as well as an awareness of how the sector functions in its various forms. The course begins by introducing to the key aspects of the aviation industry via the lens of tourism management studies. The programme describes the idea of aviation industry – structures and alliances. The knowledge of aviation industry safety and security are covered in the course material, along with knowledge of soft skills for aviation industry.

Learning Outcomes

After completing this course, the learners would be able to:

1. analyze the concept and importance of aviation industry. Develop the knowledge about the history of aviation, major players in aviation industry, current trends and challenges
2. develop understanding of the organizational structure and alliances in the aviation industry.
3. analyze the various aspects of aviation safety and security. Know the threats and issues involved in aviation. Examine various safety and security measures at the airside/landside and technological improvements on aviation safety and security.
4. Inculcate potential soft skills such as positive thinking and attitude, presentation & grooming skills and effective body language in the learners to prepare them to deal with the external world in a collaborative manner.

Unit-1

Introduction to Aviation Industry **12 Hours**

Meaning and concept of aviation, Aviation in India- past, Present and future overview, SWOT analysis of various aviation companies in India, Market potential of Indian aviation industry,

Scheduled and non-scheduled air transport, Opportunities and issues facing the Indian aviation sector, Government initiatives.

Unit-2

Aviation Industry: Structure and Alliances 11 Hours

Organizational structure, Types of airline personnel, Flight crew and cabin crew-Training and organizational culture, Aviation alliances: Development of commercial airlines, Deregulations, Impacts of deregulated aviation industry.

Unit-3

Aviation Safety and Security 11 Hours

Passenger and baggage screening, Objects prohibited in the airport/aircraft, Crowd control, Technological issues, Threats to aviation- incidents of security failures, Carriage of weapons onboard, Hijack, Sabotage, Bomb threat, Safety and security measures at the airside/landside. Technological improvements on aviation safety and security- Body or fire security scanner, Bio-simmer, Biometric systems.

Unit-4

Soft Skills for Aviation 11 Hours

Definition and significance of soft skills - Self-discovery, Developing positive Thinking and attitude, Driving out negativity, Presentation & grooming skills-Presentation and public speaking, Grooming & etiquette – Definition, Meaning, Importance (Uniform, Hair, Body shape, Selection of clothes, make up and skin care), Body Language –Meaning, Signals, and importance of right body language, Interview- perspectives and preparation, Group discussion- Methods, Do's & don'ts.

Practical Exercises

The learners are required to:

1. group discussion on the evaluation and importance of aviation industry also make a PowerPoint presentation on SWOT Analysis of various aviation companies in India.
2. make an assignment on the organizational structure. Class presentation on the benefits of alliances in the aviation industry.
3. visit to nearby airport and interact with passengers/airport staffs to collect information regarding safety and security measures adopted at the airport.
4. demonstrate various soft skills through role plays, group discussions, presentations, mock-interviews.

Suggested Readings:

- Benny, D. J. (2012). *General Aviation Security: Aircraft, Hangars, Fixed-Base Operations, Flight Schools, and Airports*. United States: Taylor & Francis.
- Cooper, C. (2022). *Essentials of Tourism*. United Kingdom: SAGE.

- Cusick, S. K., Cortes, A. I., Rodrigues, C. C. (2017). Commercial Aviation Safety, Sixth Edition. United States: McGraw Hill LLC.
- Dhanavel, S. P. (2010). *English and Soft Skills*. India: Orient Blackswan .
- Dožić, S., Babić, D., Kalić, M. (2022). *Introduction to the Air Transport System*. United States: CRC Press.
- Evans, N. (2015). *Strategic Management for Tourism, Hospitality and Events*. United Kingdom: Routledge.
- Ghosh, B. N. (2012). *Managing Soft Skills for Personality Development*. India: McGraw Hill.
- Graham, A. (2023). *Managing Airports: An International Perspective*. United Kingdom: Routledge.
- Guillard, D. P. & Grefe, G. (2020). *Shapes of Tourism Employment: HRM in the Worlds of Hotels and Air Transport*. United Kingdom: Wiley.
- Horonjeff, R., Kelvey, F., & Sproule, W. (2010). *Planning and Design of Airports*, 5th Edition, Colombia: McGraw-Hill.
- Wensveen, J. (2018). *Air Transportation: A Management Perspective*. United Kingdom: Taylor & Francis.
- Young, S., Wells, A. T. (2019). *Airport Planning and Management*. United States: McGraw Hill LLC.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**