

Introduction to Masters and PG Diploma Courses in Aviation Law and Air Transport Management

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Scheme of Discussion

- The Linkage between Law and Technology and Law and Management
- Global Aviation Developments and Changing Management Patterns
- Why Aviation Education and Aviation Training in India?
- Aviation Business and Employment Opportunities in India
- Brief About the NALSAR and the CASL/CADL
- Why Aviation Law and Air Transport Management Courses at NALSAR?
- Description of the Course Structure- Masters and PG Diploma
- Conduct of the Courses/Programmes
- Brief Description about the Papers and Modules

Law and Technology

- Techno-Driven Laws including IT Law, IP Law, Cyber Law, Telcom Law, Air Law and Space Laws
- Law follows technology or technological developments necessitate the legal regulations. It is true with the aviation and space technologies. In a span of over a century from the invention of aircraft by Wright brothers in 1903 to the present. Propeller -driven planes giving way to jets, which have now been surpassed by planes that can fly into space.
- The ongoing development and use of unmanned aerial vehicles (UAVs) illustrates well the observation that “Law lags science; it does not lead it.”
- Space Technology and Legal Developments
- Relationship between law and technology has always been uneasy. Law had been slow and lethargic to respond to new technologies.
- Till recently the law makers handled problems presented by technology without break down of legal resources. Convergence of computers and internet posed a much more grave problem. Legal policy makers find it difficult to address.

Global Aviation Developments and Changing Management Patterns

- With the increasing globalisation of economies, liberalisation of aviation policies, new technological developments in civil aviation, private participation in airlines and airports, liberal and “open skies” bilateral agreements, are the some of the new trends.
- Deregulation and intensified global competition are forcing airlines to become responsive, competitive and efficient by focusing more closely on their customers and operations.
- The technological, infrastructural, institutional, economic and human challenges have prompted those in charge of airlines and aviation-related agencies to effect a shift in their polices and approaches pursued for years.
- The attitude of the government and industry towards the regulation of air transport has undergone a profound change over the past few decades in almost all parts of the world.
- The worldwide impact of deregulation, privatization and globalization forced all parties to rethink the ground rules by which the airline industry had been regulated since the Chicago Convention 1944.
- Even many countries in Asia and Africa, which once adopted a defensive position against liberalization, have recognized powerful pressures for changes in the regulatory system
- The global economic forces are compelling the governments and airlines everywhere to redefine their respective roles in air transport Management.

Why Aviation Education?

- India's Aviation industry is witnessing a high growth trajectory. It is expected to become the third-largest aviation market by 2020 & the largest by 2030.
- **Reasons for this Optimism:** Growing population, increasing of Middle class incomes, low-cost carriers, relaxing the FDI norms, Introduction of PPP in Aviation industry, modernization of airports, growing customer base, healthy competition in the market and growing regional connectivity,
- Further, A large and fast growing domestic market; A strategic geographic location at the crossroads of key intercontinental routes; A large global diaspora that continues to maintain strong ties with India; An abundance of natural, historical and cultural attractions to attract tourists and stopover traffic;
- A competitive and growing pool of English language speakers and engineers; Rising domestic Gross Domestic Product (GDP); Demographic dividend; Rising urban population; Significant changes in domestic and international markets and so on

Aviation Business and Employment Opportunities

- Sky is the limit when it comes to the aviation industry. That there is certainly a plethora of diverse employment opportunities in the lucrative aviation industry is well known.
- The past and projected future growth of general business aviation in India has been driven by the strong economic growth past few years. Air travel was once considered a luxury for both business and private needs. This perception has now changed.
- It was in the late 1980's the liberalization and open sky policy started in Indian aviation industry. Privatization of airports through the PPP Model has further opened doors for lucrative business opportunities for many private players.
- Airline sectors is in need of Airline Managers, Business Development Managers, Marketing Managers, Safety & Security and Operations Managers, International Relations Manager, Aviation Law Experts, Human Relations Managers, Finance Managers, Environmentalists etc. for which our courses help students.
- The winds of LPG have brought legal and managerial challenges and only those who take steps to appropriately train themselves professionally can think about evolving in their employment.

Why Aviation Courses at NALSAR ?

- About the NALSAR- NALSAR University of Law established by Act 34 of 1998
- NALSAR consistently ranked as one of the best Law University in India.
- NALSAR is approved by the BCI and UGC. It has been graded as Category-I University by the UGC for Grant of Graded Autonomy Regulations, 2018.
- NALSAR has been accredited by NAAC A+ with 3.60 CGPA out of 4.00.
- One of the contemporary but neglected areas in Indian legal realm is Air & Space laws.
- NALSAR established advanced Centre for Air and Space Law (CASL) in 2005. Since then, CASL has evolved a leader in promoting the study of and research in the specialized fields of Air and Space Law.
- CASL, NALSAR has launched few innovative and value added programmes in Aviation, Space, Telecommunications, GIS and Remote Sensing Laws to cater to the needs of unprecedented aviation growth, which calls for thousands of skilled manpower to meet the managerial requirements of the rapidly growing airports, airlines and aerospace sectors.
- There is an acute shortage of aerospace legal and managerial professionals around the world. The aforesaid courses are a unique value added qualifications which would help the aspirants acquire global placements in the aero-space and Defence industry.

Who made it and why?

- With the support from various organisations such as Ministry of Civil Aviation, Ministry of Defence, ISRO, Surveyor General of India and representatives of the Telecommunications industry and private sector.
- **Why?** NALSAR's initiative crystallizes an academic – industry partnership in the domain of Air Transport Management, Aviation, Space and Telecom Laws which makes the programme first of its kind not only in India but also in this part of the world.
- **About the CADL-** It is the only University in India which can proudly reveal the fact that it has offered Special courses in Air & Space Law at UG PG level and has been produced more than 100 students as Experts in the same domain.
- I will be glad to tell you that these students have been catering to the needs of National as well as international aviation sector by rendering their services in various capacities such as Legal advisors, legal consultants, Practicing lawyers, in-house counsels in various International & National Law firms.
- Suffice it to say, NALSAR is the one and only University which has established a dedicated centre for Aerospace and Defence Law in India

Objective of the Courses

- Aviation Law & Air Transport Management is a unique super competency course.
- NALSAR-CADL has taken an initiative to offer this unique programmes to benefit the students/ working executives to gain the competitive edge in their career profiles.
- To provide best aviation education with global perspective, at affordable cost.
- Legal and Management aspects of Aviation Industry is so well interconnected that the study of one aspect was incomplete without the study of the other.
- Thus NALSAR, through its CADL has introduced Masters and PG Diploma Programmes in Aviation Law and Air Transport Management.
- Through this program we aims to create an industry of aviation managers and lawyers to cater the growing aviation industry at National and International .
- Our course participants would not only have a sound and strong foundation on legal and management patterns of aviation sector but also will be well-equipped to handle practical and contemporary aspects and challenges faced in the daily governance of the aviation.

Objective of the Course Cont..

- NALSAR-CADL intend to institutionalizes the academic-industry partnerships in the domains of air transport management and aviation law.
- While some of the aviation management programmes may include aviation Law as a subject, in this Programme the students become aviation law experts, certified by a leading Law University, this also gives a rare opportunity for Lawyers to get a rare specialisation in aviation law, while becoming an air transport management expert.
- Course Participants will have a sound and strong foundation on legal and management patterns of international civil aviation sector
- Also will be well-equipped to handle practical and contemporary aspects and challenges faced in the daily governance of the aviation industry.

Objectives of the Course Contd.

- The Aviation Law and Air Transport Management course have been developed specifically for those aviation professionals who are currently working in the aviation and associated industries.
- This course satisfies the requirements of Aviation Lawyers, Aviation Managers, pilots, aircraft engineers, air traffic controllers, airport operators in terms of their workplace duties and associated legal and regulatory responsibilities.
- This course also provides a general overview of the law and legal systems including contract and tort law and also areas of corporate and criminal law.
- Students undertaking aviation-related studies would benefit from this course as it presents all the areas of the law that impinge upon aviation activities.

DESCRIPTION Of The COURSE STRUCTURE

- The Master's and PG Diploma programmes of Aviation Law and Air Transport Management is a unique blended version of '*Onsite and Online*' modules which is spread across two years and divided in four semesters one year with two semesters respectively.
- The rigorous program comprises of twelve papers along with Dissertation in Masters and six papers in PG Diploma Programme.
- The structure of the Masters programme is as follows:
- **SEMESTER I:**
 - General Principles of Law
 - International Air Law
 - General Principles of Management
 - Airport Management

Structure of the Course Cont.,

- **SEMESTER II:**
 - Domestic Air Laws in India
 - Aviation Safety, Security and Liability Laws
 - Airline Management
 - Air Space & Air Traffic Management
- **SEMESTER III:**
 - Aviation Contracts and Tenders
 - Aviation Corporate Laws
 - Air Transport Economics and Statistics
 - Aviation Marketing
- **SEMESTER IV:**
 - Dissertation

Structure of the PG Diploma

- **SEMESTER I:**
 - General Principles of Law
 - International Air Law
 - General Principles of Management
- **SEMESTER II:**
 - Domestic Air Laws in India
 - Airline Management
 - Air Space & Air Traffic Management

Conduct of the Course:

- **Onsite Sessions:** Each paper is conducted by the experts in their respective fields who will apart from creating a strong theoretical base would also seek to impart information on practical and contemporary issues involved in the working of the aviation industry through mock exercises and case study methods during the onsite sessions.
- The onsite session will be conducted in each semester for Seven days for Masters and 5 days for PG Diploma and will be held in the NALSAR Campus.
- **Online Sessions:** Such theoretical and practical dispersion of the knowledge so received during the Onsite Sessions is sought to be enhanced through the Online E-Learning Sessions.
- Relevant course materials will be updated on the web-site and the course participants will be given a user-id and password through which they can access these online reading materials.
- Participants can also have one-to-one discussions with the course experts through the online mode as well.

Structure – Brief Details- Paper on General Principles of Law

- It is a well known legal maxim '*ignorantia juris neminem excusat*' which means that 'ignorance of law is no excuse'. This is one of the most fundamental principles of law.
- The paper is designed with the intention of providing the course participants with an overall understanding of the fundamental concepts and principles of law and also develops an in-depth base on the functioning of law in government, society and our lives.
- This paper broadly divided into five modules:
- Module I – Discuss about the definition, nature, scope, sources and importance of law.
- Module II – Indian Constitution and administrative law including nature history and development, salient features of the Indian Constitution. This module also briefly covers the important features of administrative law.
- Module III – Indian Judicial and Legal Systems including Indian Judiciary, Civil and Criminal Court Structure. This module also briefly touches the ADR Dispute settlement and Quasi Judicial Settlement mechanisms
- Module IV - Fundamental Aspects of Law and its Relevance to Air Law including subjects like law of torts, consumer laws, criminal laws, intellectual property laws, cyber laws etc. and their relationship with International and domestic Air laws.
- Module V - Fundamental Aspects of Corporate Laws and its Relevance to Air Laws including relevant areas of corporate laws , contract law, company law, competition law, insurance law, taxation law and their relationship with aviation sector in India.

Paper on International Air Law

- Aviation Technology and beginning of International Air Law
- This paper broadly covers five modules:
- **Module – I** covers Introduction to International Law including Definition, Nature Scope, Sources, Subjects, Relations between International Law and Municipal Law.
- **Module-II** Covers Introduction to International Air Law including Definition, Sources, Theories and Subjects of Air Law. This module also briefly covers the Development of Air Law before the Chicago Convention including the Paris Convention 1910, Paris Convention 1919 and other International Air Law Treaties
- **Module-III** Covers Chicago Conference and Chicago Convention. It briefly touches the historical evolution of Chicago Convention and the outcome of the Chicago Conference including interim agreement, Two freedoms agreement, Five freedoms agreements, Standard Form of Bilateral Air Service Agreement and various annexes to the Chicago Conference.
- **Module-IV** focuses on the Structure and Functioning of the International Civil Aviation Organisation (ICAO). Its role in making International Air Law including the recent Aviation Treaties.
- **Module-V** covers the recent developments in International Air Law including Deregulation and its impact on Aviation Industry. It also further covers Globalization, Liberalization, Privatization of International Civil Aviation.

Paper on Principles of Management

- The paper plays an integral part in making the participants aware of the basic principles and theories involved in management which will further help them attain a better understanding of the different management aspects involved in aviation and airline management. This paper broadly divided into seven modules:
- **Module I** – Introduction to Management including History of Management, nature and process of Management, functions of Management including planning, organization, direction control and coordination.
- **Module II** – Covers Organizational planning including concepts of planning, importance of planning, limitation of planning, components of planning and guidelines for policy formulation in organization planning.
- **Module III** covers Organization including concept and theories of organization, Human factors and important steps in organisation, types, structures and principles of organization.
- **Module IV**– Covers the directing of the Organization including Motivation in Organization, including the process, objectives, mechanism and significance of motivation in organization. **Module V** – Leadership including functions, various views on leadership. It also covers leadership powers, attitudes and framework model of leadership.
- **Module VI** – Control including types, process and methods of Control and its importance and shortcomings. **Module VII** – the importance of coordination in organizations.

Paper on Airport Management

- Airport leaders have now realized that complexities of airport operations can no more be handled by a mere traditional 'organisation' structure and have visualized that the airport management is too demanding, and started looking at it as a 'Business'. The paper aims to make the participants understand the basics of Airport Management thereby providing an overview of how the airports are managed worldwide.
- **Module I- Fundamentals of Airport Management including** Historical Evolution of Airport Management, Airport Governance, Ownership & Control of airports both public and private, Organizational Pattern by ICAO, Airports Council International and Domestic Framework in India
- **Module II - Airport Economics & Financial Management covers** Economies of Air Travel: Supply & Demand, Expenditure and Revenue Structure at Airports, Financial Management at Airport, Price Regulations & Airport Concessions, Airport Concessions and its Impact on Airline Operations
- **Module III - Airport Operations and Service Quality including** Airport Planning & Development, Environmental Impact Assessment, Economic and Financial Feasibility, Service Quality Management, Airport Safety & Security etc.
- **Module IV- Airport-Airline Relationship covers** Structure of Airport-Airline Relationship, Aeronautical Charges and Airline Operations, Non-Aeronautical Charges: Development and Management, Setting Fees and Charges for Non-Aeronautical Activities and Slot Allocation
- **Module V- Contemporary Issues in Airport Management including** Privatization of Airports in India, Environmental Concerns in Airport Management, Airport Commercial & Retail Management, Brownfield and Greenfield Airport, Law for Airports and Airport Management in the 21st Century.

Paper on Domestic Air Laws in India

- **Module I: Domestic implementation of International Air Law in India, EU, UK and USA-** Why and How Domestic Implementation of International Law, Domestic Implementation of International Treaties and Customary practices, Indian Constitution, Indian Judiciary and International Law, Domestic Implementation in EU, UK and USA–
- **Module II: Aircraft Act, 1934 and Aircraft Rules, 1937-** Aviation Regulation before 1911. Airships and Aircraft Act, 1911 and Aircraft Rules, 1920, Aircraft Act, 1934, Aircraft Rules, 1937 and Various Amendments, The Aircraft (Demolition of obstructions caused by Buildings and Trees etc.) Rules, 1994, The Aircraft (Carriage of Dangerous Goods) Rules, 2003, Civil Aviation Regulations and Important Cases
- **Module III: Domestic Implementation of Air Safety and Security Regulations in India--**ICAO, India and Air Safety Regulations, DGCA and Air Safety Regulations, Air Safety Regulations and Recent Developments, Aviation Security Regulations in Indian including, Tokyo Convention 1975, Anti-Hijacking Act, 1982, Unlawful Seizure against the Safety of Civil Aviation 1982, 1994 Amendments to the above Acts , Recent Developments, Civil Aviation Regulations (CAR) and Important Cases
- **Module IV: Aviation Liability in India-** Civil and Criminal Liability in India Carriage by Air Act, 1972, The Carriage by Air (Amendment) Act, 2009, Mangalore crash and Implementation of Montreal Convention of 1999.
- **Module-V: Civil Aviation and Contemporary Issues in India-** Globalization, Liberalization and privatization (GLP) of aviation sector and Indian Responses , Airport Privatization Legal Issues, The Airports Authority of India Act, 1994 and various amendments, Airport Infrastructure Policy 1997, Joint Airlines Privatization Legal Issues, Mergers and Acquisition: Legal Issues, Competition Issues in Aviation Issues, Leasing and Financing in Airlines , FDI in Aviation Sector Consumer protection and Civil aviation and Important Cases

Paper on Aviation Safety, Security and Liability Laws

- The objective of the paper is to highlight the various difficulties in regulating air safety and security and the measures taken by international organisations, particularly the ICAO, in this direction. Further, the paper will study the causes of aircraft accidents, their investigations, liability issues involving air disasters and evolution of security law through various international conventions.
- **MODULE I:** Global air safety regulations including the concept of air safety, the role of ICAO, various annexes to the Chicago Convention.
- **MODULE II:** Global air security regulations including concept of security, annex 17 of Chicago Convention, various international conventions on security, Tokyo, Hague and Montreal Convention and recent developments.
- **MODULE III:** Anti hijacking, aviation terrorism and Global Regulations including the role of United Nations, the ICAO and other institutions in protecting Anti-Hijacking activities.
- **MODULE IV:** Aviation Liability and the Warsaw System including the Warsaw Convention, The Hague Protocols, Montreal conventions etc.

Paper on Airline Management

- The increasing number of commercial airline companies has put more pressure on their management to continually seek profits, reduce cost, and increase revenues. Increasing demand for air transportation service has compelled airline management to take advantage of opportunities in different markets.
- **Module 1: Introduction to Airline Management** – History and Evolution of Airline Industry - Commercial and Cargo; Growth & Challenges in Airline Industry; Basic functions of Airline Management; Players in Airline Industry; Global Trends in Airline Industry; Multilateral Approaches, Yield management, Airline Product, Travel demand, Airline Cost, Pricing and Revenue Management, Airline organization structure, flight operation, Airline fleet.
- **Module 2: Airline Terminal Management and Human Resource-** Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage and -Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling, Supporting Agencies /Departments; airline management leadership, team building, civil aviation training and human factors, ground handling services, passengers services and ramp services, Tickets etc...
- **Module 3: The Regulatory Framework of Airline Management** - Economic characteristics of the Airline Industry; Types of Alliances between Airlines; Code Sharing; Competition issues in Airline Industry; Role of IATA & ICAO; DGCA -, aircraft leasing and financing, Case study
- **Module 4: Global trends in Airline Management** - Public Private Participation in Airline Industry-Joint Ventures; Mergers and Acquisitions; Environmental regulations; Regulatory compliances, Regulatory issues; Airport fees, rates, and charges; Promotion Marketing; marketing strategy; frequent flyer programmes; marketing techniques ; airline advertising; selling in the air freight & Case study.
- **Module 5: Airline Industry in India** - Development of Air transportation in India; Major players in Airline Industry; Market potential of Indian Airline Industry; Current challenges in Airline Industry in India; Role of IATA & ICAO, Airline Mergers and various Case studies including Jet-Sahara, Air India-Indian Airlines, Liberalized Open Skies Agreement, Case Study

Paper on Air Space and Air Traffic Management

- The paper aims to highlight the conceptual and legal framework (both national and international) air space and air traffic management thereby giving detailed analysis of the issues involved.
- **MODULE I:** INTRODUCTION TO AIR SPACE AND AIR TRAFFIC MANAGEMENT; Conceptual Framework: Meaning of Air Traffic Services, Controlled Air Space, Separation Standards, CNS/ATM, International Emergency Procedure, Aviation Meteorological Services, Legal Framework for Air Space and Air Traffic Management: CNS/ATM, Air Traffic and Navigation Services, Liability of States and ATS Providers, Satellite Imagery and Space Law Applications.
- **MODULE II:** AIR SPACE AND AIR TRAFFIC MANAGEMENT: Available and Emerging Technology, Human Factors in Air Traffic Management, CNS/ATM Technology Improvements, National Flow Management, Separation Assurance and Technical Performance, Dense Terminal Airspace, Capacity and Safety of Air Traffic Management.
- **Module III:** COMMUNICATIONS, NAVIGATION, SURVEILLANCE/ AIR TRAFFIC MANAGEMENT (CNS/ATM: Meaning and Background, CNS Systems: An Overview ICAO's Planning Structure for the CNS/ATM System, Global Planning Methodology , Communication Systems, Navigation Systems, Surveillance Systems, Meteorology, Aeronautical Information Services.
- **MODULE IV:** ICAO AND AIR SPACE AND AIR TRAFFIC MANAGEMENT: ICAO Institutional and Regulatory Framework, Civil and Military Inter-operability, Air Space Organization and Management, ATM Security and ATM in crisis situation, State Aircraft Operations, Civil/Military Collaboration — A New Global Challenge, Legal Issues Concerning Communication/Navigation and Surveillance Systems.
- **MODULE V:** AIR SPACE AND AIR TRAFFIC MANAGEMENT IN INDIA: Introduction and Historical Evolution: Overview of Air Transport Management in India, Airport as Growth Engine & Revenue Generator, Institutional & Organizational Framework to regulate Air Space & Air Traffic Management in India: MCA, DGCA, AAI and other entities, Role of Air Traffic Controllers in India: Meaning, Role, Responsibilities and Categories, The Future of Air Space and Air Traffic Management in India: Satellite Based Navigation System, Flexible Use Of India's Airspace , A National High Level Airspace Policy Board, Growth Challenges.

Paper on Aviation Contracts and Tenders

- The objective of the paper is to gain good understanding of typical airline contracts and their effects on airline operations. The Paper also go on highlighting the contractual issues relating airports, MROs and other stakeholders who are part of the aviation business.
- Airport Agreements (Concession Agreements), Airlines Agreements (Slots and Space), Aircraft Sale or Lease Agreements.
- Aviation Fuel Agreements, Ground Handling, Flight Catering, Food & Beverages, Business Hotel, Retail / Duty Free Shops and Advertising
- Transport (A/c and Non A/c Buses, Taxi, Car Rentals), Lease and Financing of Aircraft, Insurance – Airports / Airlines, Passenger – Loss of Baggage / Cargo, Maintenance, Repair and Overhauling (MRO) and related agreements.
- Aviation Contracts, Aviation Leasing and Finance, Product Liability, Aviation Insurance, Aviation Liability, Aviation Tenders, Consumer Protection and Liability of Airlines and Airports, International Contracts-UNIDROIT and CISG; Drafting of Aviation Contracts-Domestic and International; Contracts relating to Aviation Investment and Infrastructure.
- **Tenders and Tendering Procedures**-Tender Concept and Procedures, Tendering Procedures and Bidding Process

Paper on Aviation Corporate Laws

- Aviation Corporate Law deals with the formation and operations of corporations and is related to commercial and contract law. A corporation is a legal entity created under the laws of the state it's incorporated within. State laws, which vary from state to state, regulate the creation, organization and dissolution of their corporations.
- The paper aims to familiarize the participants with fundamental law of business and have an interdisciplinary analysis of the legal issues confronting airlines and aviation corporate laws.
- **Merges and Acquisitions**-History of Aviation Mergers and Acquisitions-Mergers, Takeover, Hostile takeover; Differences between Merger and Acquisitions; Main factors behind Mergers and Acquisitions in Aviation Industry. **Competition Issues in Aviation-Competition Act, 2002**; Competition Law and consumer protection-Consumer Protection Cases-consumer Right to safety, Right to information. **Joint Ventures**-Reasons for Alliances and Joint Venture in Civil Aviation: Strategic Alliance – The modern airline trend; Strategic Initiatives in Civil Aviation-**Public Private Partnership (PPP)**—Various Mechanisms (BOT, BOOT etc.)-Private Airports under Concession Agreements and OMD Agreements-PPP in Indian Aviation Sector-

Paper on Air Transport Economics and Statistics

- Air Transport Economics is a core area in the aviation business. Aviation statistics are widely used throughout the industry, ranging from monitoring global industry performance, to detailed network planning and competitor benchmarking. The paper gives a broad understanding of the economic aspects of aviation industry. It also gives a broad understanding of the statistics which are part of the aviation sector.
- **Introduction to Economics**-Definitions of economics, Basic concepts of economics, classification of economics. **Demand analysis**-What is demand, factors influencing demand, demand for Air Transportation, factors influencing demand for air transportation, law of demand. Demand schedule of air transportation and demand curve. **Theory of supply**-What is supply, factors influencing supply, what is the supply of air transportation. **General theory of production**-What is production, factors of production, factors of air transportation, and theories of production; **Theory of cost and Revenue**-What is cost, various types of cost concepts, various concepts of costs in air transportation, **Market analysis**-What is market, classification of market, types of market, price fixation in various markets, market analysis of air transportation in India; **Industrial sector in Indian economy**-Growth of industries in post-independence era, industrial policies in India (1948-1991), An extensive study of 1991 industrial policy, growth of air transportation sector in various plans and policies, globalization, privatization and liberalization of air transportation sector; **Introduction to quantitative techniques**-Introduction to statistics, regression, correlation, χ^2 test and other methods

Paper on Aviation Marketing

- Marketing is a core business component in the aviation industry, where the environment is highly competitive and margins often low. The paper aims to provide an in depth aviation business knowledge in the areas of marketing channels thereby highlighting the core concepts of marketing and its uses in airport and airline marketing.
- **Module 1** The Meaning and Role of Marketing: What is marketing? The Role of Marketing with Respect to the Business Environment, Customer and a Company. **Module 2** Airline Products and Services covers Defining the Airline Product, Product Hardware, The ‘Soft’ Side of Airline Products, Managing the Product Life Cycle, Overview of the Product Life Cycle, Product Design, Defining Branding and its Role in Marketing, Brand and Value and Brand Management Frequent Flyer Programs and the Airline Schedule, Purpose of Frequent Flyer Programs, Benefits of FFPs for Airlines and Passengers **Module 3** Pricing covers Price and Demand Elasticity, Pricing Strategies, Demand and Revenue Management, Low Cost Carriers and Traditional Carriers Pricing, Conditions of Sale and Revenue Management.
- **Module 4:** Promoting Airline Products and Services: The Role of Promotions, Promotional Objectives , The Promotional Mix, Social Media and Interactive Marketing including The Internet as a Communication Channel, The Internet as an Advertising Medium, The Impact of Social Media Applications on Marketing & Marketing Communications , Social Media Marketing, Designing a Promotional Mix and The Promotional Campaign **Module 5:** Distributing Airline Products & Services covers Defining Distribution Channels, Electronic Ticketing and its Impacts, Classification of Distribution Channels, Direct and Indirect Channels, Direct and Indirect Channels, GDS and Choosing a Distribution Strategy. **Module 6:** Airline Alliances & Marketing Strategy, Alliances—an Overview, Defining Airline Alliances, Development of Major Airline Alliances, An Airline's Perspective on Alliances, Stages in Alliance Development, Alliances—Pros and Cons, Do Alliances Benefit Customers?. **Module 7:** Marketing Management in Practice covers The Challenge of Effective Marketing and the Marketing Plan, Significance of the Marketing Plan for an Airline, The Elements of a Marketing Plan, Format of the Marketing Plan, Controlling the Marketing Effort including Marketing Planning Control, Strategic Marketing Review , Creating a Marketing-Oriented Organization and Applying Your Learning at Work

Dissertation

- The spectacular fast developments in aircraft technology in the beginning of the 20th century, made law-making necessary in this new field of transportation.
- The course extensively tries to encompass numerous aspects of Aviation Law and Management. Given the nature of the course, there are numerous contemporary aspects of the aviation law and management that cannot be discussed in detail.
- Hence the component of Dissertation has been introduced which allows the student concerned to pursue mandatory research in a topic in the field of aviation of his or her own interest and to draw a critical legal analysis of the policies and the regulatory framework and examine the impact of its concern on field.
- This component also allows us the assist the students in developing their research and writing skills, assess them on this count and to provide a platform for creative legal scholarship and can be refined and submitted for publication in scholarly journals or even serve as the basis for full length dissertations in doctoral programmes.

- Thanks