



## KANNUR UNIVERSITY

### (Abstract)

Bachelor of Business Administration (Aviation and Hospitality) (BBA-AH) Programme-Scheme, Syllabus and Pattern of Question Papers of Core, Complementary Elective and Generic Elective Course under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

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#### ACADEMIC BRANCH

No.Acad.C1/12435/2019/i

Dated, Civil Station P.O., 21.06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated,10-10-2017
  2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
  3. U.O. No.Acad.C2/429/2017 Vol.II dated,03-06-2019.
  4. The Minutes of the Meeting of the Board of Studies in Travel and Tourism (Cd) held on 11.06.2019
  5. Syllabus of BBA-Aviation and Hospitality Programme , Submitted by the Chairperson, Board of Studies in Travel and Tourism (Cd) ,dated , 14.06.2019

#### ORDER

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.

2. The meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies , Workshops, discussions etc.

3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) were implemented with effect from 2019 Admission as per paper read (3) above.

4. Subsequently, as per paper read (4) above, the Board of Studies in Travel and Tourism (Cd) finalized the Scheme, Syllabus & Pattern of Question Paper for Core, Complementary Elective & Generic Elective Course of BBA-Aviation and Hospitality Programme to be implemented with effect from 2019 Admission.

5. As per paper read (5) above, the Chairperson, Board of Studies in Travel and Tourism (Cd) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of BBA-Aviation and Hospitality Programme for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(i) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Paper (Core/Complementary Elective/Generic Elective Course) of BBA-Aviation and Hospitality programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in the Affiliated colleges under the University with effect from 2019 Admission, subject to reporting to the Academic Council.

7. The Scheme, Syllabus & Pattern of Question Paper of BBA-Aviation and Hospitality Programme are uploaded in the University website .  
( [www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in))

Orders are issued accordingly.

**Sd/-**  
DEPUTY REGISTRAR(ACADEMIC)  
for REGISTRAR

To  
The Principals of Colleges offering BBA(AH) Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
  2. The Chairperson, Board of Studies in Travel and Tourism (Cd)
  3. PS to VC/PA to PVC/PA to Registrar
  4. DR/AR-I, Academic
  5. The Computer Programmer(for uploading in the website)
  6. SF/DF/FC



Forwarded/By Order

  
SECTION OFFICER



# **KANNUR UNIVERSITY**

**BOARD OF STUDIES: TRAVEL & TOURISM (Cd)**

*Syllabus for  
BBA Aviation Hospitality (AH)  
Core, Complementary Elective, and Generic Elective  
Courses of*

**BACHELOR OF BUSINESS ADMINISTRATION-  
AVIATION&HOSPITALITY (BBA-AH)  
Programme**

**CHOICE BASED CREDIT AND SEMESTERSYSTEM**

**(2019 ADMISSION ONWARDS)**

# KANNUR UNIVERSITY

## VISION AND MISSION STATEMENTS

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### **Vision**

To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and a critical application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

### **Mission**

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

# KANNUR UNIVERSITY

## PROGRAMME OUTCOMES (PO)

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### **PO1. Critical Thinking**

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
- 1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
- 1.3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

### **PO2. Effective Citizenship**

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalisation and the ability to understand and resist various kinds of discriminations.
- 2.3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

### **PO3. Effective Communication**

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
- 3.2. Learn to articulate, analyse, synthesise, and evaluate ideas and situations in a well-informed manner.
- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

### **PO4. Interdisciplinarity**

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
- 4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
- 4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

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**Kannur University**

**BACHELOR OF BUSINESS ADMINISTRATION – AVIATION & HOSPITALITY  
(BBA-AH) PROGRAMME**

**PROGRAMME SPECIFIC OUTCOMES**

**PSO**

**PSO Statement**

- PSO1 Understand the evolution, concepts and theories of Aviation and Hospitality
- PSO2 Understand the principles and practices of Business Administration
- PSO3 Update the knowledge, skills and employment opportunities in Aviation & Hospitality, and Tourism business
- PSO4 Demonstrate skills and competencies required in the Aviation & Hospitality business through classroom/practical exercises, field visits, and internship training

**SCHEME, REGULATIONS, CREDIT DISTRIBUTION**

**Duration of the Programme**

The duration of BBA-AH programme shall be 6 semesters distributed over a period of 3 academic years.

**Medium of Instruction**

The medium of instruction is English and no question paper will be prepared in Malayalam.

**Eligibility for Admission**

The admission to the programme will be as per the rules and regulations of the University. For the BBA (AH) programme, pass in Plus Two / equivalent exams with 50 % marks is needed. A weightage of 75 marks is also given to those candidates who have passed VHSE/CBSE Travel and Tourism / Catering and Hospitality Management. The total of all such weightage should not exceed 75 marks.

**Requirements for the completion of the Programme**

For passing the BBA-AH degree programme the student shall be required to achieve a minimum of 120 credits. These are distributed under four types of courses, viz., Common

Courses – (English, Additional Language & General Awareness - Code A), Core courses (Code B), Complementary Elective Courses (Code C) and Generic Elective course (Code D). This programme is under Language Reduced Pattern (LRP).

### WORK AND CREDIT DISTRIBUTION STATEMENT

COURSE TYPE	CREDITS
Common Course English	14
Additional Common Course (Additional Language)	8
General Awareness Course	16
Core Course	64
Complementary Elective Course	16
Generic Elective Course	2
<b>TOTAL</b>	<b>120</b>

Semester	Course Title*	Credits	Hours per week	Total Credits	Total Hours
<b>I</b>	Common Course English I	4	5	19	25
	Common Course English II	3	4		
	Additional Common Course I	4	5		
	Core Course (1B01 BBA(AH))	4	4		
	<i>Practical hours</i>	-	1		
	Complementary Elective Course-1	4	6		
<b>II</b>	Common English Course III	4	5	20	25
	Common English Course IV	3	4		
	Additional Common Course II	4	5		
	Core Course (2B02 BBA(AH))	4	4		
	Core Course (2B03 BBA(AH))– <i>Practical</i>	1	1		
	Complementary Elective Course-2	4	6		
<b>III</b>	General Awareness Course -1	4	4	20	25
	General Awareness Course -2	4	4		
	Core Course (3B04 BBA(AH))	4	4		
	Core Course (3B05BBA(AH))	4	5		
	<i>Practical hours</i>	-	2		
	Complementary Elective Course-3	4	6		
<b>IV</b>	General Awareness Course -3	4	4	20	25
	General Awareness Course -4	4	4		
	Core Course (4B06 BBA(AH))	4	5		



	Core Course (4B07 BBA(AH))	2	3		
	Core Course (4B08 BBA(AH))	1	1		
	Core Course (4B09BBA(AH)) – <i>Practical</i>	1	2		
	Complementary Elective Course -4	4	6		
V	Core Course (5B10BBA(AH))	4	4	20	25
	Core Course (5B11BBA(AH))	4	5		
	Core Course (5B12BBA(AH))	3	4		
	Core Course (5B13BBA(AH))	3	4		
	Core Course (5B14BBA(AH))	4	4		
	<i>Practical hours</i>	-	2		
	Generic Elective Course	2	2		
VI	Core Course (6B14 BBA(AH))	4	4	21	25
	Core Course (6B15 BBA(AH))	4	5		
	Core Course (6B16 BBA(AH))	3	4		
	Core Course (6B17 BBA(AH))	3	4		
	Core Course (6B18 BBA(AH))	3	4		
	Core Course (6B19 BBA(AH)) – <i>Practical</i>	2	2		
	Research Project and Viva Voce	2	2		
Total				120	150

- Core courses are the courses in the major (Core) subject of the degree programme and offered by the parent department.
- Complementary courses cover two each courses related to Travel Geography and Cultural Heritage, the syllabi of which are related to the core subject and are distributed in the first four semesters with 16 credits.
- Common courses 1, 2, 3 and 4 shall be taught by English teachers and 7 and 8 by teachers of additional languages and general awareness courses 11, 12, 13 and 14 by teachers of Travel and Tourism. All Core courses, complementary elective courses and General Awareness course shall be taught by Travel and Tourism teachers. One faculty may be appointed to teach hotel management paper.
- General Elective Courses are to be offered in the 5<sup>th</sup> semester, to students of other departments. The department can decide the general elective course to be offered.

#### **Lab Facilities**

A lab must be set up in the Department for giving practical training to the students in the areas such as F&B management, Front office management and Housekeeping which are mentioned in the practicum papers.

**COURSE STRUCTURE – BBA-AH**  
**SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS,**  
**DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION**

**SEMESTER 1**

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	1A01 ENG	Common English Course I	10	40	50	3 hrs	5	4
2	1A02 ENG	Common English Course II	10	40	50	3 hrs	4	3
3	1A07 ADL	Additional Language Course I	10	40	50	3 hrs	5	4
4	1B01 BBA(AH)	Business of Aviation and Hospitality	10	40	50	3 hrs	4	4
5		Hours for Practical					1	
6	1C01 BBA(AH)	Geography of India	10	40	50	3 hrs	6	4
<b>TOTAL</b>			50	200	250		25	19

**SEMESTER 2**

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	2A03 ENG	Common English Course III	10	40	50	3 hrs	5	4
2	2A04 ENG	Common English Course IV	10	40	50	3 hrs	4	3
3	2A08 ADL	Additional Language Course II	10	40	50	3 hrs	5	4
4	2B02 BBA(AH)	Front Office Management	10	40	50	3 hrs	4	4
5	2B03 BBA(AH)	Aviation and Hospitality Practicum & Viva Voce -1	10	40	50	3 hrs	1	1
6	2C02 BBA(AH)	Destination Mapping	10	40	50	3 hrs	6	4
<b>TOTAL</b>			60	240	300		25	20

**SEMESTER 3**

N o.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	3A11 BBA(AH)	Law for Tourism and Hospitality	10	40	50	3 hrs	4	4
2	3A12 BBA(AH)	Business Communication	10	40	50	3 hrs	4	4
3	3B04 BBA(AH)	Airfares and Airline Management	10	40	50	3 hrs	4	4
4	3B05 BBA(AH)	Airport Handling	10	40	50	3 hrs	5	4
5		Hours for Practical					2	
6	3C03 BBA(AH)	Travel and Tourism Industry	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	20

**SEMESTER 4**

N o.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	4A13 BBA(AH)	Environmental Studies and Disaster Management	10	40	50	3 hrs	4	4
2	4A14 BBA(AH)	Management Principles	10	40	50	3 hrs	4	4
3	4B06 BBA(AH)	Basics of Hotel Accounting	10	40	50	3 hrs	5	4
4	4B07 BBA(AH)	Internship	10	40	50	-	3	2
5	4B08 BBA(AH)	Tour Report	5	20	25	-	1	1
6	4B09 BBA(AH)	Aviation and Hospitality Practicum & Viva Voce -2	10	40	50	3 hrs	2	1
7	4C04 BBA(AH)	Cultural Tourism	10	40	50	3 hrs	6	4
TOTAL			65	260	325		25	20

**SEMESTER 5**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	5B10 BBA(AH)	F&B Service	10	40	50	3 hrs	4	4
2	5B11 BBA(AH)	Tourism and Hospitality Marketing	10	40	50	3 hrs	5	4
3	5B12 BBA(AH)	Research Methods and Basic Business Statistics	10	40	50	3 hrs	4	3
4	5B13 BBA(AH)	Cabin Crew Management	10	40	50	3 hrs	4	3
5	5B14 BBA(AH)	Informatics for Tourism and Hospitality	10	40	50	3 hrs	4	4
6		Hours for Practical					2	
7	5D01 BBA(AH)	Introduction to Travel and Tourism	5	20	25	2 hrs	2	2
	5D02 BBA(AH)	Aviation Industry						
	5D03 BBA(AH)	Front Office Management						
TOTAL			55	220	275		25	20

**SEMESTER 6**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs / Week	Credit
			Internal	External	Total			
1	6B15 BBA(AH)	Air Cargo Management	10	40	50	3 hrs	4	4
2	6B16 BBA(AH)	Leadership and Employability Orientation	10	40	50	3 hrs	5	4
3	6B17 BBA(AH)	Event Management	10	40	50	3 hrs	4	3
4	6B18 BBA(AH)	Customer Relationship Management	10	40	50	3 hrs	4	3
5	6B19 BBA(AH)	Housekeeping Operations	10	40	50	3 hrs	4	3
6	6B20 BBA(AH)	Aviation and Hospitality Practicum & Viva Voce -3	10	40	50	3 hrs	2	2
7	6B21 BBA(AH)	Research Project and Viva Voce	20	80	100	-	2	2
TOTAL			80	320	400		25	21

**TOTAL MARKS OF THE PROGRAMME                      1800**

**PART A:**

**AVIATION&HOSPITALITY MANAGEMENT CORE COURSES  
WORK AND CREDIT DISTRIBUTION**

*(2019 ADMISSION ONWARDS )*

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
1B01 BBA(AH)	BUSINESS OF AVIATION AND HOSPITALITY	I	4	4	3
	HOURS FOR PRACTICAL	I	1	-	-
2B02 BBA(AH)	FRONT OFFICEMANAGEMENT	II	4	4	3
2B03 BBA(AH)	AVIATION AND HOSPITALITY PRACTICUM & VIVA VOCE I	II	1	1	3
3B04 BBA(AH)/BBA(TTM)/TTM	AIRFARES AND AIRLINE MANAGEMENT	III	4	4	3
3B05 BBA(AH)	AIRPORT HANDLING	III	5	4	3
	HOURS FOR PRACTICAL	III	2	-	-
4B06 BBA(AH)/BBA(TTM)	BASICS OF HOTEL ACCOUNTING	IV	5	4	3
4B07 BBA(AH)	INTERNSHIP	IV	3	2	-
4B08BBA (AH)	TOUR REPORT	IV	1	1	-
4B09 BBA(AH)	AVIATION AND HOSPITALITY PRACTICUM & VIVA	IV	2	1	3

	VOCE 2				
5B10 BBA(AH)	F&B SERVICE	V	4	4	3
5B11 BBA(AH)/ TTM/ BBA(TTM)	TOURISM AND HOSPITALITY MARKETING	V	5	4	3
5B12 BBA(AH) / TTM / BBA(TTM)	RESEARCH METHODS AND BASIC BUSINESS STATISTICS	V	4	3	3
5B13BBA(AH)	CABIN CREW MANAGEMENT	V	4	3	3
5B14BBA(AH) / TTM / BBA(TTM)	INFORMATICS FOR TOURISM & HOSPITALITY	V	4	4	3
	HOURS FOR PRACTICAL		2	-	-
6B15 BBA(AH)	AIR CARGO MANAGEMENT	VI	4	4	3
6B16 BBA(AH)/ TTM/ BBA(TTM)	LEADERSHIP AND EMPLOYABILITY ORIENTATION	VI	5	4	3
6B17 BBA(AH)/ TTM/ BBA(TTM)	EVENT MANAGEMENT	VI	4	3	3
6B18 BBA(AH)/ BBA(TTM)	CUSTOMER RELATIONSHIP MANAGEMENT	VI	4	3	3
6B19 BBA(AH)	HOUSEKEEPING OPERATIONS	VI	4	3	3
6B20 BBA(AH)	AVIATION AND HOSPITALITY PRACTICUM & VIVA VOCE III	VI	2	2	3
6B21 BBA(AH)	RESEARCH PROJECT AND VIVA VOCE	VI	2	2	-

## EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

### CONTINUOUS INTERNAL ASSESSMENT - THEORY

COMPONENT*	WEIGHTAGE**	REMARKS
COMPONENT1 Test Paper	60	
COMPONENT 2 Seminar Presentation /Viva	40	

## **CORE COURSE I : BUSINESS OF AVIATION AND HOSPITALITY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	1B01 BBA(AH)	<b>4</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the basic concepts of aviation and hospitality.

**CO2:** Describe the history of aviation and hospitality

**CO3:** Understand about various tourist accommodation establishments

**CO4:** understand the functional departments of hotel.

#### **Unit I :**

Aviation – definition and classification – Civil aviation – classification –Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Infrastructure for civil aviation –Types of aircrafts – classification- Major aircraft manufacturers and large aircrafts used in civil aviation - Role, and functions of IATA, DGCA, ICAO, AAI, BCAS - Major airlines of the world and India – UDAN-RCS, Vision 2040.

#### **Unit II :**

Evolution of aviation: history of flying – legends and mythology of flying in ancient civilizations - early attempts – lighter than air flights. Heavier than Air flights: glider – attempts to powered manned flight – Emergence of civil aviation – aviation during WWI – post WW-I aviation – emergence of airline companies – Aviation during WW-II – post WW-II aviation – Introduction of Jetliners – wide bodied jets – fly by wire - auto pilot – modern technology in aviation. Conventions – Freedoms of Air

History of civil aviation in India: before independence – after independence – after economic liberalization. – Profile of important international airports in India.

#### **Unit III:**

Accommodation – evolution, types: Primary and supplementary, Classification of hotels  
1. Size 2.Location 3.Length of Stay 4. Facilities offered 5. Types of Plan –Star classification of hotels (in brief)-Hotel Ownership and affiliation 1.Independent hotels 2.Chain hotels 3.Franchise.Role of FHRAI. Star classification of hotels in India – facilities – DoT Categorization of other tourist accommodation in India – Major hotel chains of India and Kerala.

#### **Unit IV:**

Front of the house and back of the house - Functional Departments in hotels- Functions, staffing, and overview of Front Office – House Keeping – G&B Production – F&B Service - Engineering – Security – Marketing – Accounts and Finance – HR



### References:

1. Christopher.J. Hollway; Longman ; The Business of Tourism
2. Belobaba P, Odoni, Barnhart - The global airline Industry
3. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
4. Negi N – Air travel ticketing and fare construction
5. Ram Acharya – Civil Aviation and tourism administration in India
6. Childress- Vimana flying machines of the Ancients
7. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
8. S Medlik& H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
9. Starr, Nona- Viewpoint: An Introduction to Travel, Tourism, & Hospitality- Prentice Hall – 2000
10. Websites of organisations mentioned in the syllabus

### Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

### About the Pattern of Questions:

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE II :FRONT OFFICE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	2B02 BBA(AH)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the functions and role of hotel front office

**CO2:** Understand organization and staffing of front office

**CO3:** Apply the knowledge to perform front office job tasks

**CO4:** Understand the process of guest cycle

#### **Unit I :**

Hotel Organisation - Organisation Chart – Front Office – Functions – Coordination with FO - Layout and Design – - Various sections of FO - Equipments used in FO – Staffing and Organisational Chart of F O – Small, Medium and Large hotels  
Qualities of Front Office Staff - Description, Functions, Staffing and job descriptions of : Front Office - Lobby - Bell Desk– Travel Desk – GRE

#### **Unit II :**

F O Operations: Tariff & basis of tariff charging - Different types of rooms – Types of room rates  
Responsibilities of FO: Handling. Emergency situation - Hotel & guest security - Different types of complaints –Dealing with a complaint - Safe deposit facility & lost & found

#### **Unit III:**

Guest Cycle – Stages  
Reservation: Advance room reservation - Reservation section of F O - Functions of reservation section - Modes, Types and Channels of reservation - Handling reservation requests - Reservation form - Reservation Systems – Online Reservation systems - Group reservation - Forecasting reservation - Over booking - Preventing common reservation problems – Cancellation  
Registration: Pre registration - Guest arrival - Registration Procedure - G. R. C - Systems of registration - Rooming & Key issuing - Groups & crew – C form - No – Show - Guest history

#### **Unit IV:**

Check out & account settlement : . Departure Procedure - Method of settlement - Late check out – Express check out -Self check out – Online checkout - Duties of F O cashier - Presentation & settlement of bill – Night auditing : - Purpose - . Functioning-- Job description– Reports

Information section : Types of information - Duties of Information assistant - Paging - Handling mail - Handling message - Telephones : Telephone skills - Qualities of Telephone operator – Telephone manners – do’s & donot’s

**Books for Study:**

1. 1. F O Management – Sudhir Andrews F O Management –
2. 2. S K Bhattnagar Professional FO Management – Robert H Woods
3. 3. Manging Front office Operations – Michel L Kasavana& Richard M Brokes
4. 4. F O Operations & Management – Ahammedismail

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

### CORE COURSE III: AVIATION&HOSPITALITY PRACTICUM& VIVA VOCE I

SEMESTER	COURSE CODE	HOURSPER WEEK	CREDIT	EXAM HRS
2	2B03 BBA(AH)	1	1	3

#### COURSE OUTCOME

**CO 1:** Understand academic writing and plagiarism free learning

**CO2:**Create tour itineraries and tour package

**CO3:** Understand writing of student record and report

**CO4:**Understandand practice the competencies needed to work in tourism industry

#### **Fresh Student Orientation:**

Academic writing, Steps of writing assignments: Plan, Analyze the question, Drafting outline, Finding information, Writing, Editing/proof reading – How to find information – How to make references – How to avoid plagiarism

Hospitality Practicum and Viva Voce -I introduces the students on Academic writing and the practical aspect of hotel management and areas of Travel Geography course.

#### **Front Office Practical:**

1. Role play and demonstration of personality traits required for front office personnel
  - i. Mock Check-in
  - ii. Mock guest complaint & handling
  - iii. Preparation of Reservation form
  - iv. Meeting and welcoming guest
  - v. Provision of information
  - vi. Preparation of G.R.C
  - vii. Preparation of C – form
  - viii. Handling guest complaints
  - ix. Preparation of guest history card
  - x. Mock telephonic drill – various situations
  - xi. Mock Check- Out
2. **Familiarization Trip (FT):** Soon after the orientation of the students, the students should undertake two industry visits: **Airport** and **Hotel**. The visits should include escorted tour to all parts of the airport/hotel, after obtaining permission from the airport management/authority. The duration of the visits should not exceed 2 days and to be incorporated as a report fulfilling the academic writing criteria.

3. A record book including Front Office Practical and Industrial Visit report to be submitted for external evaluation and Practical viva voce. Viva could include topics learnt in first year of study.
4. Travel Geography: Problems on time calculation and flying time.
5. Destination mapping of major airports using IATA three letter city codes on maps drawn by the students/maps provided.
6. Familiarization with online/digital maps in computer or mobile devices

**Internal Assessment: 10 Marks**

Internal Practical Evaluation (5 marks), Grooming (2 marks), Internal Viva (3 marks)

**Mark Distribution - Practical:**

<b>Sections</b>	<b>Marks</b>
Record	10
Written Examination	10
Presentation/roleplay including grooming and etiquette	10
Viva	10

### CORE COURSE IV: AIRFARES AND AIRLINE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B04 BBA(AH)/ TTM/ BBA(TTM)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the evolution and concept of civil aviation

**CO2:** Understand the basic concepts of air ticketing

**CO3:** Apply ticketing formula and conventions to find air fares

**CO4:** Create airline itineraries

#### **Unit I :**

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

#### **Unit II :**

Types of airport- AAI managed and private airports-runway-apron-taxiway-ATC-ramp service-Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew – Airport Terminal- Airport facilities and special passengers \_ Check in facilities-types –Landing facilities for departing passengers – In-flight services — Emergency equipments for disembarkation – In-flight entertainment – Class of service-Minimum connecting time –Insurance coverage-types of insurance for travel.

#### **Unit III:**

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares- ticket validity-refund-cancellation-Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – carriage of live animals –dangerous goods, classification of dangerous good- Credit cards -BSP.

#### **Unit IV:**

Airlines Terminology -2 letter Codes of Airlines -3 letter city codes of major airports - Abbreviations used in airlines, Types of journeys (OW, CT, RT, OJ, RTW); E-tickets & its advantages; new trends, types- Rounding off units of rate of exchange-TIM, OAG

**Unit V:**

Fare calculation: International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – Exercises on ticketing - OW, RT, CT

**Books for Study:**

1. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles.  
(Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004

**Books for References:**

1. Study Kit for IATA/UFTAA Foundation Course:
  - Module – I – Introduction to tourism
  - Module – II – Travel Geography
  - Module – III – Air Transport

**Marks including choice:**

Unit	Marks
1	10
2	12
3	12
4	12
5	14

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE V: AIRPORT HANDLING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B05 BBA(AH)	5	4	3

### COURSE OUTCOME

**CO 1:** Understand the functional areas of airport

**CO2:** Understanding aircraft ground handling

**CO3:** Describing passenger flow in airports

**CO4:** Identifying the job opportunities and job descriptions in aircraft

#### **Unit I :**

Airport: Definition, Classification, Layout:-**Airside Area:** Runways: types - colour markings, lights, numbers. On runway and taxiway – Apron – Hangar – Aircraft Marshalling – systems of body signals for marshalling (IATA and ICAO)- Flight support Area – Fueling the aircraft – ATC, ATCT, Air Navigation Aids, VFR and IFR – VMC.  
**Terminal Area:** amenities and basic areas in terminal areas – gate – jet bridge.  
**Landside area:** Public and private transport areas – Baggage trolleys – Check in kiosks – different Lounges – F&B outlets – Currency exchange – Telephone and internet access – tourist information desks – medical room – prayer room – children’s play area.  
**Aircraft ground handling:** Cabin service, Passenger service, Catering service, Ramp service, Field Service

#### **Unit II :**

Managing Passenger Flow at Airports: Major terms used in airlines-reservation codes and abbreviations- Ramp handling- traffic handling- Passenger flows –check in/transit/boarding- passenger arrival patterns at check in counters- managing passenger boarding at gates-passenger behavior at terminals –reverse pyramid boarding model – Zoning for boarding

Passenger and Baggage Handling: Baggage- types-baggage systems and handling- Excess Baggage-carryon items-carriage of pets- Security aspect, Dangerous goods, classification of dangerous goods-Emergency procedures-Accident and incident reporting- Handling difficult passengers and complaints-Passenger Information List(PIL)-Bomb threats

#### **Unit III:**

Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass- Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage - Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP-Co-ordination of Supporting Agencies /Departments



**Unit IV:**

Crewing and crew scheduling-crew base-crewing networks-Delay management- major and minor disruptions- airline scheduling-Airport regulation-types-ground handling issue-slot allocation- environmental impact of airports

Job requirements of Airline Pilots–Pilot selection process–Personality test for traffic controllers–training of pilots and crew members- Importance of customer service-different career options in aviation-Air hostess and ground hostess-Job profile and job requirements

**Books for Study:**

1. Cheng-Lungwu (2010).Airline operations and delay management. Ashgate Pub Ltd, UK
2. Graham. A(2001).Managing Airport an International Perspective–Butterworth Heinemann, Oxford
3. Richard H. Wood Aviation Safety Programs A Management HandBook – Jeppesen Sanderson Inc.
4. Edward B – Modern airport Terminal, Spon Press
5. IATA course material for Foundation in Travel and Tourism
6. IATA course material for Passenger Ground Services

**Marks including choice:**

Unit	Marks
1	18
2	18
3	12
4	12

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **CORE COURSE VI: BASICS OF HOTEL ACCOUNTING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4B06 BBA(TTM)/ BBA(AH)	<b>5</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the basic concepts of accounting

**CO2:** Familiarizing accounting terminologies and conventions

**CO3:** Understand the basic accounting procedures

**CO4:** Understand about hotel accounting

*Note: Only theoretical aspects of the syllabus shall be dealt with.*

#### **Unit I :**

INTRODUCTION TO ACCOUNTING: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP), PRIMARY BOOKS (JOURNAL): Definition, Format of Journal, Rules of Debit and Credit, Opening entry, Simple and Compound entries - SUBSIDIARY BOOKS: Classification, Purchase Book, Sales Book, Purchase Returns, Sales Returns, Journal Proper- CASH BOOK, Meaning, Advantages, Simple, Double and Three Column, Petty Cash Book with Imprest System (simple and tabular forms)- TRIAL BALANCE, Meaning, format, Advantages, Limitations

#### **Unit II :**

FINAL ACCOUNTS: Meaning, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet format - Closing Stock, Pre-paid Expenses Outstanding Expenses, Depreciation

#### **Unit III:**

UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS: Introduction to Uniform system of accounts, Contents of the Income Statement, Contents of the Balance Sheet (under uniform system) - Various kinds of schedules-Room Schedule, F & B Schedule, Telephone Schedule, Income Statement Presentation

#### **Unit IV:**

INTERNAL AUDIT AND STATUTORY AUDIT: An introduction to Internal and Statutory Audit, Distinction between Internal Audit and Statutory Audit, Implementation and Review of internal audit – Overview of night auditing – importance - night auditors report

Room rate fixation in hotels and resorts - F & B service accounting – menu costs, cost sheets; - hospitality management solutions and their use in accounting

**Reference:**

1. Hotel Accounting & Financial By Ozi A. D' Cunha & Gleson O. D' Cunha Publisher: Dickys Enterprise, Mumbai
2. Introduction to Accounts - T.S. Grewal
3. Hospitality Accounting- Publisher: Prentice Hall Upper Saddle, River New Jersey
4. Accounting for Management, S K Bhattacharya, Publisher: Vikas Publishing House
5. Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each = 16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each = 12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each = 18)
	<b>Answer any 4 questions</b>	(4 questions x Marks 3 each = 12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each = 20)
	<b>Answer any 2 questions</b>	(2 questions x Marks 5 each = 10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE VII: INTERNSHIP

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B07BBA(AH)	3	2	-

### COURSE OUTCOME

**CO 1:** Understand the professional aspects of tourism and hospitality industry

**CO2:** Apply the knowledge to learn technical / managerial skills in tourism /hospitality

**CO3:** Understand the career opportunities and prepare for career decision making

**CO4:** Analyze the internship experience and make report back in the classroom

### **INTERNSHIP DURATION AND ACADEMIC CREDENTIALS:**

After 3rd semester, students are ready for industrial experience. Therefore, they may choose to undergo Internship related activities in tourism and hospitality industry such as Airport/ Airlines/ GSA / Hotels, resorts etc. according to their choice.

Internships may be full-time, and starts from the month of November, for a period of minimum 2 months soon after the third semester university examination. Students shall inform their choice of training and obtain prior approval from the Head of the Department before the end of 3<sup>rd</sup> semester. Every student is required to prepare a report containing documentary proofs of the activities done by him/her.

The evaluation of the training will be done by the university along with the 4<sup>th</sup> semester university examination, through external report evaluation and viva voce.

### **INTERNSHIP GUIDELINES:**

The general procedure for arranging internship is given below:

Step 1. The department may assign a teacher as Internship Supervisor particularly for looking after the Internship of the students.

Step 2: Request Letter/ Email from the department should go to industry to allot various slots for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness for providing the training.

Step 3: Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter will be submitted by the students in the department.

Step 4: Students on joining Training at the concerned Industry / Organization, submit the Joining Report Letters / Email.

Step 5: Students undergo industrial training at the concerned Industry / Organization. The Faculty Member(s) evaluate(s) the performance of students once by visiting the

Industry/Organization and Evaluation Report of the students must be submitted in the department along with the Training Certificate obtained from the industry.

The students shall be permitted to appear for the external evaluation only after furnishing a certificate from the Head of the Department of the Teaching Department concerned to the effect that the written account of experiences gained during the Internship was submitted on time.

#### **STUDENT'S DIARY/ DAILY LOG**

The main purpose of writing daily diary is to cultivate the habit of documenting and to encourage the students to search for details. It develops the students' thought process and reasoning abilities. The students should record the day to day account of the observations, impressions, information gathered, and suggestions given, if any, in the diary, and get it signed by the supervisor/ in charge of the section where the student has been working on a daily basis. The diary should also be shown to the Faculty Mentor visiting the industry from time to time and get ratified on the day of his/her visit. Student's Diary and Internship Report should be submitted by the students along with attendance record and an evaluation sheet duly signed and stamped by the industry to the Institute immediately after the completion of the training. It will be evaluated based on the following criteria:

- Regularity in maintenance of the diary.
- Adequacy & quality of information recorded.
- Drawings, sketches and data recorded.
- Thought process and recording techniques used.
- Organization of the information.

#### **INTERNSHIP REPORT**

After completion of Internship, the student should prepare a comprehensive report to indicate what he has observed and learnt in the training period. Daily diary will also help to a great extent in writing the industrial report since much of the information has already been incorporated by the student into the daily diary. The training report should be signed by the Internship Supervisor. The Internship report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, sketches, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Practical applications, relationships with theory and concepts taught in the course.

#### **INTERNAL/EXTERNAL ASSESSMENT:**

Through Seminar Presentation and Viva-Voce: The student will give a seminar based on his training report, before an expert committee constituted by the concerned department/external examiners.

The evaluation will be based on the following criteria:

- Quality of content presented.
- Proper planning for presentation.
- Effectiveness of presentation.
- Depth of knowledge and skills.

- Attendance record, and daily diary, shall also be analyzed along with the Internship Report. Seminar presentation will enable sharing knowledge & experience amongst students & teachers and build communication skills and confidence in students.

**Mark Distribution -Internship:**

<b>Sections</b>	<b>Marks</b>
Internship Report&Training Dairy	40
Communication, Grooming and Etiquette& Viva	10
Total	50

### CORE COURSE VIII: TOUR REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B08 BBA(AH)	1	1	-

### COURSE OUTCOME

**CO 1:** Understand the professional aspects of operating tours

**CO2:** Apply the knowledge to develop tour itinerary for the study tour

**CO3:** Create and present tour guiding modules

**CO4:** Analyze the tour experience from the eye of a tourist and that of a tourism professional

Destination Visit (DV) / Study Tour: The students of BBA AH shall be required to undertake Destination Visit (DV)/Study Tour to important tourist destinations in India/abroad to study about the various types of tourism products during the third or fourth semester. The duration of the study tour shall be 7 to 11 days.

- Since the students study Aviation, one leg of journey in the study tour must be by air, to get a practical knowledge.
- The students include aviation museum / reputed institute or organization related to aviation or hospitality to visit during the trip.

The department must prepare a format for tour dairy / logbook for student daily logs. Students should document the events, activities and expenses during the study tour in the tour logbook/dairy, provided to them before the commencement of the tour. The accompanying teacher(s) must sign daily on this dairy.

### **TOUR REPORT**

After completion of the tour, the student should prepare a comprehensive report to indicate what he/she has observed and learnt in the planning and operation of the tour. Daily diary will also help to a great extent in writing this report since much of the information has already been incorporated by the student into the daily diary. The tour report should be signed by the class tutor and HoD. The tour report should contain

1. The tour itinerary
2. Brief description of the attractions visited including
  - a. Details of attraction
  - b. Opening and closing hours and days
  - c. Entry tariffs, camera tariff etc
3. Brief profile of accommodation availed
4. Details of the transportation used, with focus on air travel – Airline, (flight details, type of air craft, description of check in, boarding, flight, check out etc)
5. Details of other activities engaged (eg. Adventure, theater, performances etc)
6. At least one photo of any one destination visited/ Airport/flight with the student(s) in the picture.

## **INTERNAL EVALUATION**

The internal marks are to be provided based on the following criteria

### **Mark Distribution -Internal evaluation**

<b>Sections</b>	<b>Marks</b>
Student cooperation and involvement in tour activities	2
Internal Viva	3

## **EXTERNAL EVALUATION**

The reports are to be evaluated by the external examiner, at the end of the fourth semester along with internship report evaluation. No separate viva is conducted for this course. The viva for this may be conducted along with internship viva. The report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, pictures, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Tour diary/ logbook, shall also be analyzed along with the tour report.
- vi. Appraisal of the student made by the accompanying teacher(s)/ teachers involved in tour planning as available from the pre-tour evaluation schedule and on-tour evaluation schedule provided to the examiners by the department on the day of evaluation.

### **Mark Distribution -External evaluation**

<b>Sections</b>	<b>Marks</b>
Tour Report	15
Tour Dairy/logbook	5



**CORE COURSE IX: AVIATION AND HOSPITALITY PRACTICUM AND VIVA  
VOCE-II**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4B09BBA(AH)	<b>2</b>	<b>1</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:**Apply the hospitality skills in industry training/internship

**CO2:**Apply the skills for airport and airline industry

**CO3:**Understand the importance of communication and etiquettes in aviation and hospitality

**CO4:**Createthe practical reports

Aviation and Hospitality Practicum II covers areas that the students learn during their Semester III and Semester IV, and also additional skills needed for hospitality industry, to prepare the students for internship.

1. Air travel itinerary making
  - a. Handling Telephonic / direct enquiries for travel
  - b. Obtaining airfares in various online portals
  - c. Ability to use codes used in any GDS for ticketing
  - d. Knowledge of using digital money transfer using debit/credit cards, digital wallets, online/mobile banking, etc
2. Hotel Operations:
  - a. Familiarization with F&B service and production terminologies and equipment
  - b. Practical Bedmaking

**Mark Distribution - Practical:**

<b>Sections</b>	<b>Marks</b>
Tasks performed- written/practical	20
Communication, Grooming and Etiquette	10
Viva	10

## CORE COURSE X :F&B SERVICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B10BBA(AH)	4	4	3

### COURSE OUTCOME

**CO 1:** Understand the evolution and classification of catering industry

**CO2:** Understand the correct uses of equipments used in F&B Service

**CO3:**Familiarise with restaurant vocabulary (English and French)

**CO4:**Understand the about different food and beverage, courses, and menu

**CO5:** Apply the knowledge of food and beverage service

#### **Unit I :**

Types of F & B Operations. (Classification), Types of Catering Establishments - Commercial (Non Residential/Residential), Welfare (Industrial/Institutional), Transport (Air, Road, Rail, Sea) –Staff organisation of F&B Dept (production and service) in a hotel -Basic etiquettes and qualities of F&B service staff - inter & intra departmental coordination - career opportunities - Basic terms used in F&B Operations - Important Restaurant vocabulary: English and French

#### **Unit II :**

Description, types and correct uses of cutlery, crockery, silverware, flatware, halloware and glassware. Types of equipment - Baine Marie, plate warmer, hot plates, microwave oven, ice cream machine, coffee machine, ice cube machine, side boards, dish washing machine, glass washing machine.- Special equipments – types of restaurant linen – polishing methods of silverware– significance of Pantry and still room

#### **Unit III:**

Meal and Menu Planning: Different types of Menu (a) Table d’hote, (b) A’la carte, (c) State Banquets, (d) Buffet – cold/hot spreads, for various types of function.

Courses of menu - French: classical and modified, Indian courses; Planning menus, Accompaniments, Garnishing & Cover for each course

Knowledge of: Breakfast (English, American, Continental and Indian), Buffet (Layout, Display & Service), Banquets, Beverages: Definition, Classification and types - Hot beverages - Wines and Spirit liqueurs, Cocktails.

#### **Unit IV:**

Preparation of the restaurant – Mis-en-place & mis-en-scene, rules for laying of table and waiting. Useful tips for Food/Beverage service.

Different forms of service – Russian, American, French, Indian and English.

Simple methods of restaurant sales, controls – Billing Methods – Duplicate & Triplicate System, KOTs & BOTs, Computerized KOTs (Kitchen Order Ticket, Beverage Order Ticket) - Flow chart of KOT - Presentation of bill.

#### **References**

- 1) Food & Beverage Service - Dennis R.Lillicrap. & John .A. Cousins. Publisher: ELBS
- 2) Front Office Training manual – Sudhir Andrews. Publisher: TatA Mac Graw Hill
- 3) Food & Beverage Service Management- Brian Varghese

- 4) Modern Restaurant Service – John Fuller, Hutchinson
- 5) The Restaurant ( From Concept to Operation)
- 6) Introduction F&B Service- Brown, Heppner &Deegan
- 7) Menu Planning- Jaksakivela, Hospitality Press
- 8) The Waiter Handbook ByGrahm Brown, Publisher: Global Books & Subscription Services New Delhi

**Marks including choice:**

Unit	Marks
1	15
2	20
3	15
4	10

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XI: TOURISM AND HOSPITALITY MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B11BBA(AH)/ TTM / BBA TTM	5	4	3

### COURSE OUTCOME

**CO 1:** Understand the basic concept of marketing

**CO2:** Understand the consumer buying behaviour

**CO3:** Understand the marketing mix in tourism and hospitality

**CO4:** Prepare marketing communications for tourism and hospitality

#### **Unit I :**

Marketing – meaning –importance of tourism and hospitality marketing –core concepts—  
meaning –process –Marketing Management

#### **Unit II :**

Consumer buying behavior – factors affecting — the buyer decision process. S-T-P  
Strategy - Segmentation – basis for segmenting– segmenting the Tourist Market - market  
targeting – market positioning.

#### **Unit III:**

Marketing Mix – importance– 7 P’s of tourism & hospitality marketing mix . Steps of  
new product development – product lifecycle stages -Branding –Advantages- Pricing:  
factors influencing pricing – general pricing approaches – pricing strategies in tourism,  
Hospitality and aviation.

#### **Unit IV:**

Channels of distribution: Functions - Channel strategies – marketing intermediaries in the  
tourism industry – direct marketing and its characteristics, Relationship Marketing in  
Tourism and hospitality, Green Marketing.

#### **Unit V:**

Marketing Communication – Integrated Marketing Communication – DAGMAR  
approach –AIDA Principle-- Mass Communication - mass media. Advertising: objectives  
of advertising –advantages and disadvantages of advertising – Advertising media –  
activities of PR department, PR methods and tools in tourism, Brochures-preparation of  
brochure for tourism and hospitality business (Practical)

#### **Books for Study:**

1. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. NimitChaudhary – Service Marketing

#### **Marks including choice:**

Unit	Marks
1	8
2	12
3	15
4	10
5	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**CORE COURSE XII :RESEARCH METHODS AND BASIC BUSINESS  
STATISTICS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>5</b>	<b>5B12BBA(AH)/ TTM/ BBA (TTM)</b>	<b>4</b>	<b>3</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:**Understand the basic concept of research

**CO2:**Describe sampling techniques

**CO3:**Apply different data collection techniques

**CO4:**Prepare synopsis, and questionnaires for the UG project

**Unit I :**

An introduction meaning of research, objectives of research, significance of research, types of research. Research Problem –selection of research, necessity of defining a problem

**Unit II :**

Research Design – Meaning of research design, need for research design, features of research design, different types of research design.

Sampling -purpose, method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors

Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data , secondary data, tertiary data

**Unit III:**

Sources and methods of data collection.Principles of data classification.Tabulation of data.Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations -introduction to SPSS-creating a data file in SPSS

**Unit IV:**

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

**Books for Study:**

Research Methodology by C.R. Kothari  
 Business Statistics – S. P. Gupta & M. P. Gupta  
 Statistical Methods – S. P. Gupta & M. P. Gupta  
 Statistic for Management – Jit, Chandan Das

**Marks including choice:**

Unit	Marks
1	12
2	18
3	18
4	12

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

### CORE COURSE XIII : CABIN CREW MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B13BBA(AH)	4	3	3

#### COURSE OUTCOME

**CO 1:** Understand the role and importance of Cabin Crew

**CO2:** Understand about the different systems inside passenger cabin in the flight

**CO3:** Understand the functions and duties of Cabin Crew

**CO4:** Understand medical standards and requirements for Cabin Crew

#### **Unit I :**

**Introduction to civil aviation hospitality:** The Cabin crew profession; History, origin and milestones of the cabin crew profession; A typical working day of a cabin crew; Organization structure; Duties and responsibilities-Customer service and managing passenger interactions-Unruly, Unmanageable and Impaired Passengers - Pre-Flight, departure, on-board, descent and landing & on-arrival;- Pre-Flight Serviceability Checks of Safety and Emergency Equipment – Passenger Safety Announcements – infant seating – exit row seating – prisoners/escorts - Passenger Head Count/Weight and Balance - Door Procedures/Signals - Duties Prior to/During Pushback/Taxi/Preparation for Take-off - Pre-Take-off/Pre-Landing Checks - Seat Belts- Signs-turbulence - Cabin Checks/Lavatory Checks - Flight Attendant Seats/Stations - Galley/Service Equipment - Duties After Landing - Taxi-in - Fuelling with Passengers on Board.

#### **Unit II :**

Services provided in first class, business class and economy class.- In-Flight Entertainment (IFE) Systems; Passenger Transportation Devices; Portable Electronic Devices (PEDs): transmitting & non-transmitting electronic devices, use of picocell system for mobile phones in flight – permitted, restricted and prohibited PEDs, medical portable electronic devices, monitoring PED use in cabin; On-board smoking policy

#### **Unit III:**

Acceptance of catering supplies on aircraft; crew service briefings; Hygiene & sanitation: Risk and Prevention, Personal Hygiene, Galley equipment, special cleaning; Food Safety: adequate temperature, keeping food at correct temperature, heating process, insects and foreign objects; suspected food poisoning; allergen management; Special meals and plans; Portable Water and ice: IATA drinking water quality pool - Cabin/Galley Secure - Prior to Take-off/Landing

#### **Unit IV:**

Cabin Crew Medical standards: aeromedical assessment, alcohol, drugs and medication; Cabin crew fatigue: symptoms & effects, fatigue preventive strategies, Flight duty periods & rest periods; Cabin Crew Insect Extermination (Disinsectization): pre-flight, blocks away, Top-of-descent, residual; medical care policy; reporting of medical incidents; handling death on-board; airway pressure devices, Emergency Equipment and supplies: First aid kit, medical kit, universal precaution kit, automatic external defibrillators, survival equipments



**Books for Study:**

1. IATA Cabin Crew Training ebook
2. IATA Cabin Operations Safety Best Practices Guide Edition 3
3. Cabin Safety Inspector Handbook – DGCA
4. Introduction to Cabin Crew; Beverley Goodman; t&t publishing limited
5. Flight Attendant Training Standard – ICAO  
<https://www.icao.int/safety/airnavigation/OPS/CabinSafety/Cabin%20Safety%20Library/TCCA%20TP%2012296E%20-%20Flight%20Attendant%20Training%20Standard.pdf>

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **CORE COURSE XIV :INFORMATICS FOR TOURISM & HOSPITALITY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>5</b>	<b>5B14</b> BBA(AH)/TTM/ BBA(TTM)	<b>4</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:**Understand the importance ofIT

**CO2:**Apply the knowledge of digital banking/e commerce as a user

**CO3:**Apply the electronic payment interfaces and applications in India

**CO4:**Understand Digital marketing in Tourism, Aviation, and hospitality

#### **Unit I :**

Overview of Information Technology: Cyber ethics, cyber crime, cyber threats, security, and privacy issues, cyber laws in India, cyber addictions and health issues- guide lines for proper usage of computers.

#### **Unit II :**

Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing and storage, Social media, and Internet of Things (IoT), Opportunities and Challenges in Digital Business

Digital Banking: Online banking, mobile banking, tele-banking, Automatic Clearing House, BHIM, UPI, Digital Wallets, Credit Cards, Debit Cards, E-cheque

E Commerce: E-business Models, e-commerce Sales Life Cycle (ESLC) Model - Electronic Payment Systems: Payment interfaces, Gateways, Digital payment methods, Smart Cards, Popular Electronic Payment Systems, Risks in Electronic Payment Systems

#### **Unit III:**

IT and Disintermediation in Tourism and Hospitality, Online reservations, online check in/checkout, virtual front office, Check-in / immigration kiosks in Airports.

Digital security in Tourism and Hospitality – CCTV, Smart Cards - Access control – biometric security systems, biometric passport/e-passport

Online Travel Agencies – Aggregators - Online selling platforms in Tourism and Hospitality, Travel Portals

Use of GPS and maps in Travel and hospitality marketing

GDS: Structure of GDS, GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing

#### **Unit IV:**

Digital Marketing: Owned media: (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review websites) and Paid Media (Text Advertisements, Display Advertisements, Search Advertisements etc)

Web 2.0, User Generated Content (UGC) –Search Engine Marketing (SEM): SEO, SMO - Social Media Marketing strategies: e-WoM communication – Online customer engagement- Influencer Marketing – Social listening – Viral marketing - Online Reputation Management techniques – Customer Relations Management using new media

**Reference**

1. Digital Business Concepts and Strategy –Eloise Coupey –Pearson
2. Digital Marketing All-in-One for Dummies - Stephanie Diamond, John Wiley and Sons
3. A textbook on E-commerce - Publisher: Neha Publishers & Distributors

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XV :AIR CARGO MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B15BBA(AH)/ TTM	4	4	3

### COURSE OUTCOME

**CO 1:**Understand the basic concept of air cargo

**CO2:**Understand the process of documentation and sending cargo by air

**CO3:** Understand about cargo needing special handling

**CO4:**Understanding the handling of ULDs

#### **Unit I :**

**Introduction to Air Cargo:** Define Air Cargo,-History of Air Cargo - Concept of Air Cargo- - Air Freight -Commonly used cargo and handling terms - Types of Air Cargo-Domestic/ International/Bonded Cargo)–Handling facilities at Airports and Cargo terminals-Hold Area- Types of Cargo Carriers -Aircraft structure, layout, limitation, and Unit Load Device (ULD) - Handling of ULD’s- it’s Importance- International warehouse and Domestic warehouse – interlining

#### **Unit II :**

**Cargo Booking Process and documentation:** Booking – Acceptance – Shipment documentation- Cargo build-up process – loading-unloading – manifesting – Export/import documentation – Delivery – Tracing. - e-Cargo. Overview of TACT Manual - Types of Contract between Consigner (shipper) & consignee - Cargo Accounts Settlement Systems(CASS)-Chargeable weight- currencies-minimum charges-general cargo rates-specific commodity rates – class rates- Air Way Bill Concepts – Filling of AWB & Importance- Air Way Bill of Lading –eAWB-Conditions of carriage.

#### **Unit III:**

**Cargo Needs Special Handling:**Perishables-Dangerous Goods- Carriage of Live Animal Regulations- Valuable Cargo- Human Remains- –Cargo Handling Procedures- Handling of Equipments at Airport- Loading and Unloading – Different types of Aircraft- Different types of Cargo Rates – Baggage and Handling of Expectant Mother- Unaccompanied minors and Disabled passengers- Handling of stretcher passenger –Airline Terminal Management- Flight Information Counter/ Reservation and Ticketing - check In issue of Boarding pass- immigration formalities- security clearance.

#### **Unit IV:**

**Air Transportation Industry Role and Functions of IATA/FIATA/ICAO/DGCA-** In Airlines,Aircraft-Cargo & Logistics- -Agents Duties and Responsibilities- Payment procedures- Safety of the Aircraft/Passengers/Crew- Safety of Cargo- Time management.

#### **Books for Study:**

1. International Air cargo, Peter S, Morrell-Ashgate Publishers
2. Air Cargo Management- Air Freight and the global supply chain –Michael sales
3. IATA Airport Handling Manual.
4. Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis, Wiley India, 2006
5. Handbook of Logistics and Distribution Management – John Gattorna

6. TACT Manual
7. IATA Cargo handling Manual

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **CORE COURSE XVI: LEADERSHIP&EMPLOYABILITY ORIENTATION**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>6</b>	6B16BBA(AH)/ TTM/ BBA(TTM)	<b>5</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand about personality development

**CO2:**Analyse own personality

**CO3:**Understand about working with others

**CO4:**Apply persuasive speaking and presentation skills

#### **Unit I :**

The concept of personality - Dimensions of personality –Types of personality- introverts and extroverts- altruism, prejudice; self-analysis- SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem, aggressive, submissive and assertive behaviours - Out of box thinking, Lateral Thinking.- Intrinsic & Extrinsic Motivators.

#### **Unit II :**

Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution -Conflict- reasons -conflict Management- Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Value of time, Weekly Planner To do list, Prioritizing work. Time Management- Team work

#### **Unit III:**

Emotional Intelligence- emotional quotient -Emotion Scales. Managing Emotions.- Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative - attitude- Differences between personalities having positive and negative attitude- Attitude Change

#### **Unit IV:**

Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure- Types of Body Language, Role of Body Language- group discussion, interview techniques, Frequently Asked Questions - mock interview sessions- Business Etiquette, telephone etiquette-dress codes- Work ethics –Good manners-(practical)

#### **Books for Study:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

#### **Reference Books:**

3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B .Body Language. Delhi: Rohan Book Company. 2004
9. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XVII :EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B17BBA(AH)/ TTM/ BBA(TTM)	4	3	3

### COURSE OUTCOME

**CO 1:** Understand the scope of event management

**CO2:** Understand the process of event management

**CO3:** Identify the entrepreneurial opportunities in event management

**CO4:** Describe the major tourism trade fairs

#### **Unit I :**

Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions. Event Management: Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.

**(20 Hrs)**

#### **Unit II :**

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

**(20 Hrs)**

#### **Unit III:**

Process of Event Management – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation  
Event promotion- marketing events- interrelation between event and tourism industry

**(20 Hrs)**

#### **Unit IV:**

Entrepreneurship opportunities in Event Management - Trade fare –marriages.  
Conferences and meetings – Exhibitions - Case study of Kerala Travel mart, Surajkund Craft Mela, and ITB Berlin

**(20 Hrs)**

#### **Books for Study:**

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.
2. Event Management, PurnimaKumarri, Anmol Publisher
3. Event Management for Tourism, Der Wagen, Pearson
4. Successful Event Management, Shone.A, Cengage Learning.

#### **Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15



**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XVIII: CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B18BBA(TTM)/ BBA(AH)	4	3	3

### COURSE OUTCOME

**CO 1:** Understand the significance of CRM in hospitality and aviation

**CO2:** Familiarize with the concept of customer relationship management and relationship marketing

**CO3:** Understand the practices of CRM

**CO4:** Understand the trend and techniques of e-CRM

#### **Unit I :**

Customer Relationship Management : Introduction, Meaning and Definition of CRM, Importance of CRM, Scope of Relationship Marketing- Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

#### **Unit II :**

Creating Value: Customer-centric culture, Customer acquisition, Customer retention - Customer loyalty: Brand equity, Satisfaction, Supply chain management-- concept of Lifetime Customer , Benefits and difficulties of CRM- B2B (business-to-business) B2C (business-to-customer), Consumer lifetime value (LTV).

#### **Unit III:**

Technological Support in CRM : Introduction, technological Applications in CRM, types of Technological Applications in CRM, Customer Databases and Information Systems, Database Marketing Strategies, CRM Software Solutions for B2C and B2B Markets, Accounting Systems for Customer Acquisition and Retention Costs, Customer Loyalty and Profitability through Technology

#### **Unit IV:**

e-CRM – Emerging Trend in CRM Introduction, Importance of e-CRM in Hospitality, tourism and aviation marketing, Challenges involved in formulating and implementing e-CRM strategies, e-CRM architecture and its components, Five engines of e-CRM, Evolution of e-customer and e-marketing, e-CRM for personalized services – Online customer engagement.

### References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

### Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

### About the Pattern of Questions:

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## CORE COURSE XIX: HOUSEKEEPING OPERATIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B19BBA(AH)	4	3	3

### COURSE OUTCOME

**CO 1:** Understand the significance of housekeeping in hospitality

**CO2:** Familiarize with the various cleaning agents

**CO3:** Understand the job specification of different housekeeping positions

**CO4:** Understand various housekeeping procedures

#### **Unit I :**

Housekeeping as a business. Housekeeping for different institutions - Airlines, Hospitals, Hostels, Corporate, and Industrial etc. – Organizational structure of Housekeeping department- hierarchy, duties and responsibilities of staff - Housekeeping control desk, Coordination within department and with other departments, Files and registers maintained at control desk - Guest priorities and handling guest requests.- Awareness of Room Types, Amenities & Facilities for Standard & VIP Guest Rooms

#### **Unit II :**

**Cleaning Agents:** Basic cleaning agent, Classification, their uses, care, storage, Distribution and control measures

Cleaning routines of guest rooms – Prepare to clean, clean the guestroom including bed making, replenishment of supplies & Linen, Inspection, Deep Cleaning, Second Service, Turn down service Public area – Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area. VIP handling- Night shift duties and responsibilities.

#### **Unit III:**

SPECIAL CLEANING PROGRAMME Daily, weekly, Fortnightly and Monthly cleaning, Routine Cleaning, spring cleaning and deep cleaning procedure.

#### **Unit IV:**

Rules on the guest floor Key Handling Procedure – types of keys (grand master, floor master, sub master or section or pass key, emergency key, room keys, offices and store keys), computerised key cards, key control register – issuing, return, changing of lock, key belts, unusual occurrences. Lost and found reporting and their handling procedures Special services – baby sitting, valet service and freshen up service

Note: GLOSSARY OF TERMS

#### **Books to Study**

1. House keeping operations, design and management - Malani Singh and Jaya B George
2. Hotel housekeeping training manual - Sudhir Andrews (Publisher: Tata McGraw Hill).
3. Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
4. Accommodation operations management - K. kaushal, S.N. Gautham
5. Hotel house keeping operations & management - G. Raghubalan, Smritee Raghubalan

6. Professional management of housekeeping operations - Martin Jones, Publisher:  
Wiley & sons

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**CORE COURSE XX :AVIATION AND HOSPITALITY PRACTICUM AND VIVA**  
**VOCE-III**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B20BBA(AH)	2	2	3

**COURSE OUTCOME**

**CO 1:**Understand the practical nature of tourism and hospitality

**CO2:**Identify the career areas of choice for each student

**CO3:**Analyze information to provide best travel

**CO4:**Apply the skills needed for hospitality and tourism

Aviation and hospitality Practicum III covers areas from the courses that the students learn during their Semester V to Semester VI. The practical examination must check the skills and knowledge of the students acquired during the entire course of their study. It must be evaluated through slide presentations, tasks to check their professionalism, etiquette, leadership skill set etc. Suggested exercises are:

**F&B Service:**

1. Hygienic handling of cutlery, crockery, glassware and trays.
2. Correct use of waiter's cloth runners, Napkins and Napkin foldings.
3. Correct handling and practice of service spoons and service forks, silver service.
4. Laying and relaying of tablecloth during and before meals.
5. Table d'hote menus, laying for cover and service for lunch and dinner
6. Practice on Laying of Breakfast Cover for Room Service, Break fast cover lay out on table, Continental and English breakfast Tray/Table Layout
7. Receiving and seating the guests, presenting menu cards and taking the order from guests and writing of KOT.
8. Passing the order to the Kitchen & pickup.
9. Serving and clearing of a meal (course by course).
10. Serving Non-Alcoholic Beverages: Service of Tea, Coffee, Soft Drinks, and Mineral Water
11. Making and presentation of a bill.
12. Indian and Chinese food service procedures.
13. Familiarization with inflight food and beverage service trolley

**House Keeping:**

1. Identification of cleaning equipment
2. Bed making, second service and turn down service

**Record**

The students must make a record containing F&B Service and Housekeeping and submit it for external evaluation by the University.

**Evaluation**

Internal evaluation may be done based on internal viva and assessment of performance of tasks.

**Mark Distribution – Practical:**

<b>Sections</b>	<b>Marks</b>
Performance of tasks	20
Record	10
Viva including grooming and communication	10

## CORE COURSE XXI: RESEARCH PROJECT AND VIVA VOCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B21BBA(AH)	2	2	-

### COURSE OUTCOME

**CO 1:** Understand the scope of UG research project

**CO2:** Analyse research problems and develop project proposal

**CO3:** Understand the importance to work in consultation with the supervisor

**CO4:** Create the final research project report

Every student of a UG Programme shall have to work on a research project of two credits under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Projects shall be submitted in the last week of February in VIth semester. Belated and incomplete projects will not be entertained. 20 % of marks are awarded through internal assessment.

### **Structure of the Project Report:**

The project must be selected in such a way that it should provide solution/suggestions for the existing problem in hospitality/ management arena. Repeated projects and downloaded materials shall be discouraged in the beginning itself and shall not be forwarded for external evaluation. Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted, tools used etc should be discussed in the report. The report should be of around 40 to 60 typed pages excluding the Title, Certificates, Index and Annexure.

### **Project Evaluation:**

- The evaluation of the project will be done at two stages: Internal Assessment (supervising teachers will assess the project and award internal Marks) and External evaluation (external examiner appointed by the University). Marks secured for the project will be awarded to candidates, combining the internal and external Marks
- Internal Assessment should be completed 2 weeks before the last working day of VIth semester and published in the Department.
- In the Case of Courses with practical exam, project evaluation shall be done along with practical exams. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

### **Pass conditions:**

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks for pass in the project.
3. In an instance of inability of obtaining a minimum of 40% marks, the project work may be redone and the report may be re-submitted as per university regulations



## **PART B:**

**AVIATION & HOSPITALITY (AH)**  
**GENERAL AWARENESS COURSES**  
**[FOR BTTM/BBA(TTM)/BBA(AH) PROGRAMMES]**

**WORK AND CREDIT DISTRIBUTION**  
**(2019 ADMISSION ONWARDS )**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
3A11 BBA(AH)/ TTM/BBA(TTM)	LAW FOR TOURISM & HOSPITALITY	3	4	4	3
3A12 BBA(AH)/TTM/ BBA(TTM)	BUSINESS COMMUNICATION	3	4	4	3
4A13 BBA(AH)/TTM/ BBA(TTM)	ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT	4	4	4	3
4A14 BBA(AH)/TTM/ BBA(TTM)	MANAGEMENT PRINCIPLES	4	4	4	3

### **EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

### **CONTINUOUS INTERNAL ASSESSMENT - THEORY**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>	<b>REMARKS</b>
COMPONENT1 Test Paper	60	
COMPONENT 2 Seminar Presentation /Viva	40	

## GENERAL AWARENESS COURSE I: LAW FOR TOURISM AND HOSPITALITY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3A11 BBA(AH)/ TTM/ BBA(TTM)	4	4	3

### COURSE OUTCOME

**CO 1:** Describe the structure Indian judicial system and legal remedies

**CO2:** Understand companies act

**CO3:** Understand the rights of a consumer and consumer grievance redressal mechanisms in India

**CO4:** Understand the law of contract with its provisions in India

**CU5:** Describe the tourism, hotel, and airline related laws in India

#### **Unit I :**

Definition of Law- Rule of Law-Natural Justice- Types of Laws –torts and crimes - Hierarchy of courts (civil, criminal)- jurisdiction of courts-tribunals-powers and functions of courts

#### **Unit II :**

Basic principles of company law-Registration of company, Types of company, Winding up of company.

Consumer: Consumer Rights, Consumer Protection Act, Consumer protection Council, Grievance Redressal Mechanisms under the Consumer Protection Law

#### **Unit III:**

Law of Contract: Indian Contract Act, 1872: Nature of contract and essential elements of valid contract Offer and Acceptance- Consideration - Capacity to contract -free consent- Legality of object. Unlawful and illegal agreements, Contingent contracts- Performance and discharge of contracts,-Remedies for breach of contract.- Quasi contract

#### **Unit IV:**

Travel and travel related law (updated with amendments), important provisions, and rules pertaining to: the citizenship act ( 1955) -the foreigners act (1946) - the passport act (entry to India, 1920) -the registration of foreigners act (1939) – the emigration act (1983) - the immigration (carriers liability) act(2000) – global code of ethics for tourism

#### **Unit V:**

Hospitality law, relevant provisions of Sarais act (1867) – various licenses required for opening a hotel- schemes for star Classification of hotels, heritage hotel, and time share hotels in India, role of HRACC.

Aviation Law and Regulations: Functions of AAI, DGCA, AERA, BCAS. Brief overview of Aircraft Act (1934) and Aircraft Rules, The carriage by Air Act (1972), AAI Act (1994), Aircraft Security rules, carriage of dangerous goods Rules (2003), AERA Act (2008).

**Books for Study:**

1. Towards Legal Literacy: an introduction to law in India by Kamala Sankaran, Oxford (2008)
2. MK Nabi, MI Nabi, and KC Raut (2015) Consumer rights and Protection in India, New century Publications
3. L R Potti, Business & Corporate Law
4. Glanville Williams, *Learning the Law*
5. Atul M. Setalvad, *Introduction to Law*

**Reference:**

1. K. Mony and K. Usha- *Legal Language*
2. KNC Pillai, RV Kelkar's –*Lectures on Criminal Procedure*
3. Takwani-*Code of Civil Procedure*
4. Lonely planet series
5. <https://mha.gov.in/MHA1/ACtRule.html>
6. <http://tourism.gov.in/guidelines-schemes>
7. [www.aera.gov.in](http://www.aera.gov.in)
8. [www.dgca.gov.in](http://www.dgca.gov.in)

**Marks including choice:**

Unit	Marks
1	8
2	13
3	13
4	13
5	13

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **GENERAL AWARENESS COURSE II: BUSINESS COMMUNICATION**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>3</b>	3A12 BBA(AH)/ TTM/ BBA(TTM)	<b>4</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the importance of effective communication in tourism and hospitality

**CO2:** Prepare documents as part of business communication

**CO3:** Understand the role of communication in interpersonal relations

**CO4:** Analyze interpersonal interactions using Transactional Analysis model

#### **Unit I :**

Basic Forms of Communication, Process of Communication, 7 C's of communication; Barriers and Facilitators to Communication, How to overcome barriers of communication. Effective Listening- Technology of Business Communication - Writing skills- List of active verbs-Blooms taxonomy

#### **Unit II :**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing- Problems, Organization and techniques of writing; contents of project report

#### **Unit III:**

Interpersonal relations-Kolb's cycle-direct experience, reflecting, generalization, learning)-Skill Development Exercises: individual and group- listening skills, multi-tasking exercise-role play, advantages, how to conduct role play-preparation, introduction, monitoring-post play-deriving learning.

#### **Unit IV:**

Introduction to Interpersonal Relations, Analysis, Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position.

#### **References:**

1. Phillip, Louis V; Organizational Communication: The Effective Management
2. Raman, Meenakshi and Sharma, Sangeeta; Technical Communication: Principles and Practice
3. Ross, Robert D; The Management of Public Relations
4. Stephenson, James; Principles and Practice of Commercial Correspondence

5. A Course in Personality Development, GopikrishnanM.  
[https://www.bharathuniv.ac.in/colleges1/downloads/courseware\\_ece/notes/BSS201%20-%20personality.pdf](https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20personality.pdf)
6. HaseenTaj; An introduction to Social Psychology; Neel Kamal Publications, New Delhi
7. Robert Baron A &Donn Byrne (2002); Social Psychology; Pearson Edu& Prentice Hall India, New Delhi
8. Robert S Feldman (1998); Social Psychology; Prentice Hall India
9. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .
10. Training Module on Personality Development, Institute of Management in Government Thiruvananthapuram

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**GENERAL AWARENESS COURSE III: ENVIRONMENTAL STUDIES&  
DISASTER MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4A13 BBA(AH)/ TTM/ BBA(TTM)	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1:** Understand the concepts of environmental studies

**CO2:** Understand the relations between tourism and environment

**CO3:** Understand basic concepts of Disaster Management

**CO4:** Understand about Disaster management

**Unit I :**

Ecology, Environment, Environmental factors, and Eco System; biological levels of eco system; Eco Systems and their relation with tourism: Wetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism

**Unit II :**

Environmental Concerns: environment pollution; - Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes. Environmental impacts of tourism, carrying capacity

Addressing Environmental Concerns: Environmental Conventions; ecotourism; responsible tourism; voluntary tourism; community based tourism; pro-poor tourism including STEP; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.

**Unit III:**

Environmental Hazards, Environmental Disasters and Environmental Stress; - difference between hazards and disasters; difference between accidents and disasters, - Different types and classification of environmental hazards and disasters: Planetary: Endogenous and Exogenous - Volcanic Eruption-Earthquakes- Landslides, Infrequent events - Cyclones – Lightning – Hailstorms; Cumulative or atmospheric- Floods – Droughts – Cold waves – Heat waves; Extra Planetary; Man induced; Physical - Soil Erosion; Chemical - Release of toxic chemicals, nuclear explosion; Biological - Population Explosion etc; - Fast and Slow onset Disasters,- Simple and Complex Disasters, - Political, Social, Economic impacts of Disasters, Refugee problems.

**Unit IV:**

Approaches and Phases of Disaster Management: Disaster Cycle (Phases): Pre-disaster stage – Preparedness;- mitigation, Capacity building, Prediction of hazards and disasters, Public Awareness and Warnings, Emergency stage: immediate relief – Assessment surveys; Post Disaster stage – Provision of immediate relief measure, Rehabilitation

**Unit V:**

Disaster Management Act 2005 - National Institute of Disaster Management, , National Disaster Response Force (NDRF) National Disaster Management Authority, States Disaster Management Authority, District Disaster Management Authority Cases Studies : Bhopal Gas Disaster, South India Tsunami (2004), Kerala floods (2018)

**Books for Study:**

1. Cunnigham; Environmental Science, TMH
2. A. K. De & A. K. De; Environmental Studies, New Age International
3. C. S. Rao; Environmental Pollution Control Engineering, New Age International
4. N.K. Oberoi; Environmental Management, Excel Books
5. Sithamparanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
6. J Tyler & Miller; Living in the environment
7. DL Manjunath; Environmental Studies, Pearson Education New Delhi (2007)
8. Richard Wellford; Corporate Environment Management

**Marks including choice:**

Unit	Marks
1	14
2	14
3	14
4	10
5	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**GENERAL AWARENESS COURSE IV: MANAGEMENT PRINCIPLES**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>4</b>	4A14BBA(AH)/ TTM/ BBA(TTM)	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand the concepts of management

**CO2:** Describe the management functions

**CO3:** Understand the concept of planning and Organizing

**CO4:** Understanding the concept of Organizing Behavior

**Unit I :**

Introduction to Management: role of managers; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

**Unit II :**

Planning: Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies& policies; decision making; types of decision; decision making process; rational decision making process; decision making under different conditions.

**Unit III:**

Organising: Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

**Unit IV:**

Directing &Controlling: Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity.

Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

**Unit V:**

Introduction to Organizational Behaviour: Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management



**Books for Study:**

1. Principles and Practices of Management- L.M. Prasad - Sultan Chand & Sons

**Books for Reference:**

2. Koontz O'Donnel – Management and Principles
3. Harold Koontz & Heinz Weirich - Essential of Management
4. Peter F. Drucker - Principles of Management –
5. Robbins, Stephens P, Organisational Behaviour

**Marks including choice:**

Unit	Marks
1	10
2	14
3	14
4	14
5	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **PART C:**

### **BBA AVIATION AND HOSPITALITY (AH) COMPLEMENTARY ELECTIVE COURSES**

**[FOR BBA (AH) /BTTM/BBA(TTM)PROGRAMMES]**

#### **WORK AND CREDIT DISTRIBUTION**

**(2019 ADMISSION ONWARDS )**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
1C01 BBA(AH)/ TTM/ BBA(TTM)	GEOGRAPHY OF INDIA	1	6	4	3
2C02 BBA(AH)/ TTM/ BBA(TTM)	DESTINATION MAPPING	2	6	4	3
3C03 BBA(AH)	TRAVEL AND TOURISM INDUSTRY	3	6	4	3
4C04 BBA(AH)	CULTURAL TOURISM	4	6	4	3

#### **EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

#### **CONTINUOUS INTERNAL ASSESSMENT - THEORY**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>	<b>REMARKS</b>
COMPONENT1  Test Paper	60	
COMPONENT 2  Seminar Presentation /Viva	40	

## **COMPLEMENTARY ELECTIVE COURSE I: GEOGRAPHY OF INDIA**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>1</b>	1C01BBA(AH)/ TTM/ BBA(TTM)	<b>6</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the basic geography of India

**CO2:** Understand the physiographic features of Kerala

**CO3:** Describe the geographic tourism resources of India

**CO4:** Understand the uses of online map/ apps of maps

#### **Unit I :**

Physiographic features of India : Space relationship of India with neighboring countries; Physical features of India: Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; Climatic regions; Vegetation of India; Soil types- Oceanic Currents - Wind Patterns

#### **Unit II :**

Physiographic features of Kerala: Space relationship of Kerala with neighboring states; Physical features of Kerala – Highland, Midland, Lowland; Drainage – Rivers and Backwaters; Climate of Kerala; Monsoon in Kerala-Impact of climate in Kerala tourism/

#### **Unit III:**

Geographic Resources of Tourism in India: Major Hill stations, Mountains, Glaciers, Caves, valleys, Lakes, Beaches, other geographic formations with tourism potential in India

#### **Unit IV:**

Maps and its use: Cartography: Definition, Maps; Scale: Types of Maps: online/digital Maps- uses of Maps with focus on travel & tourism-important digital maps/apps. Toposheets: Signs and symbols: construction of statistical diagrams: Use of GIS, GPS, Remote sensing, 3D Mapping.

#### **Books for Study:**

1. Husein, Majid (2017) Geography of India, McGrawhill India
2. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication

3. RC Brunnet and Seema Mehra Parihar (2019) Physical Geography in Diagrams, Pearson India
4. National Atlas of India; Government of India
5. B C Law; Mountains and Rivers of India
6. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications
7. Tourism Companion – Dept. of Tourism, Govt. of Kerala

**Books for Reference:**

Lonely planet – series

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

## **COMPLEMENTARY ELECTIVE COURSE II: DESTINATION MAPPING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>2</b>	<b>2C02 BBA(AH)/ TTM/ BBA(TTM)</b>	<b>6</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

**CO 1:** Understand the concepts of time zones and date line

**CO2:** Apply time zones and calculate flying time

**CO3:** Describe the physiographic and climatic regions of the world.

**CO4:** Describe the tourist destinations in the countries listed in this course

#### **Unit I :**

Basics of World Geography: Earth; Latitude and Longitude; Time Zones; GMT and IST; International Date Line; Earth Movements – Rotation, Revolution; Day and Night; Seasons; Atmospheric Layers , Biosphere; Weather and Climate; Climatic regions of the world; Major land forms – Mountains, Plains, Plateaus; Physiographic regions of the World and continents (vegetation, people, culture, economy, tourism-in brief) – 7 Natural wonders of the world

#### **Unit II :**

IATA Travel Geography : IATA Areas- Regions and sub areas- 3 letter city codes- countries and capitals-Time calculation (exercises)- flying time (exercises); UNWTO tourism regions.

#### **Unit III:**

Geo political regions and major tourism attractions in Europe and Americas – Overview of important tourism attractions in UK, France, Italy, Spain, Switzerland, Greece, Turkey, USA, Canada, Mexico, Brazil, Chile, Peru, Caribbean Islands.

#### **Unit IV:**

Geo political regions and major tourism attractions in Africa and Asia – Overview of important tourism attractions in Nepal, China, Malaysia, Thailand, Singapore, UAE, Israel, Saudi Arabia, Japan, Egypt, South Africa, Morocco, Mauritius .

#### **Books for Study:**

1. Christopher P Cooper; Geography of Travel and Tourism
2. B Bonifce and C Cooper; World Wide Destinations
3. N. Lande, The top ten of everything, National Geographic
4. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication
5. MajidHusein (2016) World Geography.Rawat Publications
6. Poonam P Tiwari - Air Travel ticketing and Fare Construction – Centrum Press

**Books for Reference:**

Lonely planet series

**Marks including choice:**

Unit	Marks
1	15
2	15
3	15
4	15

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	<i>(6 questions x Marks 2 each=12)</i>
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	<i>( 4 questions x Marks 3 each=12)</i>
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	<i>( 2 questions x Marks 5 each=10)</i>
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**COMPLEMENTARY ELECTIVE COURSE III: TRAVEL AND TOURISM INDUSTRY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>3</b>	3C03 BBA(AH)	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:**Describe the evolution of tourism

**CO2:** Understand the concept of tourism

**CO3:**Understand the tourism products and forms of tourism

**CO4:**Understand the tourism documentation and regulations

**Unit I**

Travel through Ages (India and world) – Ancient, Medieval, Modern. An ancient phenomenon –Pleasure travel-Religion as motivator – The Grand tour- Mass tourism-Industrialization and tourism - The origin of the concept of paid holidays- Effects great wars on travel and tourism. – Impact of aviation technology on tourism - Jet era - Tourism development in India.

**Unit II :**

Definitions and concepts of:-Tourist, Traveler, Excursionist, Visitor - Tourism, Picnic, Excursion Relationship between Leisure and Recreation; Domestic tourism and International Tourism – Inbound & Outbound. - Inter regional & Intra regional - Internal Tourism - National tourism; Components of Tourism/5As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; - Elements of Tourism.

**Unit III:**

Tourism Products: definition, Attractions: Manmade & Natural attractions

Forms of tourism;Mass Tourism-Alternative tourism-Special interest tourism-Cultural tourism-Ethnic tourism-Recreational tourism-Business tourism-Eco tourism-Adventure tourism-Beach tourism-Hill tourism-Health tourism-Sports tourism-Rural tourism- Farm tourism - Shopping tourism-Space tourism-Doom tourism-Dark tourism-Cruise tourism.

**Unit IV:**

Travel Documentation: Passport – definition – types – RPO – Passport Seva – process of obtaining Indian passport for adults/minor/govt.employees – documents needed. E-passport – biometric passport – Indian Passport Act. - Visa –history, ETA - types of visa based on duration, purpose of visit, number of entries etc. – types of visa and requirements for UAE, Singapore, UK, Schengen Visa - types of visa for airline crew - Travel insurance purpose and types –vaccination certificate

**Unit V:**

Travel Regulations to India- Foreigners Division of Ministry of Home Affairs (MHA):- General policy guidelines relating to Indian visa – E-visa scheme: categories of e-visa– application process- Functions of FRRO – Registration of Foreign Nationals Visiting India, Overstay and Visa Violations, Visa Extension and Conversion, Health regulations for travelers to and from India.

Functions of Bureau of Immigration, POE, ECNR/ECR – Immigration check for Indians and foreigners – Protected and Restricted Areas, Protected Area Permit(PAP)/Restricted Area Permit (RAP)

**Books**

1. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, - Upinder Singh, Pearson
2. Medieval India: From Sultanat to the Mughals- Mughal Empire, - Satish Chandra
3. India's Ancient Past - RS Sharma
4. A Short history of India - Gordon Kerr
5. Tourism and Cultural Heritage of India - NeerajAgarwal
6. Cultural tourism in India - Museums, Monuments and Arts - SP Gupta and Lal Krishna
7. Lonely Planet Series

**Marks including choice:**

Unit	Marks
1	10
2	17
3	17
4	16

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		



## COMPLEMENTARY ELECTIVE COURSE IV: CULTURAL TOURISM

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4C04 BBA(AH)	6	4	3

### COURSE OUTCOME

**CO 1:** Understand the concept of cultural tourism

**CO2:** Understand about Indian culture and heritage

**CO3:** Understand cultural tourism resources in India

**CO4:** Understand the cultural tourism resources in Kerala

#### **Unit I :**

Definition and concepts of Culture, heritage, history, tradition -Indian Culture and Heritage – features of Indian culture – India through ages (brief):The Indus valley civilization period- Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period

#### **Unit II:**

Indian culture and heritage: ethnicity, religion and pilgrimages, language, costumes, cuisine, traditional medicine-Art forms, Classical Dance- Folk dance - Painting- ritual arts- fairs and festivals- folk arts- handicraft- Sculpture – architectural styles –Rock-cut monuments etc. Museums and Art galleries - UNESCO heritage sites- major cultural destinations of tourism significance

#### **Unit III: :**

Brief history of Kerala – Historic foreign connections of Kerala– spice route.Kerala culture: religion, pilgrimages, fairs and festivals, important religious festivals of tourism significance – Kerala architecture - Forts, palaces, museums, costume, Kerala regional cuisine - music, performing arts, ritual arts, handloom, handicrafts, Auyrveda tourism, Boat races, Kerala Biennale – Major cultural tourism destinations of Kerala.

#### **Unit 4:**

Cultural tourism –positive and negative impacts of tourism on culture – tourism for the conservation of culture – preservation of heritage and monuments.– cultural tourism and sustainable development.

#### **References:**

1. Rajangurukkal, RaghavaWarrier - A Cultural History of Kerala- Vol – 1
2. Lonely Planet - Kerala
3. A SreedharaMenon: Cultural Heritage of Kerala
4. Malik, S. C., Understanding Indian Civilisation : A Framework of Enquiry, Indian Instituteof Advanced Study, Simla, 1975.
5. Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.

6. AL Basham - Wonder that was India
7. RA Rizvi – Wonder that was India – Vol 2

**Marks including choice:**

Unit	Marks
1	12
2	20
3	20
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(8 questions x Marks 2 each =16)
	<b>Answer any 6 questions</b>	(6 questions x Marks 2 each=12)
<b>PART C</b>	<b>Essay</b>	(6 questions x Marks 3 each =18)
	<b>Answer any 4 questions</b>	( 4 questions x Marks 3 each=12)
<b>PART D</b>	<b>Long Essay</b>	(4 questions x Marks 5 each =20)
	<b>Answer any 2 questions</b>	( 2 questions x Marks 5 each=10)
<b>• Total marks including choice -60</b>		
<b>• Maximum marks of the course- 40</b>		

**PART D:**

**AVIATION & HOSPITALITY(AH)  
GENERIC ELECTIVE COURSES**

**WORK AND CREDIT DISTRIBUTION  
(2019 ADMISSION ONWARDS)**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
<b>5D01 BBA(AH)/TTM/ BBA(TTM)</b>	INTRODUCTION TO TRAVEL AND TOURISM	<b>V</b>	2	2	2
<b>5D02 BBA(AH)/TTM/ BA(TTM)</b>	AVIATION INDUSTRY	<b>V</b>	2	2	2
<b>5D03 BBA(AH)/TTM</b>	FRONT OFFICE MANAGEMENT	<b>V</b>	2	2	2

**EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4
INTERNAL	1

**INTERNAL ASSESSMENT**

<b>COMPONENT</b>	<b>WEIGHTAGE</b>
COMPONENT1 Test Paper	60
COMPONENT 2 Assignment/Seminar Presentation /Viva	40

**GENERIC ELECTIVE COURSE:-INTRODUCTION TO TRAVEL AND TOURISM**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D01 BBA(AH)/TTM/BB A(TTM)	2	2	2

**COURSE OUTCOME**

**CO 1:** Understand the concept and development of travel and tourism

**CO2:** Understand the importance of tourism

**CO3:** Identify the career opportunities in Travel, tourism and hospitality

**Unit I :**

Travel through Ages in a nutshell (India and world); Significance of Tourism, Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism and domestic tourism, Components of Tourism – importance of tourism

**Unit II :**

Tourism attractions – Man made and cultural – Forms of Tourism: mass tourism, and special interest tourism: cultural, ecotourism, responsible tourism, adventure tourism, farm tourism, rural tourism, health tourism, MICE tourism, Pilgrimage tourism, sports tourism.

**Unit III:**

Modes of tourist transportation: Types of Airlines, classes of journey and amenities, Airport – areas and passenger amenities, IATA Career opportunities in airlines and airports.

Accommodation: Primary and Secondary, Classification and categorization of hotels; meal plans, main features of each star category – functional departments of hotels. Career opportunities in Hospitality

**Unit IV:**

Tourism Business: Travel Agency and Tour operations: functions; Travel documents: Passport, and Visa – types, Entrepreneurial and career opportunities in Tourism.

**Books for Study:**

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman; The Business of Tourism

5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	(6 questions x Mark 1 each = 6)
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	(4 questions x Marks 2 each=8)
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	(1 question x Marks 6 each=6)
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		

## **GENERIC ELECTIVE COURSE II: AVIATION INDUSTRY**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5 D02 BBA(AH)/TTM/BB A(TTM)</b>	<b>2</b>	<b>2</b>	<b>2</b>

### **COURSE OUTCOME**

**CO 1:** Understand the overview of civil aviation

**CO2:** Understand the travel time calculations

**CO3:** Understand the process of air travel

**CO4:** Understand the functioning of Airports and airlines

#### **Unit I :**

Introduction to Aviation, Brief History–Classification of Civil Aviation, Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers

#### **Unit II :**

Passport: types, Visa: types,–Timezones, International date line, time calculation. Types of journeys (OW, CT, RT, OJ, RTW); Air ticket reservation: Online, travel Agencies, GDS

#### **Unit III:**

AIRPORTS: Types of airport- Airport Layout: Parts of Air field and Terminals area- Airport facilities for arrival and departing passengers - Freedoms of Air – Open sky Policy – ICAO, AAI, , International airports in India

#### **Unit IV:**

Arrival and departure formalities: Check in facilities-types –Landing facilities for departing passengers –Boarding Pass-Transit formalities-Baggage allowances: free; excess Charges: taxes; service charges- Baggage pooling; Baggage Standard concepts; E-check in-travel sites- automation in passenger facilities at airports - self service kiosk - web-check-in- Machine readable Travel documents- flight information display system etc

#### **Books for Reference:**

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Hand Book– Jeppesen Sanderson Inc.

3. IATA course material for Foundation in Travel and Tourism 4. IATA course material for Passenger Ground Services

**Marks including choice:**

Unit	Marks
1	7
2	7
3	8
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		

### **GENERIC ELECTIVE COURSE III: FRONT OFFICE MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5 D03 BBA(AH)/TTM</b>	<b>2</b>	<b>2</b>	<b>2</b>

#### **COURSE OUTCOME**

**CO 1:** Understand the fundamentals of accommodation industry

**CO2:** Understand the basics of hotel operations

**CO3:** Understand the functions and duties of hotel front office

#### **Unit I :**

Introduction to the hotel. Types of accommodation, classification of hotels, star categorization of hotel. Functional Departments of Hotels, types of rooms

#### **Unit II :**

Front Office organization structure, duties of Front Office-basic terminology used in the front office of a hotel, coordination and communication between the Front Office and the other departments

#### **Unit III:**

Reservation – modes of room reservation and source of hotel bookings, system of room reservation – Use of computer Reservation and GDS

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, foreigners registration formalities, record registers, forms, etc. required in the reception office, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest

#### **Unit IV:**

The Lobby Manager's Desk – Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems

#### **Books for Study:**

Hotel Front office Operations – Sudhir Andrew

#### **Books for Reference:**

Bardi, James A. Hotel Front Office Management, 5th ed, John Wiley 2010

Baker, S. Bradley, P. & Huyton, J. Principles of Front Office Operations, Cassell, 2001



**Marks including choice:**

Unit	Marks
1	6
2	6
3	10
4	8

**About the Pattern of Questions:**

<b>PART A</b>	<b>Short answer</b>	(6 questions x Mark 1 each = 6)
	<b>Answer all questions</b>	<i>(6 questions x Mark 1 each = 6)</i>
<b>PART B</b>	<b>Short Essay</b>	(6 questions x Marks 2 each =12)
	<b>Answer any 4 questions</b>	<i>(4 questions x Marks 2 each=8)</i>
<b>PART C</b>	<b>Essay</b>	(2 questions x Marks 6 each =12)
	<b>Answer any 1 question</b>	<i>(1 question x Marks 6 each=6)</i>
<b>• Total marks including choice -30</b>		
<b>• Maximum marks of the course- 20</b>		